



Einstieg Fairs 2019

Fairs for studies, vocation training and gap year

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Einstieg Fairs

Concept

Einstieg is Germany's leading service provider in the field of undergraduate recruitment - and your reliable partner for the German student market. Our recruitment fairs all over Germany attract more than 1,500 exhibitors from over 20 countries and more than 100,000 visitors each year. The Einstieg fairs take place seven times a year and are Germany's largest forum for educational and degree programmes. They give universities and companies the opportunity to get in direct contact with students and young adults to cover their recruiting needs. The fairs are held in some of Germany's most important economical and metropolitan areas. Usually, a fair takes place over 2 full days (Friday and Saturday) and offers visitors lots of information about degree courses and other educational programmes in Germany, as well as programmes abroad. Both, students with no distinct career ideas, as well as students with well-defined career goals, find guidance and information alike.

Target Group

The events are mostly targeted at German Gymnasium (German grammar school leading to A Levels) students, who are striving to complete the Abitur (German A Levels) exam or have already passed their Abitur. However, committed Realschule (German general secondary school) students as well as students with further vocational qualifications, young employees, and college dropouts can also gain new ideas for their future by visiting the Einstieg Fairs. Teachers and parents are important conversation partners for young adults when it comes to making career and study decisions, which is why our fairs also offer useful information for these two target groups.

Exhibitors and Programme

The comprehensive accompanying programme covers all topics high school graduates are interested in: apprenticeships, choosing the right degree course, financing your studies, studying abroad, application processes, volunteering programmes, internships and many more. The diversity of exhibitors reflects this range of topics. Companies as well as national and international universities present their offers. In addition, language course and gap year providers, general institutions, chambers, associations and educational institutions take part in the events.

Dates and Locations



Cologne: 08. + 09.02.2019

Registration Deadline: 16.11.2018

Hamburg: 22. + 23.02.2019

Registration Deadline: 07.12.2018

Frankfurt: 24. + 25.05.2019

Registration Deadline: 29.03.2019

Dortmund: 06. + 07.09.2019

Registration Deadline: 28.06.2019

Karlsruhe: 27. + 28.09.2019

Registration Deadline: 05.07.2019

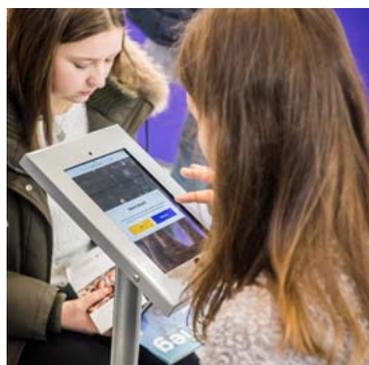
Berlin: 15. + 16.11.2019

Registration Deadline: 30.08.2019

Munich: 22. + 23.11.2019

Registration Deadline: 06.09.2019

This is what makes the Einstieg Fairs highly efficient recruiting events



Interest-check tool



Stage presentation



Job Challenge

Well-prepared Visitors

The free interest-check service on our website [Einstieg.com](https://www.einstieg.com) is based on the RIASEC-model and helps students to discover their strengths. The test result is matched with the exhibitor profiles of each fair so that you will meet exactly those students that are suitable for your programmes.

Effective Planning and Follow-up

Students, who register on [einstieg.com](https://www.einstieg.com), can arrange an appointment with you prior to the event. Our online exhibitor service gives you an up-to-date overview of all your appointments including information on the students' intended year of high school graduation. This service is free of charge.

Targeted Visitor Channelling

Apart from using the appointment tool, you can also take part in the job challenge – a highlight at every fair! In this interactive challenge you can show visitors what your programmes are really like and you get into contact with potential students in a playful manner.

More Attention

Use different channels to market your offer. As an exhibitor you have the opportunity to give a 20-minute presentation. This underlines your professional expertise and makes you a valuable conversation partner for interested students.

Impress online - convince in conversation

With targeted online measures, you can significantly increase your presence around your trade fair appearance. On [einstieg.com](https://www.einstieg.com), the future portal for education, study & gap year, you can direct visitors to your study options or gap year programmes with a Gen Z optimised ad. During the preparation and follow-up you will be visible to the young people with very specific offers on [einstieg.com](https://www.einstieg.com) and thus can increase your recruiting success. The analogue and digital worlds are also linked in the exhibition hall. Your ads are highlighted in printed form on the Study Wall /Gap Year Wall and in the FairGuide, including a QR code for your online ads.

