

The Employer's Career Fair Booth Checklist

01 Set Your Budget

- ☐ Determine total booth materials budget before ordering
- ☐ Break budget into categories: signage, printed handouts, promotional products, name badges
- ☐ Factor in rush fees if the event is within three weeks and ask about turnaround options
- ☐ Consider if you will reuse these materials at multiple events, or if this is a one-time run (Affects quantity decisions and unit cost)

02 Signage and Displays

- ☐ Backdrop or tension fabric display
 - What size is my booth space? (Standard: 8x8 or 10x10)
 - Does the backdrop need to be portable/travel-friendly?
 - What goes on it? Company name, logo, tagline/employer value statement
- ☐ Retractable banner stand (secondary display or open positions callout)
- ☐ Table cover: full-color printed with company branding
- ☐ Foam board signage: directional, departmental or open roles callout

03 Printed Handouts

- ☐ Company overview brochure or trifold
- ☐ Open positions flyer: list current openings by department
- ☐ Role-specific one-pagers for high-priority positions
- ☐ QR code printed on all handouts, linking to careers page or dedicated landing page
 - Has the link been tested on mobile?
- ☐ Business cards for each recruiting team member
- ☐ How many attendees are expected?
 - Order 20–30% more than you think you need.

04 Promotional Giveaways

- ☐ Select primary giveaway item (given to all booth visitors)
 - Examples: branded pens, tote bags, pocket planners, mobile wallet card holders
- ☐ Select premium giveaway item (given to candidates who complete a conversation or application)
 - Examples: tech accessories, quality notebooks, branded kits
- ☐ Confirm all items carry company name, logo and careers page URL or QR code

05 Name Badges

- ☐ Collect full list of recruiting team members attending (first name, title)
- ☐ Confirm design includes: first name, title, company logo
- ☐ Choose badge format: lanyard, badge holder, clip-style
- ☐ Order extras for last-minute team additions

06 Final Pre-Event Checklist

- ☐ All materials ordered at least two to three weeks before the event
- ☐ Shipment confirmed and delivery date verified
- ☐ QR codes tested on multiple devices
- ☐ Giveaways inventoried and packed
- ☐ Name badges organized by team member

Ready to order?

Target Print & Mail handles printing, promotional products and name badges all in one place. Get a quote at targetprintmail.com.

