



# CDL, Heavy Equipment, and Oilfield Job Fair



**July 28, 2016 2:30pm-6:30pm**

*The Premier Truck Driving, Construction,  
and Oilfield Hiring Event!*

27740 Royalton Rd. Columbia Station. OH  
Phone (866) 932-3436

**WWW.GREATLAKESJOBFAIR.COM**



# 7.28.16 Job Fair

Dear Employer,

We are excited to invite you to the 2016 Great Lakes Job Fair! This annual job fair is hosted by Great Lakes Truck Driving School and has grown to be recognized as the premier truck driving, construction, and oilfield hiring event.

The job fair is open to the public and brings hundreds of jobseekers, both experienced and inexperienced, who are seeking employment with companies like yours. If you are looking for truck drivers, heavy equipment operators, or oilfield general laborers, do not miss this event!

We would also like to extend a special thank you to all of our past job fair participants and sponsors. Your continued support of this event has brought attention to the excellent career opportunities available in our industry and has helped thousands of jobseekers secure meaningful employment.

We are proud to be a part of this great industry and we hope that you will join us at the 2016 Great Lakes Job Fair!

Sincerely,

Doris Young, Owner / President



IADC MEMBER

Lic #1309-1898 Registration: 10-09-1944T



For more information call (866) 932-3436 or visit [www.greatlakesjobfair.com](http://www.greatlakesjobfair.com)  
Register by filling out the 2016 Job Fair Participation Form included in this packet!

# Event Details

**When: Thursday, July 28, 2016 2:30 pm to 6:30 pm**

**Where: Great Lakes Truck Driving School  
27740 Royalton Road (Route 82) Columbia Station, Ohio 44028**

**Phone: 866-932-3436 Fax: 440-236-3507 [www.greatlakestds.com](http://www.greatlakestds.com)**



## General Information

This event is FREE for your company to attend! For companies interested in gaining additional exposure to jobseekers including additional recruiting efforts even beyond this event, read more about our sponsorship packages!

ESPN Cleveland will be at the event doing a live broadcast!

Weather permitting, the event will be held outside. Companies are provided with a table, chairs, overhead tent, and refreshments. Bring your own posters or displays. Bring a truck to show off to job seekers!

We anticipate over 75 companies! Make your company stand out with a sponsorship package!

Being an event sponsor is more than just extra recognition at the event. Our packages include radio ads with your company name, online promotion of your company, recruiting efforts after the event, and year round recognition!

## How to Register

**Companies must register in advance in order to secure a booth at the event.** To register fill out the 2016 Job Fair Participation Form included with this booklet. E-mail the form to [jobfair@greatlakestds.com](mailto:jobfair@greatlakestds.com) or fax it to (440) 236-3507. **The registration deadline is Friday, July 1, 2016**

Sponsorship is not necessary in order to attend, however, sponsors will be given the opportunity to make the most of this event through increased company recognition. More information about each of our sponsorship packages are included in this invitation. Those wishing to sponsor the event must select the desired sponsorship level on the 2016 Job Fair Participation Form. We will then follow up with you to guide you through your sponsorship!

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Register by filling out the 2016 Job Fair Participation Form included in this packet!**

# Jobseekers

If you are looking for truck drivers, heavy equipment operators, or oilfield general laborers, do not miss the 2016 Great Lakes Job Fair!

The event will be heavily marketed to the general public and there is no cost for any jobseeker to attend!

Graduates of Great Lakes Truck Driving School who already have industry experience as well as current students will also be invited.

Approximately 40% of attendees already have experience and are seeking new employment!

Approximately 60% of attendees are new to the industry and seeking a new career!

The event is marketed to those seeking positions as truck drivers, heavy equipment operators, and oilfield laborers.

Jobseekers will be CDL holders and heavy equipment operators. Other credentials that jobseekers may hold are SafeLandUSA, OSHA 30 Hour, OSHA Crane & Rigging, NCCER Heavy Equipment Operation., First Aid, and MSHA.



*The 2015 event brought nearly 2,000 Jobseekers!*

## Event Marketing

**Over \$40,000 has been allocated to 20 different radio stations to advertise for this event! The event will be promoted many different ways to bring the most qualified job seekers.**

Social Media	Event Listings	Press Releases
Direct Mail	E-mails	Text Messages
Newspapers	Workforce Agencies	Website
Online Ads	Industry Partners	& More!



Our events have even gained the attention of the media! The Great Lakes Job Fair has been covered by Cleveland's Fox 8 News, Cleveland 19 Action News, and showcased on radio stations including 100.7 WMMS and WTAM!

The event website [www.greatlakesjobfair.com](http://www.greatlakesjobfair.com) was averaging over 2,500 views per week in the time leading up to the event! This website features job fair details for jobseekers including company sponsor details and employer listings!

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Register by filling out the 2016 Job Fair Participation Form included in this packet!**

# 2016 Sponsorship Opportunities!

## Platinum Sponsorship Package \$1,700

Company name mentioned in 60 & 30 second job fair radio ads. More than \$40,000 in radio advertising has been allocated to 20 different stations in the Akron, Canton, Cleveland, and Mansfield markets!

Company name mentioned on-air during ESPN Cleveland's on-site broadcast of the Great Lakes Job Fair.