Services Included in Your Booking

As an exhibitor at the Einstieg Fairs you will benefit from numerous services.

- Listing in the exhibitor index in the FairGuide and on [einstieg.com](https://www.einstieg.com) (this also applies to co-exhibitors)
- Hall lighting, heating and cleaning as well as rubbish removal
- Catering in the exhibitor café with snacks and beverages
- Use of the appointment tool
- Placement in special interest forums (if applicable)
- Participation in our Apprenticeship Forum (Workshop with expert talks on current recruiting trends, in German)
- Personal service before, during and after the event
- Publication of your available training or internship positions on our Job Wall
- Individual PR-package to advertise your fair participation
- Get-together after the first fair day

Your Fair Appearance

Prices & Discounts

Prices

The participation in an Einstieg Fair is generally possible by booking a minimum of 9 m² empty space. For information on the comprehensive services that are included in your booking, please refer to page 4 ("Service Included in Your Booking").

Prices do not include VAT.

Type of Stand	Empty Space (no walls etc.)	Space with Basic Stand	Space with Comfort Stand	
Row (1 side open, from 9m ²)	€ 149 per m ²	€ 188 per m ²	9m² Row	€ 2.411 fixed price
Corner (2 sides open, from 12m ²)	€ 169 per m ²	€ 208 per m ²	12m² Corner	€ 3.295 fixed price
Head (3 sides open, from 18m ²)	€ 189 per m ²	€ 228 per m ²		
Island (4 sides open, from 24m ²)	€ 209 per m ²	€ 248 per m ²		

Discounts

Returning exhibitors may be eligible for repeat or quantity discounts within one fiscal year. For a repeat discount you need to participate in a certain number of events. For a quantity discount you need to book a certain amount of square metres booked is required. Discounts cannot be applied to previous bookings. There are no discounts on stand set-ups and equipment.

Repeat Discount

Participations per year	Row Stand (from 9m ²)	Corner Stand (from 12m ²)	Head Stand (from 18m ²)	Island Stand (from 24m ²)
2	–	4 %	8 %	12 %
3	2 %	6 %	10 %	14 %
4	4 %	8 %	12 %	16 %
5	6 %	10 %	14 %	18 %
6	8 %	12 %	16 %	20 %
7	10 %	14 %	18 %	22 %
8 or more	12 %	16 %	20 %	24 %

Quantity Discount

Row Stand (from 9m ²)	Corner Stand (from 12m ²)	Head Stand (from 18m ²)	Island Stand (from 24m ²)
18 – 26 m ² per year –	24 – 35 m ² per year 4 %	36 – 53 m ² per year 8 %	48 – 71 m ² per year 12 %
27 – 35 m ² per year 2 %	36 – 47 m ² per year 6 %	54 – 71 m ² per year 10 %	72 – 95 m ² per year 14 %
36 – 44 m ² per year 4 %	48 – 59 m ² per year 8 %	72 – 89 m ² per year 12 %	96 – 119 m ² per year 16 %
45 – 53 m ² per year 6 %	60 – 71 m ² per year 10 %	90 – 107 m ² per year 14 %	120 – 143 m ² per year 18 %
54 – 62 m ² per year 8 %	72 – 83 m ² per year 12 %	108 – 125 m ² per year 16 %	144 – 167 m ² per year 20 %
63 – 71 m ² per year 10 %	84 – 95 m ² per year 14 %	126 – 143 m ² per year 18 %	168 – 191 m ² per year 22 %
72 m ² ore more per year 12 %	96 m ² ore more per year 16 %	144 m ² ore more per year 20 %	192 m ² ore more per year 24 %

Your Fair Appearance

Empty Space, Base Stand, Comfort Stand

Empty Space

If you are bringing your own fair stand or require an individual stand design by a contractor, please book an empty space. Additional equipment such as furniture or carpet can be brought or booked individually in addition to the empty space.

Standards and Sizes

- Row Stand: one open side, from 9m²
- Corner Stand: two open sides, from 12m²
- Head Stand: three open sides, from 18m²
- Island Stand: four open sides, from 24m²

Basic Stand

Exhibitors, who do not own their own stand or do not wish to bring it, can book a basic stand and furnish it individually with their own or rented elements. The basic stand consists of walls (white, red, blue or beech wood), a ceiling construction as well as a white panelling for each open side with panel lettering including 20 characters in blue, red, or black.

