

“Evening Expo at the Marketplace” -- Friday, March 23, 2012

A new addition to the Exhibitor’s package for the 69th NIS/BKX Annual Meeting, is the “Evening Expo at the Marketplace”. As part of the registration fee, exhibitors will have a unique opportunity to meet the students in the Marketplace on Friday evening, March 25th. This activity allows the student to shop for his/her future in a marketplace like setting. The student will be able to interact with exhibitors, counselors, and mentors who have the expertise to help outline the best plans for their academic future based on the students’ academic credentials, career goals, and financial status. This assembly will permit close interactions with representatives from graduate and professional schools throughout the nation, such that students can freely discuss their future academic plans as well as seek information on methods to solve financial problems associated with pursuing graduate and professional degrees. Students will bring their business cards, career plans, hopes and dreams, as they enter the Marketplace. Attracting students to individual booths/tables to hear about their particular program will be competitive. Booths/Tables will be setup to attract these highly competitive minority students who wish to learn about graduate, medical, and dental programs, summer internships and financial assistance. We suggest that exhibitors should not only bring brochures and pamphlets, but also souvenirs, giveaways and other paraphernalia to successfully attract and advertise their school’s or company’s assets. There will be fun and food, after-all, Intermingled among information-gathering booths/tables will be free food buffets featuring southern style cuisines, as well as, free concession stands of hot dogs, hamburgers, barbecue, ice cream, etc.,. Donated prizes provided by the NIS/BKX and various other organizations will be given away to students at this event. Also, a few surprise treats are in store. This new event promises to be a four- hour “Expo” with interactions that will be surprising, fun and life changing.

Logistics

Exhibit Hall will officially close at 10:00 pm on Friday, March 23, 2012. Exhibitors may dismantle their exhibits at that time. Exhibitors and vendors will be free to setup for the Marketplace, at their respective booth/table in the Grand Ballroom (location to be designated), between the hours of 4:00 PM – 5:45 PM. The Marketplace will open its doors to meeting attendees at 6:00 PM and close promptly at 10:00 PM. Exhibitors may then officially close and dismantle their exhibit(s) for this meeting. No exhibitor or vendor is expected to close their Marketplace exhibit before 10:00 PM.

Carolyn Cousin,
Conference Director, Joint Annual Meeting
(202) 275-5874 (Phone)
(202) 274-5773 (fax)