SMEF Spring Career Fair
February 3 - 5, 2016
Company Registration Guide
Thank you for your interest in attending our career fair and in recruiting Krannert Students! Online registration for the SMEF Spring Career Fair is now open.

SMEF uses the NACElink @ Purdue (CCO) system for our registration. With an account, you can register for the fair, update your registration if necessary, view your invoice, and post job opportunities. The CCO system is open to all Purdue students and alumni. By posting your positions, you can increase your visibility and reach candidates that you may not meet at the fair.

The registration form includes fields to specify the roles and job functions you are recruiting, qualifications of desired students, including major, class standing, work authorization, and other qualifications. You will be asked to provide or review your company description and add your company logo (EPS format preferred, JPG is ok). In addition, you will be given the opportunity to sign up for the following optional (no additional fee) events: Resume Critiques, Company Information Sessions, Krannert Connects Networking Event and Interviews. Please make sure that this information is accurate as it will appear in our Career Fair Booklet and Career Fair App.

Companies are placed in the ballroom and lounges according to when they registered for the fair, with early registrations receiving better placements. The SMEF fair typically reaches capacity before the deadline so we recommend registering as soon as possible. If space is still available, registrations received by January 8th will be included in our printed Career Fair Booklet.

SMEF Registration is now open! www.purdue.edu/SMEF

Registration Fees
Your registration confirmation email will include a link to our online payment system, an invoice and additional fair information confirmation packet/career fair guide. Please share the information with your recruiting team. Payment can either be completed online using a credit card or by mailing a check. The online payment system requires a separate login from the registration website. Additional questions regarding registration or payment should be directed to Eric Davis at davis757@purdue.edu or Erik Props at props@purdue.edu. The complete list of registration fees and key dates are listed on the next page.
KRANNERT/SMEF SPRING 2016 CAREER FAIR
Registration & Sponsorship Information

Krannert $575 *
- Admission for 1-4 (MAX) company representatives to the SMEF Career Fair & Recruiter Luncheon
- Admission to the "Reverse Career Fair" to network with our student leaders
- Recruiting needs (by job function and FT/intern etc.) and company profile in the fair booklet and website. **
- Searchable Resume Books: Access to the business majors resume database
- One 3x6 table at the Career Fair
- 1 Parking Pass
- Eligible for a $100 discount if your organization attended the SMEF Fall 2015 Career Fair

Optional Events: NO additional cost
- Resume Critiques (Feb. 3rd)
- Krannert Connects Networking Event (Feb. 3rd)
- Company Presentations (Feb. 3rd or 4th)
- Conduct Interviews (Feb. 5th)

Government/Non-Profit: $300*
- Includes all of the "Krannert" benefits listed above

Sponsorship Levels
SMEF sponsors benefit from increased visibility and branding opportunities. SMEF uses the sponsorship to support Scholarships and SMEF’s Coffee Hour. Scholarships are chosen by SMEF on the basis of academic achievement and extracurricular involvement. Coffee Hour has a number of purposes including: providing Krannert students with a common meeting place to socialize outside the classroom, a means to communicate information to Krannert undergraduates, and to facilitate undergraduate development through faculty-student-employer interaction. Thank you for considering becoming a sponsor!

Boiler Gold $2075
- All "Silver" benefits
- Full page advertisement in Career Fair booklet
- Electronic Flyer displayed on our eBoards the week of the fair
- Priority access to any remaining parking passes

Silver $1575
- All "Bronze" benefits
- 1 - Targeted email to the Krannert students your organization is recruiting
- 1/2 page advertisement in Career Fair booklet

Bronze $1075
- All "Krannert" benefits
- Prominent Placement at Career Fair Events
- Company Logo appears in Career Fair booklet, on website and on Coffee hour ads/flyers
- 1/4 page advertisement in Career Fair booklet
- Recruiting Strategy call with staff from the KPDC – Krannert Professional Development Center

Sponsors need to provide your logo (preferably in EPS format), your ad and submit payment by January 8th to have your logo and ad included in our Career Fair Booklet.

Registration Timelines

| * Early Bird | Nov. 18th – Jan. 3rd | MUST be paid by Jan. 3rd to receive discount |
| Registration | Jan. 4th – Jan. 28th | Additional Fees: $100 (Krannert) $50 (Govt/Non-Profit) |
| Cancellations | before 5 p.m. Friday, Jan. 8th | 100% Refund |
| | Jan. 9th – Jan. 29th | 75% Refund |
| | January 30th - | 0% Refund |
CAREER FAIR WEEK EVENTS

COFFEE AND CRITQUES

Resume critiques with coffee is a great opportunity for students to gain insight into what your organization is looking for in a resume, as well as having a more one-on-one contact with students.

KRANNERT CONNECTS

Krannert Connects is a networking event that allows company representatives the opportunity to mingle with students the evening before the career fair in a more casual setting. Food will be provided to all and live jazz music will be playing as recruiters discuss job opportunities in detail and answer any questions students may have about their company and the positions available.

STUDENT ORGANIZATION
REVERSE CAREER FAIR

Would you like a chance to meet Krannert Student Leaders? Before the career fair begins we are hosting a student organization reverse career fair. Krannert student organization leaders will be available to talk about their organization, how you can build a relationship, and support their activities. It is our sincerest hope that this engagement opportunity will allow you to recruit Krannert students with aligned interests and experiences.

COMPANY PRESENTATIONS

Company presentations are held the day before the fair as well as in the evening the day of the fair. They provide students with additional information about your company and give students an opportunity to ask any questions they may have.

