

A photograph of four young women with long hair, smiling and posing for a photo. They are wearing dark, quilted winter jackets. The woman on the far left is carrying a light-colored tote bag. In the background, there is a large blue sign with the word 'Info' in white, and some smaller text and icons. The entire image has a blue color overlay.

einstieg

Trade Fairs & Events 2024

03/2024

Our mission? Your young talent!

Shortly before leaving school, all young people have to deal with the topic of career choice and the question „What do I do after school?“. The need for advice and personal dialogue is therefore great. Take the opportunity at our study and career choice events to get in touch with your target group at eye level and convince young talents of what you have to offer!

> **Horizon Münster** 2 March 2024

> **Horizon Freiburg** 13 April 2024

> **Einstieg Frankfurt** 3 & 4 May 2024

> **Einstieg Leipzig** 24. August 2024

> **Einstieg Dortmund** 30 & 31 August 2024

> **Einstieg Karlsruhe** 12. October 2024

> **Berufe live Rheinland** 8 & 9 November 2024

> **Einstieg Berlin** 15 & 16 November 2024

> **Einstieg Düsseldorf** 16 November 2024

> **Einstieg Munich** 22 & 23 November 2024

> **Einstieg Mainz** 30 November 2024

> **Einstieg Stuttgart** 31 January & 1 February 2025

> **Einstieg Cologne** 14 & 15 February 2025

> **Einstieg Hamburg** 21 & 22 February 2025

What makes the Einstieg and Berufe live trade fairs unique

- ✓ **national visitor** structure and well-prepared pupils thanks to **scientifically based online interest check (CYQUEST)** with exhibitor matching.
- ✓ **Even distribution of visitor flows through** admission time management.
- ✓ **School co-operations:** Strong visitor numbers on the Friday of the fair thanks to permanent partner schools.
- ✓ **Individual areas** depending on the regional sector focus: logistics, retail, career in public sector, etc.
- ✓ **Up to 300 exhibitors** ensure a **varied offer:**
These include companies, universities (national & international), gap year and language travel providers, consulting institutions, chambers, associations and educational providers.
- ✓ **Application forum:** We prepare visitors for applying to you. Professionals give tips on cover letters, CVs and more.
- ✓ The **target group** includes pupils, parents and teachers.
- ✓ **Einstieg stage** has 20-minute presentations, panel discussions and best-practice examples on all relevant topics relating to career orientation and decision-making.
- ✓ **High School Graduates Saturday:** We reward committed students if they visit the fair with a larger group on Saturdays.

As an exhibitor, you benefit from our top customer service

✓ **Exhibitor entry with contact details in the fair magazine,** which is distributed to all visitors on site. You will also be visible in the hall plan and in the lecture programme (if you wish to participate).

✓ **Online presence and matching on Einstieg.com:** You will receive a free entry in the online exhibitor list when you take part in the trade fair. You can create as many offers as you like there. Your entry will also be matched with the test results of the users in the popular interest check to create further attention for your presence at the trade fair.

✓ **Online exhibitor service:**
Find all important information & documents at a glance and manage your offers & contact details for the exhibitor directories.

✓ **Promotional materials:** Use our free banners, flyers and posters to advertise your participation in the trade fair.

✓ **You can take part in the Einstieg-Meet-Up*** free of charge with presentations and workshops on current recruiting trends.

✓ **Top customer service:** Benefit from our all-round support before, during and after the trade fairs from your personal contact partners.

✓ **Exhibitor café:** We will cater for your well-being on both days of the fair with hot and cold drinks and small snacks.

* on Fridays parallel to trade fair events, not at all trade fair locations

360° trade fair marketing: This is how we reach your target groups

Advertising in schools through targeted communication with teachers

- ✓ We have telephone contact with several thousand schools nationwide.
- ✓ At every trade fair location, we inform within a radius of 100 kilometres about the dates and trade fair highlights.
- ✓ In addition, we send information, posters & flyers.
- ✓ Teachers receive comprehensive online preparation tools.
- ✓ Success concept of partner schools: At every location, we work together with selected partner schools and guide them through the trade fair.



