



Thursday, October 19 and Friday, October 20, 2023
Lively Technical College & Tallahassee Community College Campuses
Tallahassee, Florida

Exhibitor Logistics

[REGISTER HERE TO BE AN EXHIBITOR](#)

All activities must be approved by WOW.

The Event

Over 3,000 ninth grade students, teachers, school administrators, parents, industry leaders, and volunteers will converge on the Lively Technical College and Tallahassee Community College on October 19-20 for “Worlds of Work – WOW!” Career Expo. The purpose of WOW is to create awareness about career opportunities among students and educators. The program provides a first step for students towards selecting a career plan and beginning career preparation. Following completion of WOW, these ninth-grade students will develop career portfolios and select “plans of study” for their 9 - 14 educational experience.

WOW is a project of the workforce partners in our North Florida region including CareerSource Capital Region, Lively Technical College, Leon County Schools, Tallahassee Community College, Office of Economic Vitality, and the Greater Tallahassee Chamber of Commerce. WOW is a fun, educational, and hands-on opportunity for students. Because the event will showcase regional workforce needs, students will become familiar with a broad range of available jobs in the area. Attendance at WOW will be available to students from Leon, Gadsden, Wakulla, Jefferson, and Franklin counties.

Exhibit Location

There will be activity maps with all exhibitor locations. See the map for World and Zone locations (coming soon).

WOW Hub

The WOW Hub is located outside of Lively Building 8 (admin building). The WOW Hub serves as the entrance to the WOW Career Expo. All participants will come to the WOW Hub to receive instructions about the Expo.

Booths

Note: Vehicles and other large equipment count as a booth.

Booths include:

- 10' x 10' booth space
- 2 lunches on Thursday (If you'd like to purchase additional lunches, please contact kharwood@talchamber.com)
- Employer hospitality area
- Exposure to over 3,000 students in our area

Large Equipment:

There is limited space for larger (outside-of-booth requests) so these requests will be on a committee-review process, and you will be notified if your request is accepted.

Vendors who will be bringing large vehicles or equipment will also be bound by a set-up schedule the afternoon/night of October 18 so other set-up can occur afterward.

Other items to note:

Stand-up banners are allowed but must fit within your booth space.

You can bring giveaways for students. We will be giving them a WOW backpack to collect your goodies. To help encourage the skills learned during the informational session, please consider only handing these out to students who exhibit professional behavior, interviewing skills, and engaging interactions. Absolutely no stickers.

Booths should be both engaging and memorable for students who want to know about various careers. Each booth should have a hands-on activity that will let students experience a new career option. Your interactions with the students should help them understand how they might fit in at your organization in the future.

Security

There will be security twenty-four hours a day for Wednesday, October 18 and Thursday, October 19. For Friday, October 20, security ends at 5:00 p.m.

Power Strips/Extension Cords/Generators/Tents

Exhibitors must provide their own power strips, extension cords, generators, and tents.

Parking Pass and Parking

Exhibitors will be provided a parking pass. The pass should be displayed in the driver's side dash. Exhibitors will be given specific directions as to where to enter, unload, and park.

- **Wednesday, October 18**
TBD
- **Thursday, October 10 and Friday, October 11**
TBD

Safety, Security, and First Aid

Safety and security are top priorities. Exhibitors will be provided a safety and security plan at registration. In addition, each morning before the Expo begins, there will be a world safety and security meeting led by the world logistics liaison. The Expo Security Office will be located TBD. The Expo First Aid Station will be located TBD.

World Logistics Liaison

Each world will have a logistics liaison who will be the exhibitor contact. Exhibitors should consult this person for all needs.

Identification

Exhibitors are asked to have their company identification or driver's license while at the Expo and may be required to produce the identification upon request. If possible, exhibitors are asked to wear their company identification while at the Expo.

Attire

Exhibitors are asked to wear khakis, shirt with company logo, and comfortable, closed-toe shoes. No jeans.

Meals/Snacks

The hospitality room for all exhibitors and volunteers is located in the Professional Training Center (PTC) on Lively's campus. Water and snacks will be available throughout the day. Lunch will be provided on Thursday, October 19, and heavy snacks on Friday, October 20. See schedule below for times. We ask exhibitors to go in shifts so exhibit coverage is ensured. Exhibitors should not eat in the exhibit area or while talking with students. Meals/snacks are not provided for visiting students, teachers, or bus drivers.