INTERVIEWS

If your company is interested in interviewing students the day after the fair, you can request tables (4 Maximum) on your registration. Interview tables will be available in the Stewart Center from 8:00 a.m. -5:00 p.m. If you request interviews your room assignment and an interview schedule sheet(s) will be delivered to you when you arrive the day of the fair. Contact Erik Props (props@purdue.edu) if you prefer to create a partial pre-select schedule through the CCO system.
# Schedule of Events

## Wednesday, February 3, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m. - 12:00 p.m.</td>
<td>Coffee and Critiques *</td>
<td>Krannert Drawing Room</td>
</tr>
<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>Lunch</td>
<td>TBD</td>
</tr>
<tr>
<td>1:00 p.m. - 3:00 p.m.</td>
<td>Coffee and Critiques *</td>
<td>Krannert Drawing Room</td>
</tr>
<tr>
<td>12:30 p.m. - 5:00 p.m.</td>
<td>Company Presentations *</td>
<td>Stewart Center 2(^{nd}) Floor</td>
</tr>
<tr>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Krannert Connects *</td>
<td>Krannert Drawing Room</td>
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</tbody>
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## Thursday, February 4, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. - 10:00 a.m.</td>
<td>Student Organization Reverse Career Fair</td>
<td>PMU East/West Lounges</td>
</tr>
<tr>
<td>10:00 a.m. - 3:30 p.m.</td>
<td>SMEF Spring Career Fair</td>
<td>PMU Ballrooms</td>
</tr>
<tr>
<td>11:30 a.m. - 1:30 p.m.</td>
<td>Lunch</td>
<td>PMU Faculty Lounges</td>
</tr>
<tr>
<td>5:00 p.m. - 8:00 p.m.</td>
<td>Company Presentations *</td>
<td>Krannert and Rawls Classrooms</td>
</tr>
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## Friday, February 5, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. - 5:00 p.m.</td>
<td>Interviews *</td>
<td>Stewart Center 2(^{nd}) &amp; 3(^{rd}) Floors &amp; Young Hall 2(^{nd}) Floor (CCO)</td>
</tr>
</tbody>
</table>

* If you are interested in participating in this event please check it on your registration.
ADDITIONAL RECRUITING OPPORTUNITIES

On-Campus Interviewing & Job Posting at Purdue
Posting your job opportunities on Purdue’s Center for Career Opportunities (CCO) website should be considered an essential part of your recruiting strategy.

• It’s accessible to all Purdue students and alumni.
• Increase your visibility before the fair and attract students you didn’t meet during the career fair
• Students can be directed to your website to apply
• It’s FREE!

Refer to the links in your registration email for an overview of posting options and a detailed look at setting up on-campus interviewing and resume collections (preferred format).

Sponsor the Women in Business Conference
Purdue University Women in Business is hosting their 7th annual conference on Saturday, February 13th. This year’s theme is “When Dreams Become Reality” and is designed to give attendees the inspiration and tools to turn their most ambitious career dreams into a reality in a day full of keynote speakers, an interactive panel session and a self-assessment. WIB is comprised of approximately 50 undergraduate women from varying majors across campus, and 175 attendees are expected at this year’s conference. For more information, please visit www.purdue.edu/wib.

Student Organizations
Connecting with and supporting our student organizations is a great way to connect with future leaders. Stop by the Student Organization Reverse Career Fair (morning of the career fair) or contact the organization president. We will email an updated list of our clubs and contact information in August. Invite them to visit you at the fair, attend your presentation, apply to your posting(s) or plan future events. We will also include the most recent activity report so you have an idea what each club does.

OSCO will be holding its second annual Operations and Supply Chain Conference on February 20th, 2016
The OSCO conference is a way for students of all majors to learn about the importance of supply chain management. We will have four different companies will do a brief presentation and then lead a supply chain related simulation/game. It is a way for recruiters to observe students working as a team and for students to build their networks. Contact OSCO@purdue.edu for more information.

Classroom Engagement
MGMT 301: Employer Mock Interview Program *
MGMT 301 brings “professional education to life” through experiential opportunities. Mock Interviews engage students with professionals in a learning environment to practice and enhance skills studied in the classroom.

MGMT 301: Alumni “Adopt a Team” Program *
Krannert’s MGMT 301: “Professional Career Management” course works to increase the competency of students in the “networking” and “informational interviewing” skill areas. Through the “Alumni ‘Adopt a Team’ Program” student class teams and alumni interact virtually in informational interview sessions.

* Contact Maureen Huffer-Landis at mhuffer@purdue.edu or 765-494-7445

Purdue Career Fair Calendar - www.cco.purdue.edu/Employers/attend_career_fair.aspx

Thank you for your interest in recruiting Krannert students!
ALL STUDENTS TAKE:

THEN ADD:
Optional Specialties/Concentrations

MANAGEMENT
Lead. Operate and manage business organizations.

ACCOUNTING
Organize and interpret financial information.

MARKETING
Analyze and interpret consumer behavior.

SUPPLY CHAIN, INFORMATION & ANALYTICS
Interpret data. Create efficiency.

STRATEGY & ORGANIZATIONAL MANAGEMENT
Strategize change.

INDUSTRIAL MANAGEMENT
Plan and manage. Merge business with science and engineering.

ECONOMICS
Problem solve. Analyze and predict trends.

FINANCE
Manage assets. Increase value.

INDUSTRIAL MANAGEMENT ONLY

*Management Professional Core

**Economics Professional Core (Economics Majors Only)

Krannert School of Management | www.krannert.purdue.edu | (765) 494-4343 | management@purdue.edu