



Welcome to VET Career Fair 2022!

LIVE EVENT DATE & TIME

Friday, October 28, 2022

11:00 a.m. – 3:00 p.m. ET

Saturday, October 29, 2022

11:00 a.m. – 2:00 p.m. ET

All sessions take place in Eastern Time.

JOB POSTINGS PORTAL

Attendees will have access to your job postings immediately upon registration. They can view the content that you upload, including job postings.

BUILDING YOUR RECRUITMENT PRESENCE

We recommend that you use a desktop computer or laptop, and one of the following browsers to avoid technical difficulties: Google Chrome, Firefox, Edge, Opera, or Safari.

Please start here on the [Exhibitor Listing Form](#).

This page will open. The first time you log in start with Option 1 at the bottom of the left-hand side of the page.



1
Start

2
Company Details

3
Listing Info

4
Thank you

Welcome to the Exhibitor Listing Form for VET Career Fair

Welcome to the Vendor Directory Management System for **VET Career Fair 2022**.

Don't miss out on the opportunity to connect.

We have uploaded the basics on your behalf including:

- Company name
- Website

Complete your listing by adding the following:

- Company description (use as many key words as possible)
- Social media links
- Videos (youtube or vimeo links)
- Promotions and new product details
- Designated email to contact form
- Category Tags

INSTRUCTIONS

- Please start by selecting one of the 2 options below.
- If this is your first time using this new system to manage your listing, select Option 1
- If you are returning to make changes to your listing, select Option 2

i Option 1: First Time Here This Year?
Please select your company name and then continue

--Select Your Company--

Continue

i Option 2: Returning to View or Add?
Please select your company name and enter your company password

Macgregor Communications

Company Password

1234

Login

I Forgot My Company Password

We will have your basic company information in our system once your contract is received. Choose your company's name from the dropdown list. Hit continue. Then choose your password and make a note of it and follow the prompts. You'll need your password when you return to make changes. Choose Option 2 when returning.



Progress bar with steps: 1 Start (checked), 2 Company Details (checked), 3 Listing Info (active), 4 Thank you. Below the bar is a teal button labeled "Update Your Company Details" and a black button labeled "Back".

Manage Your Listing

Please review and update your company information below. **Make sure to click SAVE at the bottom!**

[Save Changes](#) [Preview Current Listing](#)

Company Name: Macgregor Communications

Navigation tabs: **Details** | Links | Videos | Documents | Main Image | Job Posting | Staff

You can update your company description, logo (jpg/png/gif at 300px wide and less than 1mb), select a booth theme color, and select your primary industry categories.

Company Interests:

Company Logo (jpg/png/gif at 300px wide and less than 1mb)
Add/Modify your company logo. Use a jpg/png/gif file under 1mb.



Booth Color

Check here to use a custom booth theme color, and select your color below. Choose a darker color. The text color that appears on top of your theme color is white.

Company Interests:

Company Description

Add/Modify your company description. Maximum 1000 Characters.

We know that we are only ever as good as our last event, and we don't take anything for granted. Macgregor Communications has earned the trust and respect of North American business communities by providing quality continuing education conferences to help keep business communities current in their roles and engaged with their partners, suppliers and vendors.

We are partnered with various professional licensing bodies, industry associations and universities that help us provide accredited programs that are relevant for today's professionals. Our diversified portfolio provides focused training for various business segments that will fit your business needs. We at Diversified strongly believe in the training and development of employees and have dedicated the last few decades to providing a unique learning platform for businesses to bring together their employees with top training facilitators and key suppliers to ensure ultimate work productivity.

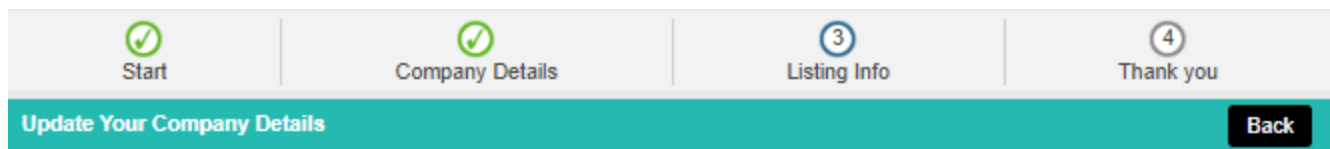
We believe in attention to detail and like to control every last detail. For instance, we do all our design work ourselves because



From this portal, you can update company logo, details, description, staff information, etc.

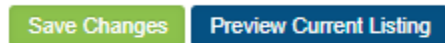
From the DETAILS page, update your company information. Be sure to click on the green save button as you make EACH change.

Next, you will click on each of the tabs: LINKS; VIDEOS; DOCUMENTS; MAIN IMAGE; JOB POSTING; STAFF adding the information.

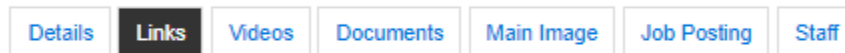


Manage Your Listing

Please review and update your company information below. **Make sure to click SAVE at the bottom!**



Company Name: Macgregor Communications



You can add links to external websites on your booth. This is the perfect place to add links to your corporate website, social media pages, etc.

Company Website: Example: www.website.com
Add/Modify your company website.

WebSite:

Company Social Links:

Add/Modify your company social network profile links. Example: <https://www.instagram.com/unityeventsolutions/>

Facebook:

Twitter:

LinkedIn:

Instagram:

YouTube:

Pinterest:

Company Survey External Link: Example: a Survey Monkey link

Survey:



Your virtual booth is an extension of your brand. There are numerous features that you can include, depending on your sponsorship level. You don't have to take advantage of them all. Click on the PREVIEW button at any time to see how your booth looks to the attendees.

