MONTANA FAIR TOUR

MONTANA CODE OF ETHICS FOR EXHIBITORS

The Montana Post Secondary Educational Opportunities Council (MPSEOC) is dedicated to providing the best educational information to high school students and educators. In this regard, the Council requires that representatives adhere to the following principles and regulations. If the regulations are violated, MPSEOC may impose sanctions as defined by the listed procedures.

GENERAL PRINCIPLES

1. **Who Attends:** Representatives shall be defined as individuals who are professional, salaried staff members of the institutions that they represent. Others may accompany professional admissions staff members, if they are well trained and if they abide by the same principles and regulations expected of the professionals. **However, these may not be existing high school students even if they have already enrolled or applied. Absolutely NO high school students are able to be behind the table at any time during the fair.** The institutions remain responsible for anyone representing them.
2. **Representation:** Representatives shall represent only one institution and shall be trained to provide as much information about that institution as possible.
3. **Quality Services:** Representatives shall provide a service to students by assisting them in matching their interests and abilities to the appropriate institutions that will enable them to best achieve their educational and career goals.
4. **Conduct:** Representatives shall conduct themselves in a manner which promotes an interest in the welfare of the student and will not attempt to coerce or reward the student into attending their institution.
5. **Respect & Consideration:** Representatives shall be considerate of the student, the student's family and the student's school when providing information.
6. **Student Support:** Representatives will bear in mind that, for the high school age persons, a primary objective is the completion of their high school educational requirements. Contacts with prospective students shall be done in such a manner as to not be disruptive to this objective.
7. **School Relations:** Representatives shall keep high school counselors and administrators informed of changes at their institution and work closely with these individuals when contacting students from their high school.

REGULATIONS

1. **Attendance:** Representatives shall be prompt and shall attend all programs for which the institution has contracted. If an emergency should arise which would prevent attendance at a program, the MPSEOC Executive Director and/or the site coordinator involved must be notified. Any cancellation after the contract payment deadline will result in the forfeit of said fees.
2. **At The Fair Regulations:** Representatives shall abide by the following rules related to their assigned table(s), displays and distributed information:
   - **Attending Representatives:** Representatives must remain behind their tables to distribute information. **Due to limited space no more than three (3) people are allowed to be behind a table at one time.** The Fair Sponsors booth area may have one representative per sponsor represented.
   - **Quality, Factual Information:** Representatives may distribute only factual information to students.
   - **Audio Visual & Power Source:** The only audiovisual equipment permitted is the use of one laptop computer per table with a self-contained power source.
   - **Approved Swag & Giveaways:** Representatives may distribute small branded items to students, including pens, pencils, stickers, magnets, and pennants. Candy may also be distributed. No other swag items are approved to be given out at the exhibitor tables.
   - **Special Table Prize:** Representatives may offer a special table prize to be sent to a student after the fair circuit is complete. Minimum requirement: One prize awarded to one student from your overall StriveScan list. Maximum option: One prize per fair attended. Prizes can consist of a branded item that does not exceed $50, such as water bottle, tumbler, stuffed mascot, blanket, bag, sweatshirt, t-shirt, hat, or socks. The prize must be sent to the student by October 5.
   - This helps add incentives for students to scan their barcode and/or give their contact information to the exhibitor.
   - **Door Prize:** Representatives are asked to bring 1 larger door prize to each fair. Door prizes may be given to the Site Host before the start of the fair and will be given out through the fair to students by the Site Host team. This is optional.
   - **Table Display & Signage:** All table displays must fit on the exhibitor table and have a combined weight of no more than 40 pounds. Displays should be stable and safe, ensuring they do not obstruct the representative(s) from engaging with fair attendees while positioned behind the table. Posters with factual information may be distributed. However, no posters or signage shall be displayed in or near the room(s) assigned to the tour representatives. No posters, blankets, or displays may be used as a backdrop behind the table.
   - **Counselor Boxes:** Representatives may put larger gift items into the Counselor boxes, which are provided at most fairs.
   - **Fair Safety:** Please see the live safety fair links to check the safety guidelines for each fair. Exhibitors are responsible for checking this before entering each fair, as these guidelines may change. Each Fair Site Host is responsible for their fair safety plan. No weapons are permitted on site during a MPSEOC sanctioned fair. See Fair Safety Guidelines for more details.*
3. **Recruitment, presentations and visitations:** Contact of students and high schools during the MPSEOC Fall Tour shall be restricted to the scheduled program locations only. That is, there shall be no visits by any representatives from any institution participating in the MPSEOC Tour to any high schools participating in that week's program.
4. **Ethical, Quality Engagement:** Representatives must refrain from all disparaging comparisons of any other agency, including secondary, post secondary or similar institutions and their programs, personnel and services.

