



National Association of
Asian American Professionals

Virtual Career Fair

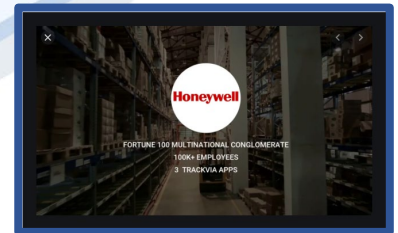
Nov. 4, 2021
2-5 p.m. EDT

Feb. 10, 2022
2-5 p.m. EDT

National
companies



Premium corporate video



Why Virtual Recruitment?

With the advent of technology and the precautions of the pandemic, employers are turning to virtual career fairs to meet new talent. NAAAP will be using XOR's Virtual Career Fair platform to enable recruiters to:

- (1) Upload and display company information, open positions
- (2) Submit hiring criteria or desired skills to screen job seekers and use XOR's chatbot to help with screening candidates
- (3) Schedule interviews before and during the career fair
- (4) Video conference with candidates with no additional costs
- (5) Receive a full list of all job candidates and resumes during and after the Fair.

NAAAP's Nov. 12 Fair attracted 300+ registrations and gathered 147 job candidates and resumes. NAAAP's Feb. 11 Fair attracted 435 registrations and gathered 180 resumes.

Why NAAAP?

NAAAP is a national association with 25+ chapters whose mission is to build leaders and to promote Equity, Diversity and Inclusion in workplaces and the community.

NAAAP anticipates inviting and attracting 1000 professionals with 3-10 years of experience through our partnerships with:

- ✓ Asian Student Achievement (1500 members)
- ✓ APIA Scholars
- ✓ Council on Korean Americans
- ✓ Society of Asian Scientists and Engineers
- ✓ NAAAP's 25+ chapters
- ✓ NAAAP's online Career Center (3500 active accounts)

Pricing Per Career Fair

BASIC LEVEL \$1200

- Dedicated virtual booth
- Marketing by NAAAP, NAAAP chapters, and its partners
- BEFORE FAIR: 30 days of marketing materials to send via text and email
- XOR technology to identify most qualified candidates per your needs
- DURING FAIR: Technology to chat or video conference with candidates
- AFTER: Downloadable list of job seekers and resumes submitted.

PREMIUM LEVEL \$1700 includes Basic Level plus:

- Corporate Spotlight Live Session
Hosted before the career fair - the corporate live session gives you the opportunity to promote your company for 20 minutes to a Zoom filled with interested job seekers.
- Recording will be linked to your dedicated virtual booth after session.

Recruiter provides

1. Company logo
2. Company description
3. Company video or greeting
4. 2+ recruiters connected virtually on Career Fair day

NAAAP & chapters provide:

- VCF landing page and fair marketing materials for vendor use
- Digital marketing campaign
- Landing page with banner for the premium sponsor

Production Timeline

1 month before VCF (Oct. 7, Jan. 10)	Recruiters decide level of participation, receive web-based training for VCF
1 month before VCF (Oct. 7, Jan. 13)	VCF landing page will be available
3 weeks before VCF (Oct. 14, Jan. 20)	VCF generic marketing narrative and graphics, QR code
2 weeks before VCF (Oct. 21, Jan. 27)	Last day to commit and provide company profile
throughout	Email blasts to registered job seekers with confirmed recruiters
VCF: Nov. 4	VCF – company to provide 2+ recruiters to chat with candidates
1 month after VCF	Payments due

Yes, our company is interested in participating in NAAAP’s Virtual Career Fair!

Level of support

- Basic Package \$1200 for one day
- Premium Package \$1700 for one day
- Nov.4, 2021 only
- Feb. 10, 2022 only

For details, return this form to your NAAAP Customer Success Manager contact.

Previous experience with any Virtual Career Fair? Yes No
We will hold a webinar to share additional marketing, screening, and communication features of the NAAAP-XOR VCF platform.

Skip the form below... [Register here](#) for VCF exhibit.

Contact Name _____

Company _____

Department/Division _____

Division, if any _____

Address, City, Zip _____

Email _____

Phone _____

Contact: Junann Lopez, Cyndy Yu-Robinson

sponsorship@naaap.org

Recruit with the NAAAP's Career Center



Connecting Qualified Talent with Diversity, Inclusion and Equity-Minded Employers

August 2020 statistics on NAAAP's Career Center

15,000	2700+	5800+	120,2600+	\$150
Job views per month on average	Employers registered	Job seekers registered	Resumes Ave. new per month, Total live resumes	Price per job posting

What is it?