We utilise all relevant touchpoints

Online, print and OOH marketing mix:

- ✓ Extensive Google Ads campaigns: Google Search and video campaigns
- ✓ Facebook & Instagram posts
- ✓ Outdoor posters in inner cities
- ✓ PR and advertising presence in the most important leading media of the region (online & offline)

Strong partnerships:

- ✓ Patronships
- ✓ Network partnerships with public career guidance institutions

Our channels – where the target- group is:

- ✓ einstieg.com (online career choice platform with high reach, avg. 800,000 page views/month)
- ✓ Instagram: @einstieg
- ✓ Facebook: @berufswahl
- ✓ Youtube: Einstieg
- ✓ TikTok: @einstieg_zukunft
- ✓ Teacher Newsletter



Plan your trade fair appearance!

Empty space

from € 1,665

Do you have your own trade fair stand or one provided by a stand builder? Then simply book a empty space from 9 m².

Basic stand

from € 2,052

The trade fair stand with basic equipment includes a system stand construction from 9 m² in size. Additional equipment can be ordered via the online bookingsystem.

- ✓ System stand construction incl. rear and side walls, ceiling construction
- ✓ One white panel per open aisle side, incl. 20 characters of text (colours: blue, red or black)

Comfort stand

from € 2,810

The comfort stand is a fully equipped trade fair stand at a fixed price. The selection of the stand equipment is fixed and cannot be changed!

Equipment:

- ✓ 9 m² row or 12 m² corner stand
- ✓ System stand construction incl. rear and side walls, ceiling construction, one white panel per open aisle side, incl. 20 characters of text (colours: blue, red or black)
- ✓ Carpet in blue, red or dark grey
- ✓ a „Leipzig“ infocounter
- ✓ Bar table set
- ✓ A brochure stand
- ✓ Three/four spotlights, front lighting
- ✓ One 3 kW power connection
- ✓ A triple socket
- ✓ A waste container

→ Book now

einstieg

€ 310

Advantages for co-exhibitors

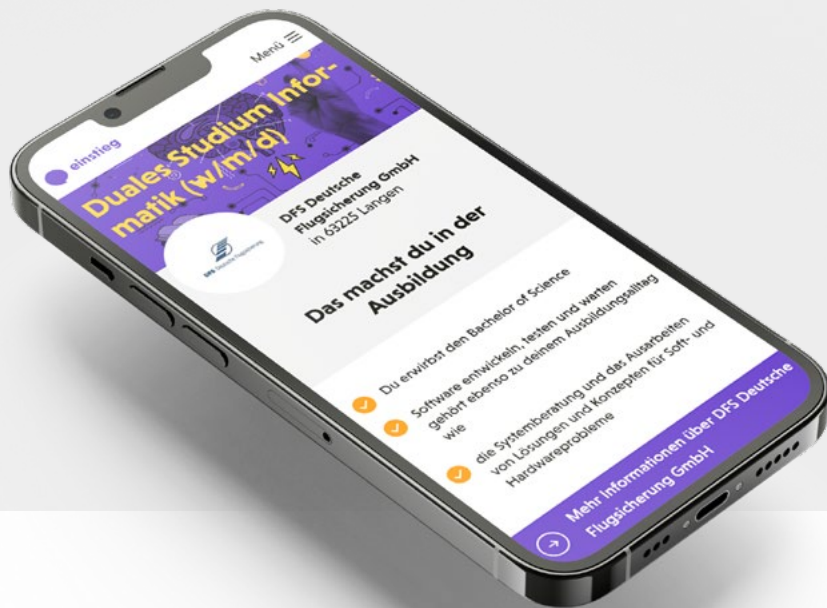
You are welcome to register additional co-exhibitors at your stand. Your co-exhibitors benefit from the following comprehensive services:

- ✓ Entry in the exhibitor directory in the fair magazine and on einstieg.com
- ✓ Access to the online exhibitor service, including for the publication of offers
- ✓ Snacks and drinks in the exhibitor café
- ✓ Personal support before, during and after the fair
- ✓ Free banners, flyers and posters for promoting participation in the trade fair
- ✓ General event marketing
- ✓ General cleaning and waste disposal



Fair add-ons: Boost your trade fair success!

Take advantage of further advertising opportunities, to get even more attention and increase your reach.



