

Showcase Your Business at ArtCenter Orientation Day

Connect with the Next Generation of Creative Talent

ArtCenter College of Design Orientation Day welcomes new students as they begin their academic journey. It is one of the few moments each year when nearly every incoming student is gathered in one place, making it an ideal opportunity for local businesses to introduce themselves, build relationships and become part of the ArtCenter community from day one.



Whether you own a restaurant, coffee shop, apartment community, fitness studio, retail store, bank, health service, transportation company, or other neighborhood business, an exhibit table gives you direct access to a highly engaged audience eager to discover the resources, services, and businesses that will become part of their daily lives.

Why Participate?

Reach New Customers Early

Orientation is often a student's first introduction to the Pasadena area. Many are actively deciding where to eat, shop, bank, exercise and spend their time. Your business has the opportunity to become one of their first choices.

Build Long-Term Customer Relationships

ArtCenter students typically remain in the area for several years. Establishing your presence at Orientation can lead to repeat business throughout their college experience and beyond.

Increase Local Brand Awareness

Face-to-face conversations create lasting impressions. An exhibit table allows you to showcase your brand, answer questions, distribute promotional materials and highlight special offers for students.

Demonstrate Community Support

In this era of online everything, participating in an event like this sets your company apart from the usual online suspects. It signals that your business values creativity, education and the local community. Nothing builds loyalty, than demonstrating your company supports the unique and personal experiences of your customers and clients.



Meet Parents and Families

Orientation also brings parents, guardians and supporters to campus, many of whom are visiting internationally. Not only are they looking for trusted local businesses to support the needs of their children who are often new to the US, but who are also interested in finding their favorite local shop, restaurant, entertainment venue and more while visiting throughout the year.

Your Exhibit Table Includes:

- One exhibit table in a high-traffic Orientation area. Local business tables will be intermingled with department tables, clubs and other educational resources
- Two company representatives
- Opportunity to distribute promotional materials, coupons, samples or giveaways
- Recognition as an ArtCenter Orientation Day community partner on site
- Access to hundreds of incoming students and their families
- Your company name, logo and link to the url of your choice will be included in a follow-up *"In case you missed these companies"* email to all incoming students

Who Should Exhibit?

- Banks and financial institutions
- Health and wellness providers
- Fitness centers
- Restaurants and cafés
- Apartment communities and housing services
- Coffee shops and bakeries
- Grocery stores and markets
- Retail stores
- Transportation services
- Printing, shipping and office services
- Entertainment and cultural organizations
- Any business interested in reaching ArtCenter's creative community

Become Part of the ArtCenter Community

ArtCenter students are designers, artists, filmmakers, entrepreneurs and future creative leaders. Many develop lasting loyalty to businesses that welcome them during their first days on campus.

Reserve your exhibit table today and introduce your business to the newest members of the ArtCenter community while building relationships that can last for years.

Date, Fee, More Information

ArtCenter Orientation Day: Thursday, September 10, 2026

Time: 12:30-2:30pm. Exhibitors can arrive starting at 11:30am.

Location: 950 South Raymond St, Pasadena, CA 91104

Exhibitor Fee: \$500

For more information or to reserve your Exhibitor table contact Deb Aldrich, Director of Alumni & Industry Engagement at deb.aldrich@artcenter.edu

