



## INTRODUCING OUR NEW MARITIME EXPLORER LANYARD AND COLLECTIBLE KEY CARD PROGRAM!

We're excited to introduce a new resource for our Industry Interaction Days: the Maritime Explorer Lanyard Program! This engaging tool helps students explore careers in the maritime industry in a hands-on and memorable way.

### Here's how it works:

**Step 1: Students Receive Their Maritime Explorer Lanyard** When students arrive, they'll receive a lanyard with a name badge pouch and a Maritime Explorer card inside.



### Step 2: Students Collect Informational Key Cards

As students move through the event, they will collect informational key cards that can introduce career pathways, provide tips like elevator pitches or interviewing guidance, and more. These cards fit perfectly in the pouch on their lanyard.



### Step 3: Sponsor-Customizable Key Card Template

We've also created a customizable key card template for sponsors! These cards match the size and design of the other key cards and allow sponsors to highlight their organization, career opportunities, or advice for students.

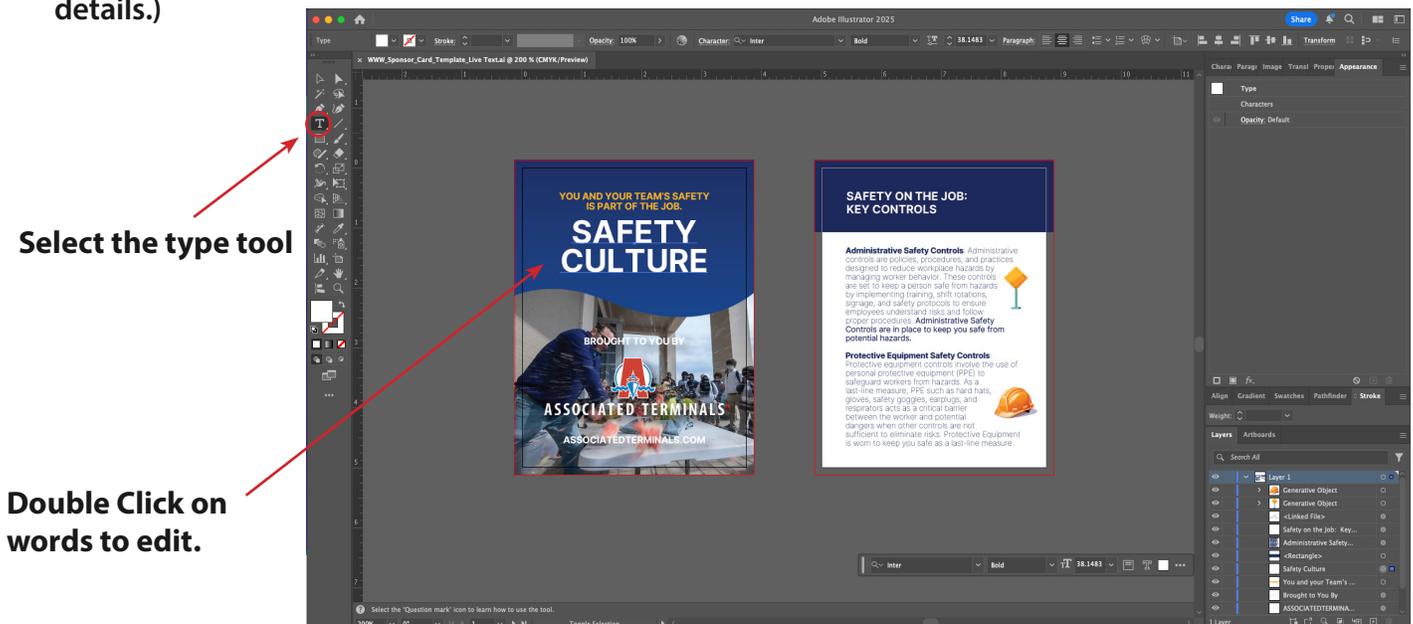


**Step 4:** Here are the instructions for you or your designer to be able to customize the sponsor key card.

The editable Sponsor Card Template is available for you to download upon request.

A few notes to share with your team:

- The file is editable in Adobe Illustrator. The download folder includes both a .AI (Illustrator) file and a .PDF so you can preview the contents. Either can be opened in Illustrator.
- The file contains live text, meaning the fonts haven't been converted to outlines. This allows the text to remain editable, but users will need the fonts installed on their computer to modify the text. Otherwise, Illustrator will substitute a different font. The font used in this file is Inter, which can be downloaded for free from Google Fonts here. (Anyone familiar with Illustrator will understand these details.)



**File -> Export -> Export As -> (In Export Window) Format: Adobe PDF  
(In Export Adobe PDF Window) Marks and Bleeds -> Check "Trim Marks" ->  
Bleeds -> Check "Use Document Bleed Settings" [0.125"] -> Export PDF**

**Step 5:** Send Your Key Card Customized Key Card To Print

**Printing for best quality:**

- Paper: 14 Pt C2S
- Size: 3.75 x 5
- Color: 4 (CMYK) / 4 (CMYK)
- Finish: UV Gloss
- Rounded corners (optional)

**If you have any questions or need assistance, feel free to reach out.**

**Thank you for helping us inspire the next generation of maritime professionals!**

**Industry Expert Tip**

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## Headline to Introduce the Information Below

At WWW events, students will collect cards featuring valuable information about maritime career pathways, job skills, and industry insights to build their personal "deck" of resources.

As a sponsor, you can use this template to design a card showcasing your expertise, from tips on maritime skills like tying knots to information about career opportunities within your company.

### **Please note:**

- Do not modify the template design or reduce the font size below what is provided in this file (9.5pt)
- This file must be edited in Adobe Illustrator and printed at the specified size: 3.75"x5".