Row Basic Stand, 1 open side, from 9m²



Corner Basic Stand, 2 open sides, from 12m²



Head Basic Stand, 3 open sides, from 18m²



Island Basic Stand, 4 open sides, from 24m²



Equipment

- Walls (colours available: white, red, blue, beech wood), ceiling construction
- 1 panel per open side, panel lettering, 20 characters (colours available: blue, red, black)

Comfort Stand

The Comfort Stand is a fully equipped fair stand at a fixed price. Please note that no changes can be made to the stand equipment.

9 m² Row Stand



12 m² Corner Stand



Equipment

- Walls (white), ceiling construction
- 1 white panel per open side, panel lettering, 20 characters (colours available: blue, red, black)
- Carpet (red, blue or dark grey)
- 1 counter "Leipzig"
- 1 bar stool seating combo
- 1 brochure rack "Winnie"
- 3 / 4 spotlights „Trapez" on power strip
- Electricity
- 1 3-way socket
- Wifi
- 1 rubbish bin

Your Fair Appearance

Empty Spaces, Basic Stand, Comfort Stand

Which fair would you like to book?		Registration Deadline		Registration Deadline
<input type="checkbox"/> Cologne, 08. + 09.02.2019		16.11.2018	<input type="checkbox"/> Karlsruhe, 27. + 28.09.2019	05.07.2019
<input type="checkbox"/> Hamburg, 22. + 23.02.2019		07.12.2018	<input type="checkbox"/> Berlin, 15. + 16.11.2019	30.08.2019
<input type="checkbox"/> Frankfurt, 24. + 25.05.2019		29.03.2019	<input type="checkbox"/> Munich, 22. + 23.11.2019	06.09.2019
<input type="checkbox"/> Dortmund, 06. + 07.09.2019		28.06.2019		

Which type of stand would you like to book?		Empty Space	Space with Basic Stand	Space with Comfort Stand
<input type="checkbox"/> Row Stand (1 open side, from 9m ²)		€ 149 per m ²	€ 188 per m ²	€ 2.411 fixed price
<input type="checkbox"/> Corner Stand (2 open sides, from 12m ²)		€ 169 per m ²	€ 208 per m ²	€ 3.295 fixed price
<input type="checkbox"/> Head Stand (3 open sides, from 18m ²)		€ 189 per m ²	€ 228 per m ²	
<input type="checkbox"/> Island Stand (4 open sides, from 24m ²)		€ 209 per m ²	€ 248 per m ²	

Would you like to rent an empty space, a basic stand or a comfort stand?

Empty Space

Size _____ × _____ = _____
front width in metres depth in metres total space in m²

Space with Basic Stand

Size _____ 9 m² 12 m² 15 m² 18 m² 21 m² 24 m² 30 m²

Wall Colour _____ white red blue beech wood

Lettering Colour _____ blue red black

Lettering on Panelling _____
(20 characters included, additional characters € 2.50 each)

Space with Comfort Stand

Size _____ 9 m² 12 m²

Wall Colour _____ white red blue beech wood

Carpet Colour _____ blue red dark grey

Lettering Colour _____ blue red black

Lettering on Panelling _____
(20 characters included, additional characters € 2.50 each)

In which part of the hall would you like to be placed?

A = apprenticeship, further education /co-operative degrees

S = domestic or international universities/co-operative degrees

G = gap year (domestic and international volunteering programmes, language schools, work & travel, au pair, internships)

Are you interested in additional services?

I share my stand with **co-exhibitors** who would also like to be listed in the FairGuide.

I am planning to use a **vehicle** as an exhibit at the fair. Please send me the registration document.

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Your Fair Appearance

Equipment

Get an overview of the equipment available for rent. More equipment is available on request.