SANCTIONS

1. **Sanctions** will be imposed if a representative violates the above stated principles. These sanctions may include, but are not limited to, the following:
   - Loss of opportunity to participate in the Fall Tour.
   - Denial by individual high schools to make contacts with their students at their high school during school hours.
   - Written notification of reported violations from the MPSEOC Executive Director to the appropriate individuals, which may include high school counselors, administrators, appropriate administrators of the violating institution and/or appropriate governing boards of the violating institution.

PROCEDURES

1. **During and after the Tour,** the regional and/or site coordinators shall act as observers, monitoring any violations of the regulations, informing violators of the regulation(s) being violated, and requesting compliance with the Code of Ethics. Coordinators will also submit a report of the violation to the MPSEOC Executive Director, which indicates the violation as well as the violator's response to the coordinator's request.
   - Within 30 working days of receipt of the reported violations, the MPSEOC Executive Director shall notify the appropriate administrators of the violating institution. The violating institution shall have 30 working days to respond in writing to the complaint.
   - After receiving a response to the complaint, the MPSEOC Executive Director may dismiss the complaint or decide that a sanction is appropriate and will inform the violator of the decision in writing within 30 days.
   - If a sanction is imposed, the violator has the right to a hearing before the Board of Directors at the next quarterly meeting. The hearing shall be informal but shall allow opportunity for both sides to present evidence. The Board shall render a final decision in writing within 30 days from the conclusion of evidence.
   - The violator may appeal the final decision of the Board of Directors. In that instance, the entire MPSEOC membership shall, at its next general or special meeting, consider the appeal and render a decision by majority vote. The decision can affirm the Board's decision, modify it, or remand the issue back to the Board for additional action.

Guidelines for Montana Fairs

Effective Fall 2026 | See more details in the Montana Code of Ethics document. Thank you!

New Exhibitor - Student Engagement - Hands-On / Interactive Activity

Why? This has been requested by our attending schools and students for more interaction at these events. MPSEOC encourages interactive activities that engage students and support conversations about educational opportunities and career pathways. An interactive activity is an educational experience in which students actively participate, such as demonstrations, simulations, technology experiences, or career exploration activities.

Define: What does that mean?

- This is not required by encouraged.
- Something a student can do, touch, or win.
- An interactive activity that adds value to the fair event and is an educational experience in which students actively participate, such as demonstrations, simulations, technology experiences, or career exploration activities.

Guidelines

- Scope: Support the purpose of the fair. Keep it small and simple and limited time. Fairs have 100's and sometimes 1000's of students. Should be able to be completed in less than 90 seconds.
- Size / Space Limitations: Activity must be contained within your own table and on your table only.
- Safety: MPSEOC reserves the right to require any activity to be modified or discontinued if it disrupts the fair and/or creates a safety concern. Your hands-on experience cannot impede traffic flow or disrupt neighboring exhibitors. It cannot hinder students from walking around the fair. If your activity is of concern, the Site Host will ask you to remove/stop. Thank you for respecting this ask.
- Technology Needs: You must have your own powersource.
- The following are not permitted:
    - Physical fitness tests, athletic challenges, or other physically demanding activities.
    - Activities that create excessive crowds or congestion.
    - Excessive noise or other distractions.
    - Activities outside the exhibitor's assigned space.
    - Or any activity that the Site Host or MPSEOC Staff feels is unsafe or inappropriate.

Some Ideas / Example

- Career / Salary Matching cards - related to your degree/ program offerings
- Win a prize
- Trivia
- Jeopardy
- Spin-to-win prize wheel (with educational questions or conversation prompts)
- Trivia or quiz games related to careers or programs
- Technology or VR demonstrations
- Hands-on equipment demonstrations
- STEM or science demonstrations
- Career exploration matching games
- "Guess the major/career" activities
- Interactive displays or touchscreens
- *Or create your own! These are just ideas. Have fun!*

Questions

- If you have questions about these new guidelines, please contact us before the fair: amy.leary@montanacolleges.com or 406-531-3531.

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Swag & Prizes

Student Giveaways

- How to participate: During the fair, exhibitors may now distribute small items to students, including pens, stickers, magnets, pendants, and/or candy.

