

Veterans'

Expo & 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

This event is in support of our veterans (of all ages) and our military community and their families.

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

This event is FREE for Expo attendees and job seekers!

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Please join us in supporting our veterans (of all ages) and our military community and their families.

The **Expo** brings federal, state, and local agencies together with area businesses to provide information and resources to current and veteran service members and their families.

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

You are invited to participate as a sponsor or exhibitor in either the **Veterans' Expo** or at the **Job Fair**, two exceptional events to serve our military families held at the same location on the same day. Be recognized not only by these honorable men and women and their families, but also in communities throughout South-Central Pennsylvania for your commitment to our military.

At the Expo

Veterans Benefits & Services
Medical/Nonmedical Resources
Products and Services Available
Support/Assistance Programs
Education/Training Services

At the Job Fair

Employers
Job Counseling
Workshops
Employment Seminars
Resume Writing Assistance



Brought to you by  OLP EVENTS

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'

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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.

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