1. Z bar stool



black
H: 800 mm /
Ø 370 mm

2. VIP bar stool



black
H: 720 / W:
430 /
D: 420 mm

3. Vip Chair



black
H: 470 / W:
540 /
D: 520 mm

4. Cushioned row chair



anthracite
H: 460 / W:
520 /
D: 540 mm

5. Bar table Bistro



white
H: 1.150 /
Ø 700 mm

6. Table (large)



white
H: 720 / W:
1.200 /
D: 800 mm

7. Table (small)



white
H: 720 / W:
800 /
D: 800 mm

8. Bar stool seating combo



1 bar table
Bistro, 3 Z bar
stools, **not
available via last
minute service**

9. Chair seating combo



1 small table,
3 cushioned
row chairs, **not
available via last
minute service**

10. Sideboard (large)



white
lockable
H: 1.000 /
W: 1.000 /
D: 500 mm

11. Sideboard (small)



white
lockable
H: 1.000 / W:
500 /
D: 500 mm

12. Media point Donau



white
H: 1028 /
W: 750 /
D: 550 mm
including 3-way
socket

13. Table cabinet Granat



white
lockable
H: 1.100 /
W: 1.000 /
D: 500 mm
glass height 250
mm

14. Info counter Leipzig round



white
1/4 circular
H: 1.028 /
W: 1.527 /
D: 511 mm

15. Info counter Leipzig



white
H: 1.216 /
W: 1.054 /
D: 572 mm

16. Rubbish bins



metal

17. Brochure racket Winnie



transparent
floors
H: 1.250 /
W: 440 /
D: 265 mm

18. Curtain A (for cabin)



white, needs to
be attached to
a wall element,
wall element
not included

19. Curtain B (for cabin)



white, fitted
diagonally,
includes wall
element

20. Door, white (for cabin)



white, lockable,
needs to be
attached to a
wall element
W: 1.000 /
H: 2.500 mm

21. Door, coloured (for cabin)



red, beech,
blue, grey,
needs to be
attached to a
wall element
W: 1.000 /
H: 2.500 mm

22. Wall element (to build a cabin)



white
H: 2.500 /
W: 1.000 mm

23. Wall element (to build a cabin)



red, blue,
beech, grey
H: 2.500 /
W: 1.000 mm

24. Clothes bar



white
W: 1.000 mm
needs to be
attached to a
wall element

25. Coat stand



black
H: 1.800 /
Ø 520 mm

26. 3-way socket*



with 1 metre
extension

27. Board (angular)



- needs to be
attached to a
wall element
W: 1.000 /
D: 300 mm

28. Spotlight Trapez* on power-strip



silver, can only
be booked for a
basic stand

29. Long-arm spotlight Trapez*



silver
needs to be
attached to wall
elements

* Please order the required electricity for this product separately.

Your Fair Appearance

Equipment

Please enter the furnishing items you would like to rent for each fair. Make sure to put down quantity too.

	Hamburg	Cologne	Frankfurt	Dortmund	Karlsruhe	Berlin	Munich
1. Z bar stool, black € 34 <input type="checkbox"/> white <input type="checkbox"/> grey <input type="checkbox"/> red							
2. VIP bar stool, black € 38 <input type="checkbox"/> grey <input type="checkbox"/> white							
3. VIP Chair, black € 27 <input type="checkbox"/> grey <input type="checkbox"/> white							
4. Cushioned row chair € 24							
5. Bar table Bistro, white € 72 <input type="checkbox"/> black <input type="checkbox"/> grey <input type="checkbox"/> beech							
6. Table (large) € 60							
7. Table (small) € 48							
8. Bar stool seating combo, black € 136 <input type="checkbox"/> white <input type="checkbox"/> grey <input type="checkbox"/> red							
9. Chair seating combo € 92							
10. Sideboard (large) € 86							
11. Sideboard (small) € 70							
12. Media point Donau € 118							
13. Table cabinet Granat € 142							
14. Counter top Leipzig round € 205							
15. Counter top Leipzig € 77							

	Hamburg	Cologne	Frankfurt	Dortmund	Karlsruhe	Berlin	Munich
16. Trash can € 7							
17. Brochure rack Winnie € 79							
18. Curtain A, white € 60 <input type="checkbox"/> grey							
19. Curtain B, white € 81 <input type="checkbox"/> grey							
20. Door, white (for sep. booth) € 135							
21. Door, colored (for sep. booth) € 171 <input type="checkbox"/> red <input type="checkbox"/> blue <input type="checkbox"/> beech <input type="checkbox"/> grey							
22. Wall element, white € 42							
23. Wall element, colored € 82 <input type="checkbox"/> red <input type="checkbox"/> blue <input type="checkbox"/> beech <input type="checkbox"/> grey							
24. Wardrobe bar € 27							
25. Wardrobe post, black € 29							
26. 3-way-socket* € 15							
27. Bord angular € 28							
28. Spotlight Trapez € 28 on power-strip*							
29. Long-arm spotlight Trapez* € 28							
Carpet (Price per m ²) € 14 <input type="checkbox"/> red <input type="checkbox"/> blue <input type="checkbox"/> dark grey							
Additional letter on panelling € 2,50							

The following are the booking deadlines for each event. Orders received after this deadline incur a 25% surcharge:

Cologne, 25.01.2019 Hamburg, 08.02.2019	Frankfurt, 10.05.2019 Dortmund, 23.08.2019	Karlsruhe, 13.09.2019 Berlin, 30.10.2019	Munich, 08.11.2019
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* Please order the required electricity for this product separately

