

We know you
have options.
Here are the
facts.




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Simplifying College Fairs, Start to Finish

Scanning App Features and Functions


The scanning app should be easy to use and understand, inherently solving for potential problems/mistakes.

	 GoToCollegeFairs	StriveScan
Scan by event (event is reported in student lead file)	Yes	Yes
Upon scan, student data appears on screen	Yes	Yes
Scans are automatically uploaded in the background of app, no concern about lost leads, no delay	Yes	No
Student scanning: redundancy through manual entry (useful if student barcode is unreadable)	Yes	No
Student scanning (scan with notes, rapid/turbo scan): all features work both online and offline	Yes	No
In-app reporting number of scans by event	Yes	No
Instant Student Connect: Customized email sent to student <u>immediately upon scan</u> . Includes rep name, rep email and profile picture, university logo (no wait for next day report)	Yes	No
<u>Real time leads</u> delivered immediately and securely with username and password access (NOT EMAILED)	Yes	No

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Pricing Packages


Pricing should be accessible by small and large institutions alike.

	 GoToCollegeFairs	StriveScan
Pricing Package Available: \$24-25 price point* <i>*GoToCollegeFairs \$25/DAY, Strive \$24/FAIR (multiple fairs/day, Strive charges add up)</i>	Yes	Yes
Seasonal Pricing Packages Available: Allow for high volume use at low cost	Yes	No
Reduced Pricing Packages Available: Include scanning in fair registration fee	Yes	Yes
Multiple reps, same institution, no additional charge, Pricing Package Available: Determined by fair host	Yes	Yes
Unlimited scans: Available	Yes	Yes

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Student Registration


Student registration process should be quick and easy for all.

	 GoToCollegeFairs	StriveScan
Students register on a website , no need to download an app. Single barcode: any fair.	Yes	Yes
Students can register on mobile device, tablet, or desktop.	Yes	Yes
Barcode delivery: webpage, email and <u>text</u> .	Yes	Yes
Day of event reminder sent to student with barcode attached	Yes	Yes
Additional reminders sent two days before fair, day before fair, with barcode attached	Yes	No
School Counselor tool for easy registration: Express Upload allows counselor to upload students in bulk via Excel spreadsheet	Yes	No

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Fair Organizer/Fair Host Reporting Capabilities

Fair Organizers and Site Hosts need data available on demand.

	 GoToCollegeFairs	StriveScan
Global report, number of students registered	Yes	Yes
Registrations by Event: sub report by high school, grade and student name	Yes	No
Registrations by Event: sub report of school counselors only	Yes	No
Reporting by Event: participating colleges, how many scans by college	Yes	No
Fair Organizer Capability: print barcodes in alphabetical order by event	Yes	No
Fair Organizer Capability: email students by event (parking instructions, cancelations, etc.)	Yes	No
Fair Organizer Capability: download all reports to Excel on demand (no need to request)	Yes	No

School Counselor Account Capabilities


School Counselor tools to help the helpers!

	 GoToCollegeFairs	StriveScan
Secure Counselor Account: manually approved to ensure security	Yes	No
Registrations by Event: total registrations available on demand, pre and post event, updated in real time	Yes	No
Registrations by Event: complete student data (grade, etc.) available on demand, pre and post event, updated in real time	Yes	No
Counselor Capability: print student barcodes by name or alphabetically in bulk	Yes	No
Counselor Capability: Express Registration (upload students in bulk via excel spreadsheet)	Yes	No
Student Interest Report: See schools that scanned, listed by student	Yes	No
College Interest Report: A three year look back at ALL colleges that scanned students at this school	Yes	No

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Data Security and Privacy

In order to be fully compliant with regulations, students should be able to access all info about their profile at any time.

	 GoToCollegeFairs	StriveScan
Data Centers powered by Amazon Web Services, SSL encryption, data protected (not sold to third parties)	Yes	Yes
Student Controlled Access to GDPR 'right to be forgotten'	Yes	No
Student controlled access to change or delete previously reported data	Yes	No
Student controlled access to download all profile data that has been shared	Yes	No
Student controlled access to real-time list of colleges who have scanned	Yes	No

Summary of the GoToCollegeFairs Experience

Know the **truth** about your options:

Pricing:

- At every price point, GoToCollegeFairs costs less, GTCF \$25 per day vs Strive \$24 per fair (college reps often attend multiple fairs per day)
- Unlike Strive, GTCF offers seasonal options which allow for high volume use at low cost.
- Are you more likely to have one rep at multiple events or multiple reps at one event? Either way GoToCollegeFairs offers a lower cost.

Student Registration:

- Same data collected on both GTCF and Strive platforms, same amount of time to complete
- GTCF secures student data with username and password-security matters!
- GTCF sends reminders 2 days & 1 day prior, also sends same day. Strive sends one reminder.
- Student has full control of their own profile including GDPR right to be forgotten, change/update information shared, etc.

Lead Upload (Exporting):

- Scans are automatically uploaded in the background of the app during the event, no concern about lost leads if device fails, no delays.
- Scans are delivered in real time to secure lead portal (username and password protected). All leads are in the portal by or before end of event.

Follow Up:

- Students are greeted via email immediately upon scan. This customized email includes rep name, email, and profile picture. Includes University Logo.
- Students can get complete list of colleges that scanned them ON DEMAND, no need to wait for a report to be emailed to them.
- Fair Hosts have robust reporting on demand (before, during and after event)
- Fair Organizers have robust reporting on demand (before, during and after event)
- School Counselors have robust reporting on demand (before, during and after event)

Reliability:

- All data is stored on Amazon Web Services, an upgrade implemented December 2019.
- 80 fair planning organizations (including NACAC and affiliates), 4000 institutions, thousands of college fairs all trust GoToCollegeFairs.

The logo for GoToCollegeFairs features the text "GOTOCOLLEGEFAIRS" in a bold, sans-serif font. The letters are color-coded: "G" is orange, "O" is green, "T" is blue, "O" is blue, "C" is blue, "O" is blue, "L" is blue, "L" is blue, "E" is blue, "G" is green, "E" is green, "F" is green, "A" is green, "I" is green, "R" is green, and "S" is green.

For more info
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a call with us,
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