You can add and/or update at any time (Note: changes can take up to 2 hours to appear on the website)

Basic company information: Company Logo, Address, Phone Number, Website and Social Media Links.

Company profile: This is an overview of your company

Custom colour: Use your logo colour or colour of your choice on the bars on your booth. Follow the prompts to put in your exact colour.

Welcome video message/commercial: Upload must be from *YouTube* or *Vimeo*

Videos: Must be from YouTube or Vimeo. We recommend 30 second videos. To prevent YouTube from suggesting random videos as next play, add "?rel=0" to the end of the YouTube URL.

Documents: You can upload documents, brochures, flyers to a limit of 10 (depending on your sponsor level)

Job Postings: You can enter a Position Title, Description and Website link for each Job Posting. These will display under Job Postings on the Main Website, and in your virtual "booth".




Preview your virtual booth. It will look something like this:

VET CAREER FAIR 2022
EXHIBITOR PREVIEW LISTINGS

Note: This is a preview only. Some features like chat, passport, send a message may not work.




Macgregor Communications

 Macgregor Communications

Send Email Message

Sponsor
Booth: 1

110 Cochrane Drive
unit 1
Markham, ON, L3R 9S1
Phone: 2897892222
Visit Website

About Us Staff

Description

We know that we are only ever as good as our last event, and we don't take anything for granted. Macgregor Communications has earned the trust and respect of North American business communities by providing quality continuing education conferences to help keep business communities current in their roles and engaged with their partners, suppliers and vendors.

We are partnered with various professional licensing bodies, industry associations and universities that help us provide accredited programs that are relevant for today's professionals. Our diversified portfolio provides focused training for various business segments that will fit your business needs. We at Diversified strongly believe in the training and development of employees and have dedicated the last few decades to providing a unique learning platform for businesses to bring together their employees with top training facilitators and key suppliers to ensure ultimate work productivity.

We believe in attention to detail and like to control every last detail. For instance, we do all our design work ourselves because getting the message right and communicating it effectively, is essential to delivering successful products. Our operations, marketing, sales – it's all in house, done by people who understand the markets they serve, who know our customers and can react quickly to feedback.

We also like to think up new ideas and to work with professionals in new sectors to create tailor-made events that really work for them. So if you want to talk, give us a call.

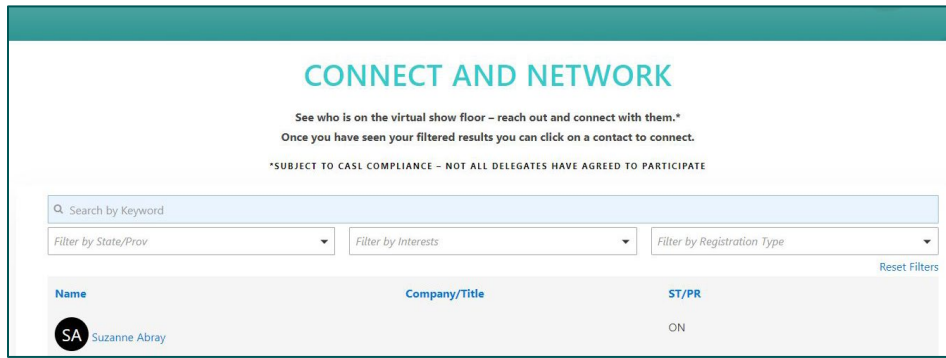
Categories

- Exhibitor Industry Category - Other
- Exhibitor Industry Category - Public Health
- Exhibitor Industry Category - Reproduction



Network and Connect – this will allow you to search registered job seekers. This will become active with the launch of the “Web App” approximately two weeks prior to the event.

<http://www.virtual.veterinaryeducationtoday.ca/networking> (subject to opt-in by attendees)



ADVERTISING OPPORTUNITIES

DIGITAL ADVERTISING SPECIFICATIONS

- Leaderboard ads - 728 x 90 pixels
- Pop-up ads – 600 x 400 pixels
- Box ad – small 300x250 pixels
- Big box ad – 300x500 pixels
- Ticker Tape – 1080x80 pixels
- Videos: Should be from YouTube or Vimeo

See your contract for your particular ad size requirements. If you are interested in additional advertising, contact Lee Baker lbaker@macgregorcom.com for details.

Exhibitor FAQ's

How many booth representatives can I have in my virtual booth? – there is no limit

I want to update some information in my virtual booth, but the show is already on. What do I do? - You can upload anything in your booth at your convenience through your exhibitor portal. Anything new added can take up to two hours to show in your booth.

Is there a mobile app for this conference? There will be a “Web App” approximately two weeks prior to the event.



Do I have to put a video on the front of the virtual page, or can I add a jpeg? – You can either have a featured video or static image, if you choose to have nothing, please do not select the "featured" button.

EVENT PERSONNEL:

JENNIFER HIETT 289-789-2253
Operations Coordinator jhiett@macgregorcom.com

Please contact Jennifer for any questions regarding your participation in the event.

LEE BAKER 416-567-7469
Event Director lbaker@macgregorcom.com

Please contact Lee for any questions regarding adding advertising to your booth.

EVENT PRODUCER: **MACGREGOR COMMUNICATIONS**
110 Cochrane Drive, Unit 1
Markham, Ontario, L3R 9S1
TOLL FREE: 888-443-6786