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Online Offers for the Fair

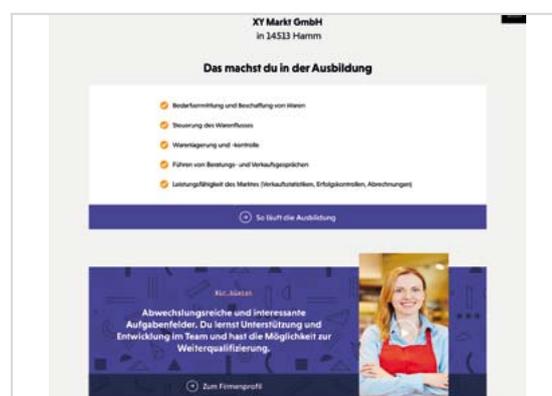
Provider Profile, Course Profiles, Gap Year Programmes and Fair Newsletter

Provider Profile with Online Ad

Impress online - convince in conversation. With a Gen Z-optimised ad on einstieg.com you can advertise your courses in perfect synergy with your fair presence. Your offers will be visible to the young people while they prepare and follow up on the fair online. In addition, you benefit from the matching logic of the online interest check, which matches the interests of users with the offers of exhibitors.

Advantages of your online ads with exhibitor profile

- Duration 12 months, can be re-edited at any time
- Direct opportunity for visitors to apply or contact you
- Comprehensive display options, e.g. video content, image gallery, interviews etc.
- Smartphone-optimised and „snackable“



Advantages of your online and offline synergy

Your course profiles / gap year programmes:

- are present at the Study Wall / Gap Year Wall in the heavily frequented entrance area of the hall, include the stand number, and are linked to your online ad via a QR code
- are specifically marked in the FairGuide
- are highlighted in the results of the exhibitor search



Fair Newsletter

With the Einstieg Fair Newsletter you can reach your individual target group: Teenagers who register on einstieg.com for a fair visit and who live in the catchment area of the fair.

Tell readers about your fair presence with a newsletter ad and invite them to your fair stand. The newsletter is sent out in the week prior to the event. A further edition of the newsletter will be sent out one week after the fair, which gives you the opportunity to advertise your admission process, for instance. Both versions of the newsletter can only be booked by a maximum of three exhibitors.

Online Offers for the Fair

Provider Profile, Course Profiles, Gap Year Programmes and Fair Newsletter

Show your vacancies and offers before, during and after the event.

I hereby book _____ online ad(s) on einstieg.com including a free provider profile

Price 1 ad:	€ 290	
Price 6 ads:	€ 1.300	€ 190 for each additional ad
Price 16 ads:	€ 3.200	€ 170 for each additional ad
Price 26 ads:	€ 4.900	€ 125 for each additional ad
Price 51 ads:	€ 7.900	€ 100 for each additional ad
Price 101 ads:	€ 12.900	€ 80 for each additional ad

I hereby also book Top-Placement for _____ profiles

Price: € 190 each

I am interested in year-round advertising options on einstieg.com. Please contact me for further details.

Would you like to inform visitors exclusively about your fair participation?

I hereby book an exclusive wallpaper banner on the respective fair website, e.g. einstieg.com/messen/berlin

Price: € 2.500 flat-rate for 4 weeks

Fair-Newsletter

I hereby book an ad in the fair newsletter in the week prior to the fair

Price: € 390

I hereby book an ad in the fair newsletter in the week after the fair

Price: € 390

Which fair would you like to book these services for?

	Registration Deadline		Registration Deadline
<input type="checkbox"/> Cologne , 08. + 09.02.2019	16.11.2018	<input type="checkbox"/> Karlsruhe , 27. +28.09.2019	05.07.2019
<input type="checkbox"/> Hamburg , 22. + 23.02.2019	07.12.2018	<input type="checkbox"/> Berlin , 15. + 16.11.2019	30.08.2019
<input type="checkbox"/> Frankfurt , 24. + 25.05.2019	29.03.2019	<input type="checkbox"/> Munich , 22. + 23.11.2019	06.09.2019
<input type="checkbox"/> Dortmund , 06. + 07.09.2019	28.06.2019		

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ **Email** _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ **Signature** _____

Offers complementing your fair appearance

Job Challenge – Interaction at the fair stand

Why Job Challenge?

