

MOACAC GUIDELINES FOR COLLEGE FAIR REPRESENTATIVES

These guidelines apply to all college fair representatives including, but not limited to, college admission representatives, military representatives, proprietary school representatives, faculty, alumni, parent and student volunteers, etc. It is expected that college fair hosts will be aware of these guidelines and assist in making sure representatives adhere to them.

All those participating in **MOACAC Regional College Fairs** must adhere to these guidelines. Reps should also follow these guidelines during all other MOACAC-endorsed college fairs.

The college fair schedule has been coordinated by the MOACAC College Fair Committee and approved by the MOACAC Executive Board. Updates to the schedule will be posted at www.MOACAC.org in the College Fair section.

Guidelines:

1. Send inquiries regarding invitations, starting times, etc. directly to the hosts. MOACAC College Fair Co-Chairs can help with questions regarding MOACAC Regional College Fairs as can the host schools themselves. Invitations to other MOACAC-endorsed college fairs are issued by schools or organizations themselves.
2. Reply to each college fair invitation promptly regarding whether you'll be able to attend. If you plan to attend, let the host know about any special arrangements you might need.
3. Arrive at the fair location at least 30 minutes before the program is to begin. Stay the entire length of the program unless the host school announces an earlier ending time.
4. Send an official representative of your institution. If one isn't available, a trained substitute is generally acceptable unless stated otherwise in the invitation.
5. Have no more than three representatives staff the table at one time.
6. Notify the on-site coordinator of the program if a scheduled representative is unable to attend.
7. Remain behind your table; counseling and providing information in the aisles or in front of the table is not allowed. Recruitment and distribution of literature is restricted to the parameters of the table.
8. Refrain from using personal devices during scheduled programs such as speaking on your cell phone, texting, etc. The use of scanning apps such as StriveScan is an exception.
9. Have appropriate materials for students and parents. Advertising gimmicks such as keychains, bumper stickers, pennants, water bottles, t-shirts, candy, etc., may not be distributed to participants. Only informational literature pertaining to the college or university (i.e., brochures, business cards, information cards, viewbooks, etc.) may be distributed at the program site.
10. Keep tabletop displays to no taller than 36 inches. All display items must remain directly on or behind the table and should be arranged so as not to obstruct the view of adjacent tables. Aisles must be kept completely clear of materials and displays.
11. Keep audio/visual volume to a minimum as not to interfere with other exhibitors if you are planning to use audio/visual equipment, tablets, laptop computers, etc. At most fairs, power sources will not be available. (Equipment must be self-supported)
12. Do not have demonstrations (such as food preparation), mascots, drawings/raffles, competitions, or similar activities. These activities are not permitted.
13. Dress to represent your school in the best light and wear a name badge.
14. Observe the professional and ethical standards as outlined by the [National Association of College Admission Counseling's Code of Ethics and Professional Practices](#). Failure to adhere to these standards may result in your institution's not being allowed to participate in future MOACAC college fairs.