

**Texas Association of College Registrars and Admissions Officers  
College Fair Guidelines for TACRAO Members and Subscribers**



The Admissions/Recruitment Office is responsible for ensuring that all representatives from their institution:

- Receive a copy of these guidelines
- Are appropriately trained for TACRAO college fairs
- Are able to answer questions knowledgeably and professionally
- Maintain the highest level of personal and professional conduct

**Institutional Accountability:**

- Institutions are responsible for the actions of all individuals representing them.
- If alumni are assisting, they must be trained and clearly identified as alumni on their name badges.

**Event Presence and Attendance:**

- Representatives must stay at the program until the scheduled end time or until the host indicates the event is over.
- Each institution must register for the college fair by the designated deadlines and notify the host of any cancellations.
- College fair hosts have the right to refuse any participant at their fair regardless of registration.

**Permissible Materials:**

- The following materials are permitted for distribution at TACRAO-sponsored college fairs:
  - Brochures and other factual information about the institution.
  - Institution branded stickers
  - Pens/Pencils that are branded with the institution's name
- The following materials are NOT permitted for distribution at TACRAO-sponsored college fairs:
  - Buttons
  - Pennants
  - Posters
  - Candy
  - T-shirts
  - Bags
  - Awarding scholarships on site
  - Or other university merchandise/promotional items
- Demonstrations such as pull-up bars, pushups, hair cutting, clinical simulations with mannequins, caricature drawings, or similar activities are not permitted.
- If you have questions about what can be provided, please email [hsrelations@tacrao.org](mailto:hsrelations@tacrao.org).

**Booth Etiquette:**

- Representatives must stay behind or beside the table during the browsing portions of the program. Representatives should not stand in front of their table. It is recommended that college fair representatives stand up while talking to students if able.
- Aisles in front of the booth must be kept clear of promotional and display materials.
- Minimize the use of cell phones and laptops for personal usage while at college fairs.

**Display Guidelines:**

- Displays must be confined to the provided tabletop space.
- Audio visual equipment is prohibited in the college fair browsing space. Excluding laptops or tablets that are used for collecting student data – sound must always be off. Access to electricity is not guaranteed.
- Displays must not exceed 36 inches above the table and should not block the views of other representatives.

**Texas Association of College Registrars and Admissions Officers (TACRAO)**  
**Guidelines for Hosts of TACRAO-Sponsored College Fairs**



**1. Adherence to Approved Schedule**

Ensure that the college fair adheres to the date, location, time, and timeframe agreed upon by the TACRAO High School Relations Committee. If any changes occur, notify the committee member responsible for coordinating the region's college fairs via email. Additionally, if there are changes to the event location or time, inform all registered college representatives promptly.

**2. Registration Platform Usage**

Utilize the registration platform provided by TACRAO to ensure member institutions and subscribers have access to the college fair. While hosts have the right to decline participation from certain institutions, using the TACRAO platform helps streamline the process.

**3. Student Registration**

Collect student registration using the TACRAO-sponsored platform to facilitate lead generation for the institutions in attendance.

**4. Publicity and Communication**

Publicize event details and student registration (using registration platform) to students and parents in a timely manner.

**5. Event Setup**

Provide a designated location (separate tables or rooms) for each registered institution. Ensure all attendees adhere to the appropriate college fair guidelines instituted to them by TACRAO.

**6. Point of Contact Updates**

Report any changes regarding the primary point of contact to the appropriate High School Relations Committee member.

**7. Confirmation Email**

Send a confirmation email to registered representatives with pertinent details, including check-in procedures, parking information, event maps, the grade levels of participating students, the schedule of student grade arrivals, and information on any additional schools attending, and if possible, the number of students to attend.

**8. Placement of Institutions**

If possible, group armed forces and technical schools (excluding TSTC) together.

**9. Event Duration**

Limit high school programs to a maximum of two hours. For individual schools, restrict fair times to 90 minutes. District-wide events or those with multiple area schools in attendance should be limited to two hours. Single school fairs are encouraged to host their event during the daytime. Community college programs may extend up to three hours.

**10. Host Availability**

Ensure the fair host is present throughout the event to address questions and resolve issues.

**11. Directional Signage**

Post clear directional signage for parking, check-in, and event location.

**12. Refreshments and Meals**

Providing refreshments and meals is optional. If offered, include this information in the invitation and/or confirmation email sent to recruiters.

**13. Limit Audio at College Fair**

To ensure meaningful conversations between students and colleges/universities, please do not play music or make extensive announcements using a microphone.

By hosting a TACRAO-sponsored college fair. The host agrees to the guidelines above.

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Signature

Updated 11/12/24