Exhibitors at the Einstieg Fairs offer a vast selection of job and training opportunities for students in the career orientation phase. But sometimes it's difficult to know what exactly certain job or course descriptions mean and what skills and interests a candidate need for a specific job or course. To give students the opportunity to find out exactly that, exhibitors can integrate interactive modules into their stands at the Einstieg Fairs. The aim thereby is to close the gap between theory and practice, give valuable information and reduce any inhibitions that students might have.

Aim of the Job Challenge

Students can try out a lot of different things at the Job Challenge. At various stations they can find out what their strengths and talents are, and thus get new valuable insights into possible career pathways. The different stations vary substantially in what they offer, so that participants can get into contact with a broad range of possible professions.



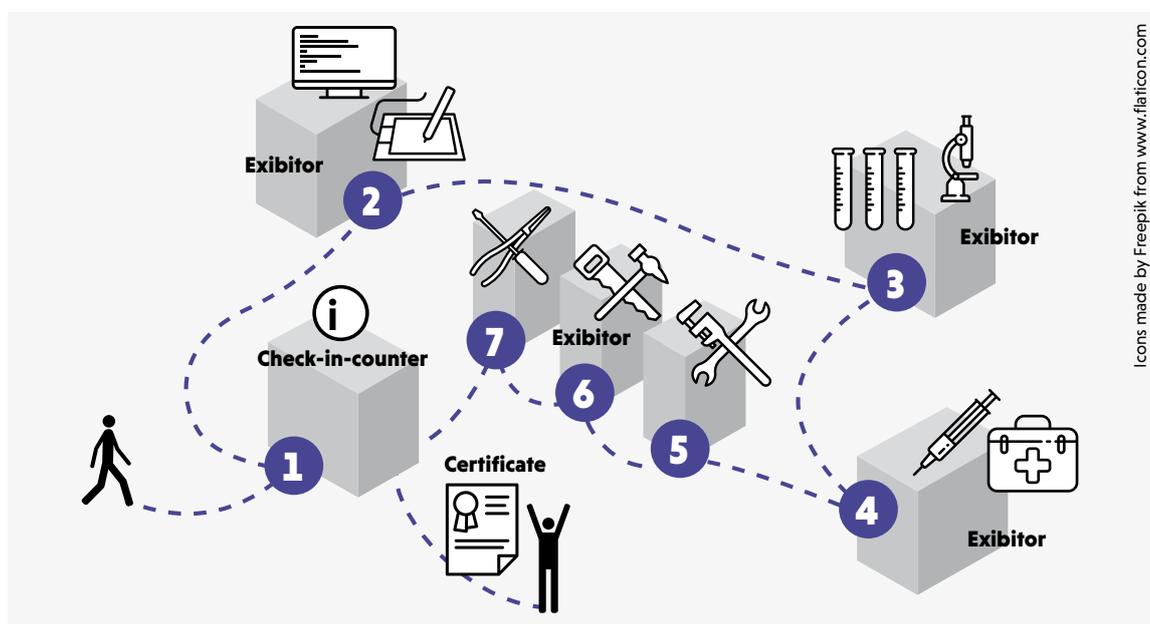
Your benefits

- Increased traffic at your fair stand because of the attractive design of the module and the increased level of information on offer
- Casual and natural interaction between visitors and exhibitors thanks to use of interactive modules with a thematic connection to the profession on offer
- Better reach of the target group as complicated and unattractive professions can be shown in a different light.



How does it work?

- Teachers register their classes for the Job Challenge on the Fair Friday. On Saturday, visitors are actively approached and invited to take part in the challenge.
- Guides explain the challenge concept to the participants and are available for questions.
- Each module should take a maximum of 15 minutes.
- After completing the Job Challenge, participants receive a participation certificate.



Offers complementing your fair appearance

Job Challenge – Interaction at the fair stand

Participation in the Job Challenge

- Yes, I would like to take part in the Job Challenge.*
*Attention: the number of participants is limited!

Price: € 390

Services Included

- Targeted channelling of more than 100 visitors to your stand per day
- Integration of the Job Challenge in all visitor marketing and school communication
- Press releases about the fair and the job challenge
- Listing in the FairGuide including your logo
- Participant management by Einstieg

Which profession or activity would you like to present?

In order to be included in the FairGuide, I will send the following information by the registration deadline of the fair:

- My logo (jpg, psd or tif), resolution min. 300 dpi
- A short description of my module including the title/profession, description of the activity (max 200 characters) and the web address

At which fair would you like to participate in the Job Challenge?

