

Veterans' Job Fair

2018

York County
April 9, 2018
9 a.m. – 2 p.m.

Wyndham Hotel York
2000 Loucks Road
York

Please
note

Berks County
May 30, 2018
9 a.m. – 2 p.m.

Crowne Plaza Reading Hotel
1741 Papermill Road
Wyomissing, PA

Capital Area
August 28, 2018
9 a.m. – 2 p.m.

Radisson Hotel Harrisburg
1150 Camp Hill Bypass
Camp Hill

Lancaster County
Nov. 1, 2018
9 a.m. – 2 p.m.

Farm and Home Center
1383 Arcadia Rd.
Lancaster

Please
note

Please join us in supporting our veteran and military community and their families.

With nearly 550 men and women transitioning out of the military every day, on average, access to information about job opportunities is a top priority.

The **The Job Fair** brings veterans and spouses who need jobs together with employers who can benefit from this rich source of talent to aid their organizations.

Top reasons to hire a veteran –

- Recognized for their leadership qualities
- Highly dependable
- Strong personal integrity
- Take responsibilities seriously
- Sound work ethic
- Intuition is a skill, the military teaches it
- Quick to learn
- They have served our country and deserve consideration for employment

... just to name a few!



Limited sponsorship opportunities are available for the Expo and Job Fair.



On-Line Publishers, Inc. • 3912 Abel Drive, Columbia, PA 17512

(717) 285-1350 • (717) 770-0140 • (610) 675-6240 • www.VeteransExpo.com • info@veteransexpo.com

Veterans'

Expo & Job Fair

Marketing Strategy

★ RADIO ADVERTISING ★

Nielsen ratings are reviewed annually to determine stations to be selected for placement. Level of sponsorship determines frequency of recognition in :60 radio spots.

★ TELEVISION ★

Ads are placed on strategic regional stations for the **Veterans' Expo & Job Fair**. Level of sponsorship determines inclusion in commercials.

★ PRINT ADVERTISING ★

Advertising for the **Veterans' Expo & Job Fair** begins three months prior to the event. Ads will run in local and adjacent county editions of *50plus LIFE*, the **RESOURCE DIRECTORY for the Caregiver, Aging, and Disabled**, and **BUSINESSWoman**.

As appropriate, ads are placed in local print media for additional coverage. Special recognition is given to sponsors, determined by level of sponsorship.

★ DIRECT MAIL ★

Press releases and camera-ready ads are sent to hundreds of groups, churches, VFWs, American Legions, and other organizations, prior to the event.

★ E-MARKETING ★

E-flyers and e-announcements are sent to thousands of individuals who would be interested in attending the **Veterans' Expo & Job Fair**.

★ SOCIAL MEDIA ★

Various social media venues will be utilized to generate curiosity and increase exposure.

★ SIGNAGE ★

Posters, including sponsor recognition, are circulated and posted throughout the county several weeks prior to the event. Grocery stores, pharmacies, restaurants, hospitals, professional offices, VFWs, American Legions, and other service groups will display the information.

★ PRESS RELEASES ★

A series of press releases beginning four weeks prior to the event are distributed to area publications, radio stations, and TV stations.

★ WEBSITE ★

Continuous updates are made to the **VeteransExpo.com** website, promoting the **Veterans' Expo & Job Fair** dates and locations. All exhibitors are listed one month prior to the Expo, and sponsors receive special recognition and a link to their website.

★ MISCELLANEOUS ★

Flyers announcing the event are distributed at area health fairs, business expos, and other events throughout the year.

Brought to you by  OLP EVENTS

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