



EVALUATING EMPLOYERS AT JOB FAIRS AND TRADE FAIRS

On the other hand, an industrial trade fair is a group event usually held under the aegis of an industrial association dealing with a particular segment of the market like plumbing or electrical home appliances. Though the purpose of an industrial trade fair is ostensibly for exhibiting products and technologies of companies, the fact remains that each company is a potential employer, and a smart candidate can network and get a **job** easily at industrial trade fairs. Industrial trade fairs are often attended by top level employees and decision makers of a company and the chance to meet and greet them provides good opportunities to any candidate from the same profession. **What to mark in a general job fair or industrial fair** Like all other trade fairs, certain parameters remain unchanged, and the location and size of stalls are a clear indicator of company culture. Companies which have better located or bigger size stalls are clearly making the point that they are either more organized in their business approaches or more keen to hire. The thing here to keep in mind is that at every event, stalls with better location carry a higher rate of rent and of course, amount of floor area relating to size of a stall also indicates the amount of rent paid by a company for their presence. Early bird discounts, and first come first served principles are applicable in every trade fair. So, companies with better location show, that either they are more organized and have the culture of planning forward and booking early, or that they are ready to pay the higher rent that comes with premium stall locations in an event. In both cases, they stand out as better potential employers. This does not mean that smaller stalls and those in ordinary locations are necessarily worse employers, but does show either inexperience in attending trade events, or lack of pressing necessity to hire or establish company image. For all one knows, chances might be better to cinch deals with one of the less visible employers as fewer candidates may be interested with them. Another thing to note in case of trade fairs or job fairs is that companies working in very specialized niches do not care about premium locations, as they know that candidates in a specialized niche will take the effort to find them out, and that most candidates visiting a fair will not meet their needs. Also, in cases of industrial trade fairs held under the aegis of an association, many times, companies are compelled to enroll themselves just to establish their presence and solidarity with the industry community. Whatever be the case, a trade fair is a good place to find a lot of employers in rare good mood and outside their routine environments. Since exposure of company image is of paramount importance, and under public scrutiny, a job seeker will usually find agreeable and polite responses for his or her queries. If the cards are played well, industrial trade fairs as well as **job fairs** provide wonderful opportunities for job seekers.

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