	Registration Deadline		Registration Deadline
<input type="checkbox"/> Cologne , 08. + 09.02.2019	16.11.2018	<input type="checkbox"/> Karlsruhe , 27. + 28.09.2019	05.07.2019
<input type="checkbox"/> Hamburg , 22. + 23.02.2019	07.12.2018	<input type="checkbox"/> Berlin , 15. + 16.11.2019	30.08.2019
<input type="checkbox"/> Frankfurt , 24. + 25.05.2019	29.03.2019	<input type="checkbox"/> Munich , 22. + 23.11.2019	06.09.2019
<input type="checkbox"/> Dortmund , 06. + 07.09.2019	28.06.2019		

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Advertising at the Fair

Stage Presentation, Speakers' Corner & Teacher and Parent Forum

Stage Presentation

With your 20-minute presentation on stage you are able to address the audience directly. The accompanying programme takes place on both fair days on stages, which are equipped with modern presentation technology. Your presentation will be announced inside the programme section of the FairGuide, on einstieg.com, and on posters by the stage. Please note that a stage presentation can only be booked with your participation as an exhibitor at fair. Stage capacities are limited.

Details

- 20-minute presentation
- Seated audience
- Announcement of your presentation in the programme section of the FairGuide, on einstieg.com, and on posters by the stage

Technical Equipment

- Laptop including MS Office
- Video projector
- Sound system with wireless microphone
- Presenter for the operation of PowerPoint presentations.



Speakers' Corner

Dialogue with students

This new presentation format is very popular with visitors. In a relaxed atmosphere, listeners can exchange ideas with the presenting experts. The design of the corner is intentionally casual and encourages a two-way conversation. At both fair days, experts talk about topics such as volunteering, application processes and stays abroad. With a presentation in the Speakers' Corner you will become an important point of contact for visitors for your area of expertise.

Teacher and Parent Forum

The question "What shall I do when I grow up?" is not only important for teenagers but also for their parents. Many adult visitors benefit from the specifically targeted presentations and workshops in the forum to get information and advice on their specific role. With a presentation in the teacher and parent forum you get exclusive access to this important multiplier group and can convince them of your programmes.

Advertising at the Fair

Stage presentation, Speakers' Corner & Teacher and Parent Forum

Are you interested in presenting your offer outside of your stand as well?

I hereby book _____ stage presentations (20 minutes each).

Price: per **€ 350**

Booking Speaker's Corner

I hereby book a talk in the Speaker's Corner.

Price: **€ 170**

Booking Teacher and Parent Forum

I hereby book a presentation in the Teacher and Parent Forum.

Price: **€ 350**

Attention

Please note that a stage presentation can only be booked in combination with a participation as an exhibitor at fair. Stage capacities are limited. Time slots will be allocated after the booking deadline for each fair.

At which fair would you like to give your presentation?

- Cologne**, 08. + 09.02.2019
- Hamburg**, 22. + 23.02.2019
- Frankfurt**, 24. + 25.05.2019
- Dortmund**, 06. + 07.09.2019

Registration Deadline

16.11.2018
07.12.2018
29.03.2019
28.06.2019

- Karlsruhe**, 27. + 28.09.2019
- Berlin**, 15. + 16.11.2019
- Munich**, 22. + 23.11.2019

Registration Deadline

05.07.2019
30.08.2019
06.09.2019

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Advertising at the Fair

Promotion, display of Advertising Material, Logo Package and Individual Advertising Options

Distribution of Advertising Material

Use your own promoters to distribute flyers and other advertising material in the entrance area of the fair and thereby increase your visibility among visitors. The distribution of flyers is limited to three exhibitors per fair day.

Display of advertising material

Increase the advertising effectiveness of your presentation by putting information material on display in the audience area in front of the stages. You deliver your brochures to the stage - we arrange the distribution.

Logo Package

To increase your fair success Einstieg offers a Logo Package.

Logo Package

- Your logo on the cover of the FairGuide
- Your logo on all hall plans in the fair hall
- Your logo on all stage posters

Individual Advertising Options

We can offer you further individual advertising options on request.



Please contact us _____

Contact person _____

Advertising at the Fair

Promotion display of Advertising Material and Logo Package

Are you interested in distributing advertising material outside of your fair stand?

I hereby book the distribution of advertising material by _____ promoters on: Fair Friday Fair Saturday

Price: **€ 850** per promoter/day

I will bring the following material: _____

Display of advertising material

I hereby book the display of my advertising material in the audience area in front of the stage for my stage presentation. Price: **€ 80**

Logo Package

Logo Package **€ 1.200**

Which fair would you like to book these services for?