A recruiting e-mail sent to 9 years of graduates promoting your company within 60 days of the event. Each year approximately 500-600 students graduate from our school.

4 social media postings promoting your company. Postings will be on Facebook and Twitter. 2 postings will be done before the event and 2 posting after the event.

Full-page color ad in the event program *plus* company highlights featured in program under "Preferred Employers" section. The program will be given out to event attendees, available online, and will be provided to all Great Lakes Truck Driving School students as well as prior graduates looking for a change, until the 2017 Great Lakes Job Fair.

Company logo and company highlights will be featured on the homepage of [www.greatlakesjobfair.com](http://www.greatlakesjobfair.com). Logo will be featured in the rotating carousel with a link to the company highlights. Company highlights will also be featured in, "recent stories."

Use of the VIP Interview Lounge, and a gourmet boxed lunch will be provided for each sponsor employee. The lounge is separate from the main event and provides employers with a quiet area to conduct personal one-on-one interviews if desired.

Sponsor provided materials (Brochures, applications, promotional items, etc...) will be included in the Attendee Event Bags that are provided to all attendees at entrance. (Limit 4 items per company).

Company will be promoted throughout the event on the loudspeaker system.

Sponsor Logo and link to the sponsor website will be posted on the Event Webpage

Preferred seating and preferred truck parking at the event



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# 2016 Sponsorship Opportunities!

## Gold Sponsorship Package \$900

Company name mentioned in 50% of the 60 second job fair radio ads. More than \$40,000 in radio advertising has been allocated to 20 different stations in the Akron, Canton, Cleveland, and Mansfield markets!

A recruiting e-mail sent to the past 4 years of graduates promoting your company within 60 days of the event. Each year approximately 500-600 students graduate from our school.

Half page color ad in the event program *plus* company highlights featured in event program under "Preferred Employers" section. The program will be given out to event attendees, available online, and will be provided to all Great Lakes Truck Driving School students as well as prior graduates looking for a change, until the 2017 Great Lakes Job Fair.

3 social media postings promoting your company. Postings will be on Facebook and Twitter. 2 postings will be done before the event and 1 posting after the event.

Sponsor provided materials (Brochures, applications, promotional items, etc...) will be included in the Attendee Event Bags that are provided to all attendees at entrance. (Limit 3 items per company).

Reserved booth in VIP Interview Lounge, as well as a gourmet boxed lunch for each sponsor employee. The lounge is separate from the main event and provides employers with a quiet area to conduct personal one-on-one interviews if desired.

Company name and highlights will be promoted throughout the event on the loudspeaker system.

Sponsor Logo and link to the sponsor website will be posted on the Event Webpage



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# 2016 Sponsorship Opportunities!

## Silver Sponsorship Package \$500

Sponsor provided material (Brochure, application, promotional item, etc...) will be included in the Attendee Event Bags that are provided to all attendees at entrance. (Limit 2 item per company).

2 social media posting promoting your company. 1 posting will be on Facebook and Twitter to be posted before the event, as well as one after.

Company highlights featured in event program under "Preferred Employers" section. The program will be given out to event attendees, available online, and will be provided to all Great Lakes Truck Driving School students, as well as prior graduates looking for a change, until the 2017 Great Lakes Job Fair.

Sponsor Logo and link to the sponsor website will be posted on the Event Webpage

Company name and highlights will be promoted throughout the event on the loudspeaker system.

A gourmet boxed lunch the day of the event is also included for each sponsor employee.

## Bronze Sponsorship Package \$250

Company highlights featured in event program under "Preferred Employers" section. The program will be given out to event attendees, available online, and will be provided to all Great Lakes Truck Driving School students, as well as prior graduates looking for a change, until the 2017 Great Lakes Job Fair.

Company name and highlights will be promoted throughout the event on the loudspeaker system.

Sponsor name and link to the sponsor website will be posted on the Event Webpage

A gourmet boxed lunch the day of the event is also included for each sponsor employee.

## Registration



To register fill out the 2016 Job Fair Participation Form included with this booklet. The form is also online at [www.greatlakesjobfair.com](http://www.greatlakesjobfair.com). E-mail the completed form to [jobfair@greatlakestds.com](mailto:jobfair@greatlakestds.com) or fax to (440) 236-3507.

**The registration deadline is July 1, 2016. Companies who register after the July 1, 2016 deadline must pay a \$500 late registration fee in order to attend. The late registration fee will not include any sponsorship perks.**

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# Thanks to our 2015 Sponsors!

Your support helped us to bring a great crowd of jobseekers for our 2015 event!

## Premier Sponsors



## Gold Sponsors



## Silver Sponsors



Civil Construction and Environmental Services

**K&P Trucking, LLC.**



## Bronze Sponsors

Cheeseman Transport

Mack Industries

The Hoffman Group

MCT Transportation  
(Comcar)

McElroy Truck Lines, Inc.

AWL Transport, Inc. dba TLX

Core-Mark

Morton's Landscape

TransForce, Inc.

Garner Trucking

Ohio Eastern Express

Universal Oil

Kurtz Bros., Inc.

SOCI Santmyer Oil Co.

Werner Enterprises

Superior Beverage

Bestway Systems