Visitors

Visitors are required to register before entering the Expo. Registration is in TBD. Visitors are asked to have their company identification or driver's license while at the Expo and may be required to produce the identification upon request.

VIP Breakfast

Leaders from across the region gather to discuss updates in career technical education and workforce development Friday, October 20 from 7:30 a.m. to 9:00 a.m. at WOW. In turn, our legislators, business leaders, and educators witness the region's largest career expo for students, fostering their passion for the exciting opportunities North Florida has to offer.

Educator Workforce Academy

The Educator Workforce Academy immerses superintendents, principals, and teachers in career technical education, opening their eyes to the many industry jobs opportunities in our region. This year, 15 educators will start the program at WOW. This transformative training initiative helps bring industry opportunities to students, starting with their superintendents.

Student Rotation Information

- **Tour Guides**

Tour guides will accompany each group. The tour guides, along with each school's chaperones, will lead the students through the Expo following a zone rotation.

- **Color Coding**

For the Expo, we will be using a color-coding system to identify buses, students, and zone rotations. The colors will be yellow, green, blue, and red. The goal is for students to identify with a specific color and use that color throughout the entire event.

- Each student will be given a backpack with a specific color.
- Buses will be given a specific color.
- A tour guide will carry a specific-colored sign and will follow a zone rotation map based on that color.

- **Zone Rotations (approximate times. Confirmed time will be distributed closer to event)**

| Schedule for Zone Rotations | | |
|------------------------------------|-------------------------|-------------------------|
| | Group 1 | Group 2 |
| Arrival | 9:05 a.m. | 11:10 a.m. |
| Round 1 | 9:15 a.m. – 9:45 a.m. | 11:20 a.m. – 11:50 a.m. |
| Round 2 | 9:45 a.m. – 10:15 a.m. | 11:50 a.m. – 12:20 p.m. |
| Round 3 | 10:15 a.m. – 10:45 a.m. | 12:20 p.m. – 12:50 p.m. |
| Round 4 | 10:45 a.m. – 11:15 a.m. | 12:50 p.m. – 1:20 p.m. |
| Depart | 11:20 a.m. | 1:25 p.m. |

Schedule of Events (approximate times. Confirmed times will be distributed).

| Wednesday, October 18, 2023 | | | |
|------------------------------------|---|---|--|
| 1:00 p.m. – 10:00 p.m. | Exhibitor Check-in, Set-up, and Registration | The areas of the College dedicated to WOW will be available beginning at 1:00 p.m. If an earlier time is needed in order to accommodate setup, exhibitors should contact Katie Harwood 772-631-3527 | |
| Thursday, October 19, 2023 | | | |
| 7:00 a.m. – 8:30 a.m. | Exhibitor Check-in, Set-up, and Registration | | |
| 8:30 a.m. – 8:45 a.m. | World Safety and Security Meeting led by the world logistics liaison. | | |
| 8:45 a.m. | All exhibitors are asked to be at their exhibit ready to begin. | | |
| 9:15 a.m. – 11:15 a.m. | Group 1 Rotations | | |
| 11:30 p.m. – 1:00 p.m. | Lunch | | |
| 11:20 a.m. – 1:20 p.m. | Group 2 Rotations | | |
| 2:00 p.m. – 6:00 p.m. | WOW Varsity | | |
| Friday, October 20, 2023 | | | |
| 7:30 a.m. – 9:00 a.m. | VIP Breakfast and Awards Ceremony | The VIP Breakfast will be in the TBD. | |
| 7:00 a.m. – 8:30 a.m. | Exhibitor Check-in, Setup, and Registration | | |
| 8:30 a.m. – 8:45 a.m. | World Safety and Security Meeting led by the world logistics liaison. | | |
| 8:45 a.m. | All exhibitors are asked to be at their exhibit ready to begin. | | |
| 9:15 a.m. – 11:15 a.m. | Group 1 Rotations | | |
| 11:20 a.m. – 1:20 p.m. | Group 2 Rotations | | |
| 1:30 p.m. – 5:00 p.m. | Exhibit Breakdown | | |