Online profiles and premium listings

from € 290

for 12 Months

✓ Online-profile **€ 649**

Landing page to present your company or your university, any number of basic offers, linking to your career site

✓ benefit year-round from the high reach of einstieg.com

✓ Premium-listing **from € 290**

Addition to your profile: Highlight the special features of your training, degree course or gap year programme to set yourself apart from the competition. Your offers will also be displayed on the job and study wall.

Optimise your trade fair presence:

- 12-month online presence
- Multimedia, gen Z optimised design
- Increased visibility through better ranking in the online exhibitor search and in the interest check matching
- Exhibitors with an online profile receive an additional logo and QR code in the list of exhibitors
- Targeted user guidance

€ 350

Einstieg stage

- ✓ 20-minute presentation on the Friday or Saturday of the fair
- ✓ All presentations will be announced in the fair magazine, on einstieg.com and on posters in the hall
- ✓ Optional: Display promotional material in the audience area **+ € 75**



from € 275

Social Media

- ✓ We will inform you about your participation in the fair or present your stand live
- ✓ Instagram or Facebook-post **€ 275**
- ✓ Instagram-Story (live from your stand) **€ 275**
- ✓ TikTok-/Instagram-Reel **€ 500**
- ✓ Bundle (one format each on all three channels) **€ 950**

from € 850

Promotion

per Day (without Promoter)

- ✓ Distribute your promotional materials in the entrance area of the fair (limited contingent)



from € 499

Advertisement in the fair magazine

- ✓ will be distributed people at the entrance to the trade fair. Due to the high focus of visitors get, your advertisement will attract a lot of attention!
- ✓ Contains all important information about the trade fair visit and important career choice topics
- ✓ $\frac{1}{1}$ Page **€ 1.999**
Display / Advertorial / Content Marketing
- ✓ $\frac{1}{2}$ Page **€ 999**
- ✓ $\frac{1}{4}$ Page **€ 499**

€ 1.590

Media-Bundle Online & Print

- ✓ Combination of online profile on [einstieg.com](https://www.einstieg.com) and a full-page advertisement/advertorial in the fair magazine
- ✓ High reach without wastage

Prices and services

Online

Online profile:	€ 649	for 12 months
Premium listings:	from € 290	
Trade fair exclusive banner:	€ 2,750	for 4 weeks

Advertisement in the fair magazine

1/1 page / Advertorial / Content Marketing	€ 1,999
1/2 page	€ 999
1/4 page	€ 499
1/4 page	€ 499

Media Bundle Online & Print

- **1 online profile on einstieg.com**
Duration 12 months, your choice of start date
 - **1/1 page advertisement/advertorial in the fair magazine**
Content of the online profile, location of your choice,
active distribution to every visitor at the trade fair
- € 1,590

Einstieg stage

Presentation, 20 minutes	€ 350
Display of advertising materials in the audience area	€ 75

Promotion

Distribution of promotional materials, without promoter	€ 850	per Day
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Social Media Posts (fairs)

Instagram or Facebook post	€ 275
Instagram Story (live from your stand)	€ 275
TikTok/Instagram Reel	€ 500
Bundle (one format each on all three channels)	€ 950

Are you interested in an individual offer?
Contact us and we will develop the
right strategy for you!



Kosmas Kohlmann
Key Account
Management
company

0221.3 98 09-533
k.kohlmannn@einstieg.com



André Harrs
Key Account
Management
Universities &
International

0221.3 98 09-535
a.harrs@einstieg.com



Stefano Vitale
Key Account
Management

0221.3 98 09-67
s.vitale@einstieg.com



Vera Pilkuhn
Key Account
Management
company

0221.3 98 09-69
v.pilkuhn@einstieg.com



Laura Schlösser
Account
Management

0221.3 98 09-42
l.schloesser@einstieg.com



Antje Kearney
Key Account
Management
Universities &
International

0221.3 98 095-18
a.kearney@einstieg.com



Catharina Combüchen
Customer Service
Management

0221.3 98 09-38
c.combuechen@einstieg.com



Nadine Knötgen
Customer Care

0221.3 98 09-58
n.knoetgenn@einstieg.com

→ **Book now**

Contact

Einstieg GmbH
customer team
0221-39809-30
kundenteam@einstieg.com

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