The NAAAP Career Center is a web-based job bank containing open positions posted by employers and a resume bank of job seekers. It is available on NAAAP's national website. NAAAP uses a vendor which has more than 20 years experience in association job boards. NAAAP is the only Asian-serving non-profit with a career center of this magnitude. Online self service provides job seekers -- regardless of NAAAP membership -- with the ability to search for jobs online, insights into professional opportunities, as well as resume and interview tips.

Benefits to Recruiters

- ✓ NAAAP's Career Center provides metrics on number of job views, number of applications, and much more.
- ✓ The Career Center posts jobs nationwide 24/7 yet job seekers can search for nearby positions by zipcode/geography.
- ✓ Regional sponsors of NAAAP chapters receive the same nationwide exposure while providing a **referral fee** to their local chapter.
- ✓ Job applicants are redirected to the employer's website to apply for the position(s).
- ✓ Employers may request access to the resume database to identify prospective qualified candidates.

Pricing

\$150 BASIC for basic 60-day listing.
\$170 ENHANCED for 60-day listing plus job highlighted on job board, and stays near top of list
\$350 JOB SEEKER PACKAGE Enhanced package plus email sent directly to thousands of Asian professionals
NAAAP Leadership Convention Sponsors receive deep discounts for multiple job postings.
First-time recruiters may try out the Career Center at a Trial Fee of \$25. To received the Trial Coupon code, contact sponsor@naaap.org

About NAAAP

NAAAP is the premier association for Asian American Pacific Islander professions. Our members and Career Center users have diverse demographics and are educated, pan-professional, pan-Asian. www.naaap.org

- **Diverse Demographics.** Regarding age, about 40% of NAAAP members are in their 30's, with 25% in their 20's, 18% in their 40's and 17% in their 50's and up. About half of all members are women, representation is encouraged in the LGBTQ community, and most live in the major metropolitan areas of the U.S. and Canada.
- **Education and Income.** About 50% of NAAAP members have four-year degrees and another 45% have master's degrees or higher. Median income is above average.
- **Pan-professional.** The membership reflects the wide spectrum of professions, whether in business, finance, technology, medicine, law, government, and nonprofit.
- **Pan-Asian.** Most members speak English as a primary language and many are multi-lingual and of various ethnic descents, including Chinese, Korean, Japanese, Vietnamese and other Southeast Asians, Indians and other South Asians, Filipinos and other Pacific Islanders, and non-APIs, including Caucasian, Black, and Latino.

Age Ranges

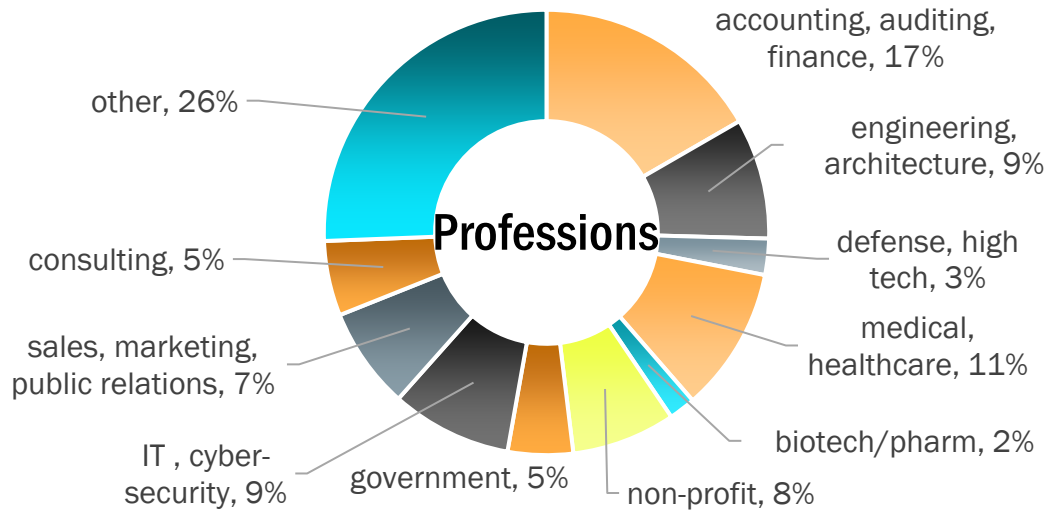
19-29 | 25%

30-39 | 40%

40-49 | 18%

50-59 | 10%

60-99 | 7%



26 active chapters in North America

Multi-Lingual
Fluent in 2 or more languages | 30%
Read, write, & speak 2nd language | 28%