

2012 CAREER EXPO

FRIDAY FEBRUARY 10, 2012 8 AM—1 PM

AmericasMart, Atlanta Georgia

The south's only Hospitality Trade Show by Industry for Students.

- Meet Georgia and National companies who want to meet with you and your students.
- Come for one day and take away enough information and samples to last for the rest of the year.
- Win college scholarships, meet future employers and learn the latest trends.
- Meet industry leaders running workshops, demonstrations and over 125 industry different booth
- Receive FREE t-shirts, industry booths reinforcing your curriculum and talking about cool careers
- Get FREE samples to eat and drink throughout the Expo. Also a lunch available to purchase
- Visit scheduled workshops & demonstrations. You won't miss anything
- Park buses free, assessable to Marta and lots of room for everyone to see and do everything.

What Companies can you expect to see: Over 125 including...

Restaurant, Management, and Food Distributors: Compass Group, Georgia Beef Board Chili's Restaurant, Popeyes Louisiana Kitchen, Inland Seafood, McCormick Culinary Spices, Coca Cola, Pepsi Co, Sodexo, Barry Callebaut, US Foodservice, Freshpoint, Brasstown Beef, General Milles, S & D Coffee, Royal Produce, Springer Mountain Farms, Royal Cup Coffee, Kroger, Kellogg's, Imperial Fez and more.

Food science, Dietitians and other Greater Atlanta Dietetic Association, Research Chef Association, Georgia Tech Food Science Research Division, and more
Hotels, entertainment, and Convention centers: Ritz Carlton Buckhead, Grand Hyatt, Marriott International, Sheraton Atlanta Hotel, Westin Peachtree Plaza, Atlanta Convention Center and Visitors Bureau, World Congress Center and more.

Government, Industry and Student Organizations: ACF, FCCLA, DECA, Department of Agriculture, National Restaurant Association, ACF, Sustainable education.
23 Colleges are expected



How the 2012 Career Expo works: Send in your registration by January 27th

Fill in the entire form with your contact information written clearly and e-mail, mail, or fax it into HEFG. You will then receive an e-mail containing:

1. Confirmation of registration
2. A Welcome Packet (see below)
3. Invoice indicating payment status



Get a Welcome Packet WITHIN 48 hours

You will receive an e-mail containing:

1. A schedule based on arrival/departure time
2. A map to plan meeting places with students
3. Lesson plans to prepare you and your students
4. Teacher tips to help you know what to expect
5. Lunch information if requested
6. Special scholarship applications for students
7. Directions for bus or car parking as requested

When you arrive come to registration:

Your students will receive a brief welcome from industry to ensure they make the best impression

You will receive:

1. Your confirmed schedule schedules based on your arrival and departure time
3. Coupon for your FREE t-shirts
4. Grant information, if you have qualified.
5. Payment confirmation

Our Focuses this year:

1. Farm-to-fork area
2. Hospitality Marketing
3. More Restaurants
4. New colleges
5. More Food Science
6. Hotels and Event Planning
7. Nutrition and Entrepreneurs
9. Recipes to take home
10. Student Orientation

Students walk up to each table and say

"What do you want me to know about your company?"

Industry is ready to reinforce **your curriculum**

Are your students ready to learn?



*For more information or to sign up for newsletter
contact: LeeGray@HEFG.org



2012 HOSPITALITY CAREER EXPO

Pre-REGISTRATION due January 28, 2012

Guarantee your T-Shirt size and AVOID LATE FEES

Fax to: **678-303-3412** or E-mail to: SandraC.hefg@gmail.com

Contact Name/Teacher: _____

Organization/School: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Registration: If registration is not received by 1/28: Late fees:\$5 per person and T-shirt not guaranteed
Number of Bus parking spots needed _____ X \$0.00 = ___\$0.00___ (bus parking must be reserved)
Number of Student Tickets: _____ X \$ 8.00 = _____ (includes 1 t-shirt per student)
Number of Adults Tickets: _____ X \$20.00 = _____ (includes 1 t-shirt per adult)

TOTAL NUMBER IN GROUP: _____ **TOTAL AMOUNT DUE:** _____

*** This registration is a binding contract. Items will be purchased on your behalf and changes after 1/28 may not be accepted, with approval. The registrant is responsible for the total amount due.**

T-SHIRT SIZES: No shirts larger than 2XL

Number of small t-shirts: _____

Number of medium t-shirts: _____

Number of large t-shirts: _____

Number of X-large t-shirts: _____

Number of XX-large t-shirts: _____

TOTAL number of shirts: _____

More information will be soon available on:

1. Exhibitors information
2. Demonstrations
3. Workshop hosts
4. Scholarship applications
5. Tips and lesson plans to help you make the most of your time at the Expo

What time do you **anticipate to arrive** at the 2012 Career Expo: **Check one:**

8:00-8:30 am 8:30-9:00 am 9:00-9:30 am 9:30-10:00 am 10:00-10:30 am after 10:30 am

What time do you **anticipate to depart** the 2012 Career Expo: **Check one:**

Before 11:30 pm 11:30-12:00 pm 12:00-12:30 pm 12:30-1:00 pm after 1:00 pm

Frequently Asked Questions:

Yes, there is **financial assistance students** who can not afford ticket fees. Just ask. No one will be turned away.

Yes, you can pay when you arrive at the event but **you MUST pre-register** and your **pre-registration MUST be the same as your on-site numbers**. Shirts, badges, refreshments, etc are purchased based on your registration. If pre-registrations continue to significantly reduce, change fees will be charged. Please help us help you.

If you need to change your registration. This binding contract. The "Amount due" will be expected. The t-shirts will be given.

Changes are subject to approval. Please call 678-887-8009 after 1/28 to determine if your change request can be accomodated.

Yes, **you can leave early or arrive late**. You can see everything but you have to be quick at it.

Yes, cash, checks, and credit cards (Visa, Mastercard) are accepted.

Yes, maps and parking information will be sent prior to the event and through the newsletter.

Yes, **buses will be parked free** at World Congress Center. Drivers can take MARTA to the event and enter at no cost.

Yes, there will be **free bottled water** and other drinks may be purchased.

Yes, there will be **free food** throughout the Expo but for people who want more you can purchase a lunch.

Yes, there will be a lot to see and do. Yes, you and your students will learn **curriculum based information**.

Yes, everyone is welcome.