From:	Dara Newton
To:	tacrao@tamuc.edu
Subject:	LAST CHANCE: TACARO Virtual College Fairs Re-Open Sunday, September 21
Date:	Wednesday, September 16, 2020 10:11:00 PM
Attachments:	image004.png image006.png image008.png image010.png image012.png Setting Up Your Virtual College Fair Booth Step by Step.pdf

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IMPORTANT: PLEASE SHARE WITH YOUR ADMISSIONS AND RECRUITMENT TEAMS **IF THEY MISSED THE ORIGINAL DEADLINE FOR TACRAO COLLEGE FAIRS**

Good Evening,

We are excited to be able to offer your institution the opportunity to participate in the TACRAO Virtual College Fair Series. TACRAO and GoToCollegeFairs has a strong partnership and understands the importance of continuing to provide access to college and university information to students of Texas.

With that being said, if your institution elects to enter the fair season on Monday, September 28th and participate in the rest of the season, the creation of your booth will be on a very tight timeline with very specific stipulations to facilitate a smooth transition to a live college fair.

You will need to do the following:

1. Ensure your TACRAO Membership/Subscription is up to date.
    a. Watch your email for your invoice and pay promptly if still needed
    b. Apply to be a TACRAO Subscriber and pay subscription fee
    i. https://www.tacrao.org/survey/TakeSurvey.asp?SurveyID=83Lm63KLl6mMG
    c. Questions about TACRAO Membership or TACRAO Subscription
    i. Email the TACRAO Secretary: secretary@tacrao.org

2. Read the Setting Up Your Virtual College Fair Booth Step by Step PDF – **attached**

3. Be ready to build your booth at https://falltacrao.swoogo.com/2020virtual on **Sunday, September 20 – Wednesday, September 23, booth building closes at 4pm central on the 23rd (no exceptions, you must be at confirmed status in GTCF)**
    a. Booth Fee $150 – **your institution will only be able to pay with a credit card, no other payment accepted**
    b. Have all required documents ready at the time you pay and build your booth
    i. Read the Setting Up Your Virtual College Fair Booth again

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4. Understand that your booth will be LIVE when you build it (there is no preview period – the reason for 3b)

5. Understand that your chat feature and lead dashboard will be available 3 days after booth building closes
    a. Watch your email for instructions on both (two separate emails)
    b. Ensure that your institution has @admithub.com on the safe-sender or whitelist (AdmitHub emails can get caught in quarantine)

6. Understand that if you are an academic department or a member of a university that already has a booth and elect to create a new booth, you **WILL share a chat. Only ONE chat per institution**.

If your institution plans to participate, please use Thursday and Friday of this week to collect the needed materials/collateral to be prepared to build your booth **Sunday, September 20 – Wednesday, September 23. The TACRAO Listserv and the Subscriber Email will receive a reminder – but you have what you need in this email to get started.**

Thanks,

Dara

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