Special Table Prizes

- How to participate: Each institution may offer a larger prize that does not exceed $50 (e.g., water bottle, stuffed mascot, blanket, bag, tumbler, sweatshirt / t-shirt, hat, or socks) to promote their school.
  - Minimum Requirement: One prize awarded to a student from your overall StriveScan list.
  - Maximum Option: One prize per fair attended.
  - Example: If an exhibitor attends multiple fairs in one region, they may choose to award just one prize total, while other exhibitors may choose to award one per fair.
- Prize Delivery: Institutions are responsible for delivering prizes to winning students by no later than October 5. ○ If not using StriveScan, you may still participate, but you will need to create your own QR scanning code and form to collect students' contact information to distribute the prize.

Door Prizes

- We will be giving away door prizes at each of the 18 Montana Fairs.
- How to participate: Each exhibitor may bring one door prize per fair (e.g., water bottle, bag, notepad, hat, socks). ○ These prizes will be displayed at the fair entrance to enhance your brand visibility.
  - Please give your door prize to the site host at each fair, and they will pass them out to the students as they leave the fairs.

Counselor Boxes

- Larger gift items may be included in Counselor Boxes which are available at most of the Montana fairs. **See your Fall Fair Confirmation Packet for more details.*
- How to participate: Each exhibitor may bring information packets, swag, pendants, etc. to put in these boxes. These Counselor Boxes will be located near the entry way of each fair. Representatives will want to add their items in the box before the fair starts. Ask the Site Host for more details when you arrive. Thank you!

Table Set-Up & Displays

Signage & Displays

- How to participate: Larger tabletop signs are now allowed. We no longer have height restrictions on your table signage. See the Code of Ethics for more details, as we still do not allow signs on the floor or in the surrounding room area due to space restrictions. ○ All displays must fit on the exhibitor table and have a combined weight of no more than 40 pounds.
  - Displays should be stable and safe, ensuring they do not obstruct the representative(s) from engaging with fair attendees while positioned behind the table.
  - Floor, wall, and off-table signage remains prohibited.
  - **See Montana Code of Ethics document for more details.*

Fair Sponsorship Opportunities

Montana Fair Sponsor

- How to participate: Become a statewide sponsor and have your institution's logo featured at the entry of all 18 fairs. This is a great way to expand your reach and presence at all 18 fairs and across all of Montana! Contact us for more details: Amy.Leary@montanacolleges.com

Social Media Promotion

Promote Your Participation

- How to participate: We encourage all exhibitors to share their Montana Fair involvement on social media: ○ Announce your participation
  - Post during the fairs
  - Share follow-up content and engagement
- Social Media Kit: A promotional toolkit will be available a few weeks before the fairs begin to help you incorporate official fair branding and encourage student registration. We encourage you to use the Montana Fair branding logos, colors, #MontanaFairs, #MPSEOC, #SupportMontanaStudents, etc.

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MPSEOC Members - Special Program Campus Table Invite

To enhance student engagement and provide additional information about academic programs and campus opportunities, member institutions may request up to **two (2) additional program tables** at each college and career fair.

How to participate:

- **Eligibility:** Each member institution may request up to two (2) additional program tables.
- **Scope:** These extra tables cannot be used to duplicate your Admissions table. It does need to represent another aspect of your institution. It also cannot represent another MPSEOC member or non-member institution.
- **Fee:** A fee of **$100 per additional table, per fair** will be assessed after the institution's admissions table registration has been paid. Payment will be requested only if space is available.
- **Availability:** Additional tables are subject to space availability and are **not guaranteed**. Institutions will be notified in advance if space is unavailable. Payment will only be collected for approved table requests. Please note: For the Eastern Montana region, you may only know two weeks prior to the fair circuit.
- **Location:** Table(s) will be close to or near the main admissions tables
- **Presence:** Table(s) should have someone present during the fair.
- **Tables are not guaranteed / limited on space:** If space is not available, we will not have this available. We will let you know before the fair time. If your table request is accepted, we will capture payment at that time.
- **Compliance / Safety:** Representatives staffing additional program tables are considered official participants of the fair and are expected to adhere to all fair policies, guidelines, and the Code of Ethics. The institution's admissions office is responsible for ensuring all representatives understand and comply with these expectations.
- **Power and Technology:** Electrical service is not provided for additional program tables. Institutions requiring power must supply their own portable power source that complies with venue regulations.

Suggested Uses

Additional tables may be used to highlight academic programs, student services, or other institutional opportunities, such as:

- *Aviation*
- *Health Sciences*
- *Welding*
- *STEM Programs*
- *Business*
- *Fine Arts*
- *Agriculture*
- *Education*
- *Honors Programs*
- *Student Support Services*

These examples are not exhaustive. Institutions are encouraged to showcase their programs or services that best represent their campus that are beyond admissions and provide meaningful additional opportunities for students to learn about their offerings.

Questions

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