

# MiCareer **Quest**™ SOUTHEAST

# SPONSOR & EXHIBITOR — GUIDE —

NOV  
**17**  
2026

Vibe  
Credit Union  
Showplace\*  
Novi, MI

**CELEBRATING OUR  
SIXTH YEAR!**

*\* Formerly known as the Suburban Collection Showplace.*

## HELP DEVELOP YOUR WORKFORCE FOR TOMORROW

This is your opportunity to be a part of the most innovative, hands-on career exploration event held in our region. Engage with thousands of high school students, teachers and counselors, as they learn about today's most in-demand jobs from your team of professionals.



MICHIGAN DEPARTMENT OF  
**LABOR & ECONOMIC  
OPPORTUNITY**

MICHIGAN  
**WORKS!**

**OAKLAND**  
COUNTY MICHIGAN  
ECONOMIC DEVELOPMENT  
DAVID COULTER  
OAKLAND COUNTY EXECUTIVE

## 2025: BY THE NUMBERS

8,000 students and chaperones from over 132 high schools across Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties

1,000 employees representing more than 108 employers, labor organizations and educational partners

213 in-demand, rewarding occupations showcased in four quadrants

150 volunteers from county government, Michigan Works! offices and other organizations across the region

60 special guests, VIPs and media



# YOUR PARTICIPATION IS CRITICAL

Your relationship with tomorrow's workforce starts at MiCareerQuest Southeast. In one day, you will engage with several thousand enthusiastic high school students who want to learn about today's most in-demand careers.

But MiCareerQuest Southeast cannot take place without your financial support and active participation. This event takes several months to plan, so it is important to get your organization involved as early as possible.

Your sponsorship helps cover the major costs associated with hosting an event of this size and scope, covering 400,000 square-feet of floor space at the Vibe Credit Union Showplace in Novi. These costs include facility rental, piping and draping, banners and signage, security, food service, student lanyards, volunteer t-shirts and other necessities.

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**89%** of the exhibitors at MiCareerQuest Southeast said the students in attendance were engaged and interested in their demonstrations highlighting in-demand jobs. (2025 exhibitor survey)

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As an exhibitor, your organization's planning and enthusiasm are what makes this event an amazing, hands-on learning experience for the students, teachers and counselors in attendance.

There is no fee associated with being an exhibitor, for we recognize the staffing and resource commitments our exhibitors make are significant.

## EVENT OVERVIEW

- Provides students and educators with a clear understanding of the rewarding, in-demand job options available in Southeast Michigan
- Exposes our young people to exciting career paths for the future
- Establishes a talent pipeline for the region's employers with in-demand jobs

The occupations focus on three career quadrants, where there are acute talent shortages today and projected into the future, each with 20+ exhibitors:

-  **Advanced Manufacturing & Technology**
-  **Construction**
-  **Health Sciences**

## NEW THIS YEAR!

Students visit all three quadrants during their two-hour visit. The day is split into two sessions:

- 9:15 to 11:15 a.m.
- 11:30 a.m. to 1:30 p.m.

In addition to hosting hands-on activities, exhibitor teams engage students in conversations about their jobs, educational requirements and opportunities in Southeast Michigan.

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**83%** of students surveyed after the event said they learned about employment and education/training opportunities they did not know about beforehand. (2025 student survey)

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# EVENT SPONSORS NEEDED

The generous financial contributions from organizations like yours will help make this year's MiCareerQuest Southeast another success.

**Presenting Sponsor**  
\$25,000 Contribution

**Platinum Sponsor**  
\$15,000 Contribution

**Gold Sponsor**  
\$10,000 Contribution

**Silver Sponsor**  
\$5,000 Contribution

**Bronze Sponsor**  
\$2,500 Contribution

**Supporter**  
\$1,000 Contribution

## INTERESTED IN BEING A SPONSOR OR HAVE QUESTIONS? CONTACT:

**Jennifer Llewellyn**  
Director, Oakland County  
Michigan Works!  
[llewellynj@oakgov.com](mailto:llewellynj@oakgov.com)  
(248) 452-2256

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**95%** of exhibitors said MiCareerQuest Southeast effectively showcased their industry to the future workforce. (2025 exhibitor survey)

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## SPONSOR BENEFITS

### PRESENTING

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2026 event promotional video
- Display table
- Exclusive tour opportunity for your leadership with elected government officials

### PLATINUM

- Logo in top position among sponsors on general event signage, all quadrant archways, volunteer t-shirts, food service signage, event website and social media channels
- Recognition in event news releases and social media channels
- Exhibit highlights and executive remarks on 2026 event promotional video
- Display table
- Exclusive tour opportunity for your leadership with elected government officials

### GOLD

- Logo prominent on event signage, all quadrant archways, volunteer t-shirts, event website and social media channels
- Recognition in event news release and social media channels
- Exhibit highlights and executive remarks on event promotional video
- Display table

### SILVER

- Logo prominent on all quadrant archways, volunteer t-shirts and event website
- Recognition in event news release

### BRONZE

- Name on all quadrant archways
- Name on event website

### SUPPORTER

- Name on event website



## REGIONAL EVENT LEADERSHIP

### MICHIGAN WORKS! AGENCIES

Michigan Works! Agencies, including Oakland County Michigan Works!; Macomb/St. Clair Michigan Works!; SEMCA Michigan Works!; Michigan Works! Southeast; and Detroit Employment Solutions Corporation

### MICHIGAN DEPARTMENT OF LABOR AND ECONOMIC OPPORTUNITY

### COUNTY GOVERNMENT

Including Oakland, Macomb, Wayne, Washtenaw, Livingston and Monroe counties

### INTERMEDIATE SCHOOL DISTRICTS

Representing students, teachers and counselors from the region, including Oakland Schools, Livingston ISD, Macomb ISD, Monroe ISD, Washtenaw ISD and Wayne County RESA

### INDUSTRY

Presenting, Platinum and Gold Sponsors

### EVENT LOGISTICS

- Vibe Credit Union Showplace
- ArtCraft Display

## OAKLAND COUNTY EVENT COORDINATION

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## EXHIBITOR TIPS: ATTRACT STUDENTS TO YOUR IN-DEMAND JOBS



Interactive activities spark a teenager's curiosity the most. Ask questions. Avoid jargon and too many technical words and terms – unless you can quickly provide a clear explanation.

Teenagers learn by listening, seeing and touching – incorporate all three in your activity to create a fun and exciting experience.



Target your demonstration to curious 14-18 year-olds, who might also have short attention spans. Your hands-on activity should last no more than five minutes and be designed for groups of 5-6 students at a time.

Keep the learning process interactive by asking students your own questions from time-to-time.



### Get Involved! Join us at MiCareerQuest Southeast

Contact Brooklyn Frontiera at (248) 452-2260 or email [MiCareerQuestSE@OakGov.com](mailto:MiCareerQuestSE@OakGov.com)

### Visit the Event Website for Updated Information

[OakGov.com/MiCareerQuestSE](http://OakGov.com/MiCareerQuestSE)

MiCareerQuestSE @OaklandMIWorks @oaklandmiworks