

There are so many great reasons why students and families should take time out of their busy schedules to...

Attend a College Fair!

1. **Begin the conversation.** Fairs bring students together with representatives from multiple colleges and universities—all in one location. Instead of surfing the net for information, students and families experience the very real benefit of beginning a conversation ***in real time*** and getting immediate feedback from someone who knows the school and details of campus life.
2. **Discover new schools.** Somewhere in the collection of colleges and universities represented at a college fair, there are bound to be schools you've never heard of or seriously considered. A fair offers a low risk opportunity for you to learn a little more or allow yourself to be captivated by something off the beaten track.
3. **Build self-confidence.** Fairs offer the opportunity to develop a little self-confidence in your approach to colleges and admissions staff. After that first face-to-face encounter, you'll find future conversations will become much easier and discussions will flow. You'll also begin to understand that colleges are truly interested in YOU and what you can bring to their campuses.
4. **Save money.** Driving to a nearby fair is lots cheaper than visiting a bunch of colleges in which you may or may not be really interested. While there's nothing like **setting foot on a campus** to get a feel for it, fairs can help travel budgets by whittling down the list of schools on the **grand tour**.
5. **Find common ground.** Colleges with something in common frequently travel together. For example, WUE institutions, International

Universities and Colleges that Change Lives and RACC Members often attend the same events/

6. **Focus.** [College fairs](#) force students to sharpen their focus on colleges. By asking related questions to a series of college reps, you begin to get a notion of similarities and differences. And for better or worse, these events tend to facilitate simple comparisons based on quality of presentation or the connections you are able to make with staff.
7. **Get free advice.** Students can get guidance and ask questions about specific colleges and programs participating in the events. They also have resources for those seeking information on testing, course selection, and application completion.
8. **Learn about financial aid.** Some fairs offer presentations on financial aid and how to obtain financial support for college. Colleges are aware how important this information may be to college choice and frequently offer materials on specific merit scholarships or aid programs.
9. **Pick-up summer information.** Colleges are increasingly using their campuses to host a variety of interesting summer enrichment activities, and many will introduce these programs at college fairs. Pick-up brochures and applications to follow-up later.
10. **Demonstrate interest.** If a student attends a fair and signs up for a mailing list or otherwise is recorded as inquiring about a school, there is a strong likelihood that the college will interpret this initiative as [demonstrated interest](#). It's no secret that interest counts at most colleges, and this is your chance to show a little extra love.