

DALLAS ISD

# More CHOICE EXPO

CENTENNIAL HALL @ FAIR PARK

MARCH 23  
9AM-1PM

**Dallas ISD More Choice Expo** is a districtwide enrollment event designed to encourage families to learn about the schools in their neighborhoods and school offerings. The event is part of the citywide Dallas ISD Neighborhood Schools campaign that promotes **all non-application based schools** by highlighting the district's innovative learning models, extracurricular activities, and exciting opportunities offered in each vertical team.

The More Choice Expo will be held Saturday, March 23 from 9 a.m. to 1 p.m. at Centennial Hall in Fair Park. All neighborhood schools are expected to participate and attend this event to connect with families and showcase school offerings.

## Each participating neighborhood school is expected to do the following:

Assign two representatives to share information about school offerings during the event. A Spanish-speaking representative should be assigned to every school booth.

**Approve campus collateral.** You should've already received an email requesting your review and approval of your campus informational sheet. As a reminder, all feedback must be submitted via email by **Monday, Feb. 19**, or we will assume your information is correct and no updates are needed.

**Prepare marketing materials.** Each exhibiting neighborhood school will be provided a table station and two chairs to accommodate campus representatives. Please bring the marketing materials that were provided during last year's Neighborhood Schools Night Out Event, including a table cover, retractable banner and a brochure holder.

Please confirm that you have all your required marketing materials and order any missing marketing materials by completing the More Choice Campus Marketing Materials Survey by **Thursday, Feb. 29**. Scan the QR code to the right to complete the survey.



Campuses are responsible for bringing and setting up their branded table cover and retractable banner. Volunteers will be onsite to assist with set up.

School representatives should be prepared to disassemble, pack, and take promotional items to their home campus at the end of the event. All promotional items are given to each participating campus for future marketing efforts.

## EVENT DAY DETAILS

**7:00 A.M.** - Load-In and report to your assigned station - A breakfast meal box will be provided for all school representation upon arrival.

**8:30 A.M.** - Doors open to the public

**12:45 P.M.** - Strike for departure as visitor traffic allows - A lunch meal box will be provided for all school representatives after the event.

**NOTE:** Power access cannot be guaranteed for all school booths but a charging station will be provided in each school booth area for use, as needed. Please charge necessary devices beforehand to allow for immediate use.

## Get the Word Out!

Participating campuses may visit [DallasISD.org/Toolkits](https://DallasISD.org/Toolkits) to access event marketing collateral to share as desired.

For more information, contact:

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