

2019

MiCareer  Quest<sup>TM</sup>  
SOUTHEAST

*HELP DEVELOP THE  
FUTURE WORKFORCE  
IN OUR REGION*

Be a part of this innovative, hands-on career exploration experience for thousands of high school students, along with their teachers and counselors, as they learn about today's hottest jobs from working professionals.

**Career Quadrants:**

- Advanced Manufacturing
- Construction
- Health Sciences
- Information Technology

# SPONSOR & EXHIBITOR

## GUIDE



NOV  
**8**  
2019

**Suburban Collection  
Showplace**  
46100 Grand River Ave  
Novi, MI 48374

MICHIGAN  
**WORKS!**

**OAKLAND**  
COUNTY MICHIGAN  
ECONOMIC DEVELOPMENT  
& COMMUNITY AFFAIRS

Event Coordination

# JOIN US IN BUILDING THE REGION'S FUTURE WORKFORCE

Your participation as a sponsor or exhibitor — or both — is critical to the success of MiCareerQuest Southeast, the most unique career exploration event for high school students in our region.

The financial support, time and enthusiasm you provide are what makes this event an amazing hands-on learning experience for the students, teachers and counselors in attendance. A lot of planning and work goes into MiCareerQuest Southeast — the sooner you join us the more opportunity you have to shape the event.



# 88%

of exhibitors said  
MiCareerQuest Southeast  
was an effective way to  
showcase their industry to  
the future workforce.  
*(2018 exhibitor survey)*

## EVENT OVERVIEW

- Provide students, career counselors and teachers with a better understanding of the rewarding, in-demand career options available in our region
- Help our young people find exciting career paths for the future
- Provide a talent pipeline for the region's employers with in-demand jobs

Occupations showcased focus on four career quadrants, each with 20-25 exhibitors:

-  Advanced Manufacturing
-  Construction
-  Health Sciences
-  Information Technology

Students visit all four career quadrants during their two-hour visit. The day is split into three sessions:  
8 to 10 a.m. | 10 a.m. to Noon | Noon to 2 p.m.

In addition to hosting hands-on activities, participating organizations are expected to engage students in conversations about their jobs, education requirements and opportunities in southeast Michigan.

### 2018 AT-A-GLANCE

- **8,000+** high school students and chaperones from Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties
- **1,000** employees representing **114** employers, labor organizations and educational partners
- **200** volunteers from county government, Michigan Works! offices and other organizations across the region
- **200** special guests, VIPs and the media

Check out video highlights from the 2018 event at [OakGov.com/MiCareerQuestSE](https://oakgov.com/MiCareerQuestSE)

# BE PART OF THIS SUCCESSFUL EVENT

## CHOOSE ONE OR MORE WAYS TO GET INVOLVED:

**EVENT SPONSOR:** Your generous financial support for MiCareerQuest Southeast is much appreciated. Funds raised cover expenses that come with organizing an event of this scope. They include facility rental, staging and booth equipment rental, security, signage, volunteer shirts, exhibitor items and food.

**Quadrant Platinum Sponsorships:** Each quadrant needs one platinum sponsor to help event organizers shape the student experience. In addition to a position on the Executive Committee, you will work with our planners to identify the in-demand occupations and best companies to include in your quadrant.

As quadrant champion, you will work with us to assure the hands-on activities complement each other and engage students, as well as help design the quadrant layout. Each platinum sponsor will be highly visible (see list of benefits to the right).

**Gold, Silver and Bronze Sponsorships:** All sponsorships come with varying levels of exposure and opportunities (see list of benefits to the right). For details on the number of sponsorships available per quadrant, refer to this chart:

Advanced Manufacturing	Construction	Health Sciences	Information Technology
Platinum (1) \$25,000	Platinum (1) \$25,000	Platinum (1) \$25,000	Platinum (1) \$25,000
Gold (1) \$10,000	Gold (1) \$10,000	Gold (1) \$10,000	Gold (1) \$10,000
Silver (2) \$5,000	Silver (2) \$5,000	Silver (2) \$5,000	Silver (2) \$5,000
Bronze (Unlimited) \$2,500	Bronze (Unlimited) \$2,500	Bronze (Unlimited) \$2,500	Bronze (Unlimited) \$2,500

**QUADRANT EXHIBITOR:** You can join a career quadrant team as an exhibitor. Exhibitor teams are made up of working professionals who directly engage students by introducing them to an industry and occupation in a memorable way. As an exhibitor, you will design and build interactive activities featuring job-related tools and equipment, and share career expertise and advice. Energy, enthusiasm and an inviting smile are important qualifications.

