

Are your industry's workforce needs being addressed by the nation's CTE programs?

Association for Career
and Technical Education

ACTE

CAREER PAVILION

Career Pavilion is a venue designed to spur discussion and action to address the gaps that exist between education and the workplace.

Today's career and technical education programs are key to ensuring your industry has the skilled workforce it needs to remain competitive. But education administrators, teachers and guidance professionals must be aware of your industry and the career opportunities it provides students for curriculum and program alignment to occur.

To bridge this very gap, ACTE offers the Career Pavilion, which will be held Nov. 30 in Las Vegas during ACTE's CareerTech VISION 2022 conference. Come and tell your story to thousands of CTE leaders, many of whom are making decisions about curriculum, teaching the skills needed for the workplace and providing career guidance to the students who will be the backbone of your future workforce.

Career Pavilion Overview

- By invitation only to a limited number of participants.
- VISION attracts secondary and postsecondary educators including career guidance counselors, as well as adults seeking additional skills and career opportunities.
- Career Pavilion is one of a few limited, planned activities on Wednesday, Nov. 30, meaning conference attendees will not be distracted by other activities.
- Participants should provide specific career information about your business or industry sector, or detailed information like starting salaries for specific occupations, curriculum that may be used in a CTE program or skill gaps within your industry.
- Showcase a campaign or initiative that generates awareness or sparks dialogue about the issues of career shortages
- Focus your presentation on the "selling" of ideas, values and philosophies that align with the purpose of the Career Pavilion; this isn't the appropriate venue for direct sales.
- Facilitate conversation that generates awareness that CTE and your company are the solutions to the skill shortages.

Career Pavilion Hours and Location

The 2022 Career Pavilion will be open Wednesday, Nov. 30 at the Las Vegas Convention Center, from Noon–5 p.m. to provide maximum interaction between conference attendees and presenters.

Career Pavilion Fees and Privileges

- Participation in the Career Pavilion is \$800.*
- Participants are responsible for all shipping and handling fees to and from the conference.
- The pavilion is free for invited CareerTech Expo exhibitors.

* CareerTech Expo registrants participate in Career Pavilion at no charge.





Career Infographic Year-round Marketing Campaign

- Listing as ACTE Working Wonders campaign and Career Pavilion sponsor.
- Your infographic posted on ACTE social media.
- Your infographic featured in ACTE News.
- Your infographic featured in ACTE's Industry Connect Blog.
- Your infographic featured in *Techniques Magazine* (must be formatted to ACTE design template and full-page spread specifications).
- VISION Career Pavilion table.
- 1,500 word career article to be included in *Techniques* blog or magazine (pending approval).

Campaign cost:
\$5,000

Jim Waterhouse
 ACTE Exhibits Manager
 800-826-9972 ext.332
 fax 703-683-7424
 jwaterhouse@acteonline.org

- Listing in the VISION 2022 mobile app and online.
- One complimentary full-conference registration.
- An assigned table for handouts and a simple table-top display.
- Promotion of your infographic.

Career Pavilion Table-Top Presentation

- Presenters will be assigned a table.
- Presenters may only bring handouts and simple table-top displays.
- Power will not be available.

Career Pavilion Poster and Infographic

- Bring an infographic poster displaying information on your career field, which will be on display during the conference.
- Supply ACTE with an electronic version (.jpeg or .tif file) of your infographic for promotional purposes.
- Posters should be 24" wide x 36" high on standard foam board mount.
- Infographic File Format; High-Resolution PDF
- Infographic Deadline: Oct. 21, 2022

Tell your story visually by producing an infographic that communicates the workforce challenges of your industry sector and/or the opportunities your industry offers for CTE students upon graduation. Your infographic could include data points such as: number of unfilled positions within sector; types of education/training programs that would fill skill gaps; starting salaries/outlook, career trajectory, satisfaction; and career pathways for people entering industry in different types of programs.

Participation in the Career Pavilion is \$800.*



* CareerTech Expo registrants participate in Career Pavilion at no charge.