



Sponsor - Frequently Asked Questions

Registration

You will be provided a final headcount after the Career Fair registration is closed for both employer registration and applicant registration.

Interview Selection *(For all sponsors except Non-Hiring Boosters)*

You will be able to pre-select your interviews from our applicant resume bank. The Empire State Legal Diversity Career Fair will match applicants and interviews based on your selections and needs.

You will receive resume materials and the number of interviews you can select by a due date. You will receive materials for job applicants who selected your firm as a preferred employer for them, as well as a second packet with all job applicant resumes. We will provide a deadline to submit your employer selections to Lisa Patterson, lpatter@buffalo.edu. **If your firm fails to submit a list of interviews 100% of your interview will be determined by lottery.**

Ad Book Information

- We will recognize all sponsors within the ad book. Your firm will be acknowledged based on your level of sponsorship with your firm's logo or name.
 - Champion, & Ally sponsors will have logos printed in the ad book
 - Supporter, Friend, & Non-Hiring Boosters will have firm names listed
- Additionally, your firm name will be listed by sponsorship levels and alphabetically in the ad book in the listing of employers.
- Ad space at no additional cost for:
 - Champion level sponsors: 1 full page ad- see attachment for details
 - Ally level sponsors: ½ page ad- see attachment for details

- o Supporter level sponsors: ¼ page ad- see attachment for details
- You may purchase an ad in the ad book if you would like to share more about your firm or a message from your firm.
- Commitment to Diversity Statements
 - o Champion & Ally sponsors will have the opportunity to provide a statement of up to 200 words which will be printed in the ad book with your logo and the 2023 Empire State Legal Diversity Career Fair Banner.

Website

- Champion, Ally, Supporter sponsors logos will appear in our sponsorship recognition area.
- Friend and Non-Hiring Booster sponsors will be listed in our sponsorship recognition.
- You will receive your digital badge via email from BAEC.

Digital Benefits

- Champion, Ally, Supporter sponsors will receive a *digital* 2023 Empire State Legal Diversity Career Fair Banner indicating your level of sponsorship which can be used on your own website and print materials. You may use this 2023 banner as long as your firm wishes to.

Social Media Spotlight

- Champion, Ally, Supporter sponsors will receive a social media spotlight posted to BAEC & MBAWNY social media.
- Please provide a photo or graphic, as well as text for the media spotlight. This can be used as an opportunity to share a message about your firm's commitment to diversity.

Event Schedule (The career fair will run from 8a-4p)

7:15am-8am:

- Employer set-up

8a-9a:

- 3-minute welcome messages from selected speakers.
- Open tabling allowing applicants to drop off resumes.
- Light breakfast available.

9a-12p

- First round of pre-assigned times table-side interviews.
- You can bring multiple staff members to continue tabling with unassigned job applicants.

12-1p

- Lunch available.
- Informal mixing period. It is up to you and your firm if you want to have the table occupied and open.

1p-4p

- Final round of pre-assigned timed table-side interviews.
- You can bring multiple staff members to continue tabling with unassigned job applicants.

The Interview Process

- The timed interviews will be about 15-20 minutes; we will allot some time for candidates to move between interviews.
- There will be announcements advising when the period begins and ends.
- If we have a full interview schedule for your organization, you will have roughly 20 interviews.
- You can bring multiple staff members to continue tabling with unassigned job applicants while there is an interview in progress.

Table information

- Champion & Ally sponsors: You will be positioned in a high visibility area of the career fair. You will have a two (2) 6-foot table and 6 chairs. You can bring tablecloths, and signage for your organization to post at your booth. You may want written materials about your organization, hiring needs & practices, and may want to consider providing your applicants with an information packet.
- All other sponsors except Non-Hiring Boosters: You will have a 6 ft table and 3 chairs. You can bring a tablecloth, and signage for your organization to post at your booth. You may want written materials about your organization, hiring needs & practices, and may want to consider providing your applicants with an information packet.