*There is no fee to participate as an exhibitor.* However, you are responsible for any equipment you order, beyond what is provided by the event hosts. All exhibitors are encouraged to participate in monthly quadrant meetings hosted by the event organizers, where important information is shared and discussed.

### Exhibitor Agreement and Insurance Requirements:

All exhibitors must sign an exhibitor agreement provided by Oakland County and have adequate insurance coverage for an event of this nature. Public entities will be required to sign an interlocal exhibitor agreement by Aug. 31, 2019.

**87%** of educators said the exhibits at MiCareerQuest Southeast presented a good cross section of potential in-demand career paths for students. (2018 chaperone survey)

# SPONSOR BENEFITS

## PLATINUM

- Logo prominent on:
  - Quadrant archway
  - Volunteer t-shirts
  - Event website
- Mention in event press releases
- Display table at event
- Seat on Event Executive Committee
- Seat on corresponding Quadrant Steering Committee

## GOLD

- Logo prominent on:
  - Quadrant archway
  - Volunteer t-shirts
  - Event website
- Display table at event
- Seat on Event Executive Committee
- Seat on corresponding Quadrant Steering Committee

## SILVER

- Logo on:
  - Quadrant archway
  - Volunteer t-shirts
  - Event website
- Seat on corresponding Quadrant Steering Committee

## BRONZE

- Logo on quadrant archway
- Name on event website
- Participant on corresponding Quadrant Exhibitor Team

*Top sponsors will have their organization's logo included on the entrance archway into their respective quadrants*



# REGIONAL EVENT LEADERSHIP

## MICHIGAN WORKS! AGENCIES

Michigan Works! Agencies, including Oakland County Michigan Works!; Macomb/St. Clair Michigan Works!; SEMCA Michigan Works!; Michigan Works! Southeast; and Detroit Employment Solutions Michigan Works!

## MICHIGAN TALENT INVESTMENT AGENCY

## COUNTY GOVERNMENT

Including Oakland, Macomb, Wayne, Monroe, Washtenaw and Livingston counties

## INTERMEDIATE SCHOOL DISTRICTS

Representing students, teachers and counselors from region, including Oakland Schools, Macomb ISD, Monroe ISD, Washtenaw ISD and Wayne County RESA

## INDUSTRY

- Presenting, Platinum and Gold Sponsors
- Quadrant Champions

## EVENT LOGISTICS

- Suburban Collection Showplace
- ArtCraft Display

# OAKLAND COUNTY EVENT COORDINATION

**Jennifer Llewellyn**, Manager  
Oakland County Michigan Works!

**Joe St. Henry**, Marketing Communications  
sthenryj@oakgov.com | (248) 858-0862

**Brooklyn Frontiera**, Program Coordinator  
frontierab@oakgov.com | (248) 452-2260

**Beth Tomaszewski**, Project Manager  
Construction & Health Sciences Quadrants  
tomaszewskie@oakgov.com | (586) 944-8450

**Jan Harp**, Project Manager  
Advanced Manufacturing & IT Quadrants  
harpj@oakgov.com | (248) 720-9648

# EXHIBITOR TIPS: ATTRACT STUDENTS TO YOUR IN-DEMAND JOBS



Interactive activities spark a teenager's curiosity the most. Ask questions. Avoid jargon and too many technical words and terms – unless you can quickly provide a clear explanation.

Teenagers learn by listening, seeing and touching – incorporate all three in your activity to create a fun and exciting experience.



Target your demonstration to curious 14-18 year-olds, who might also have short attention spans. Your hands-on activity should last no more than five minutes and be designed for groups of 5-6 students at a time.

Keep the learning process interactive by asking students your own questions from time-to-time.



 MiCareerQuest Southeast  MiCareerQuestSE

**OakGov.com/MiCareerQuestSE**

MiCareerQuestSE@OakGov.com | (248) 858-5520