	Registration Deadline		Registration Deadline
<input type="checkbox"/> Cologne , 08. + 09.02.2019	16.11.2018	<input type="checkbox"/> Karlsruhe , 27. + 28.09.2019	05.07.2019
<input type="checkbox"/> Hamburg , 22. + 23.02.2019	07.12.2018	<input type="checkbox"/> Berlin , 15. + 16.11.2019	30.08.2019
<input type="checkbox"/> Frankfurt , 24. + 25.05.2019	29.03.2019	<input type="checkbox"/> Munich , 22. + 23.11.2019	06.09.2019
<input type="checkbox"/> Dortmund , 06. + 07.09.2019	28.06.2019		

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Advertising at the Fair

Advertisement in the FairGuide

FairGuide

Advertise your fair participation in the accompanying FairGuide. Apart from general topics around career and study choice the FairGuide includes the exhibitor directory, information on the accompanying programme as well as the hall plan. It gives important guidance during the event and still provides useful information at home after the event. By placing an ad in the guide, you can highlight your participation in the event and present your offers in advance.

Print Run FairGuide

The print run matches the expected visitor numbers of each fair.

Distribution

Displayed at the fair, free of charge



Regional Edition

Are you looking for trainees or students from the area of Cologne or Hamburg? For the Einstieg Cologne and Einstieg Hamburg we publish regional editions of the Einstieg Magazin. This has two advantages: As an exhibitor you can advertise your fair participation in the magazine. As a non-exhibitor, you can reach students in the two regions with an ad or an advertorial without having to travel to the event.

Print Run Regional Editions

50,000 copies each

Distribution

30,000 copies are sent out to relevant schools in the catchment area of each event. 20,000 copies are distributed at each fair, free of charge.



Dates

	Publication Date	Closing Date
Einstieg Cologne	21.01.2019	14.12.2018
Einstieg Hamburg	04.02.2019	14.12.2018
Einstieg Frankfurt	24.05.2019	18.04.2019
Einstieg Dortmund	06.09.2019	02.08.2019
Einstieg Karlsruhe	27.09.2019	23.08.2019
Einstieg Berlin	15.11.2019	11.10.2019
Einstieg Munich	22.11.2019	18.10.2019

Technical Data

Printing process:	web offset (euro scale)
4c advertisement:	CMYK colours (euro scale)
Format:	W 210 x H 297 mm (DIN A4)
Print area:	W 182 x H 268 mm
Printing files:	eps – fonts embedded (fontincluder) or converted to paths, tifs, or jpeg (min. 300 dpi), Adobe PDF (print optimised)

Advertising at the Fair

Advertisements in the FairGuide

Which format would you like to book?

Format	W x H	Fair catalog		Regional edition	
		b/w	4-colored	Cologne & Hamburg b/w	4-colored
1/1 trim size*	210 x 297 mm	€ 1.500	€ 2.575	€ 2.100	€ 2.900
1/1 type area	182 x 268 mm	€ 1.500	€ 2.575	€ 2.100	€ 2.900
1/2 landscape trim size*	210 x 147 mm	€ 755	€ 1.290	€ 1.200	€ 1.600
1/2 landscape type area	182 x 132 mm	€ 755	€ 1.290	€ 1.200	€ 1.600
1/2 upright trim size*	102,5 x 297 mm	€ 755	€ 1.290	€ 1.200	€ 1.600
1/2 upright type area	89 x 268 mm	€ 755	€ 1.290	€ 1.200	€ 1.600
1/3 landscape type area	182 x 87 mm	€ 505	€ 860	€ 900	€ 1.200
1/3 upright type area	58 x 268 mm	€ 505	€ 860	€ 900	€ 1.200
1/4 landscape type area	182 x 64 mm	€ 380	€ 650	€ 650	€ 900
1/4 regular type area	89 x 132 mm	€ 380	€ 650	€ 650	€ 900
1/4 upright type area	42 x 268 mm	€ 380	€ 650	€ 650	€ 900
1/8 landscape type area	89 x 64 mm			€ 400	€ 500
1/8 upright type area	42 x 132 mm			€ 400	€ 500

* specified format plus 5mm trim

For which catalog would you like to book?

	registration deadline		registration deadline
<input type="checkbox"/> Cologne , 21.01.2019	14.12.2018	<input type="checkbox"/> Karlsruhe , 27. + 28.09.2019	05.07.2019
<input type="checkbox"/> Hamburg , 04.02.2019	14.12.2018	<input type="checkbox"/> Berlin , 15. + 16.11.2019	30.08.2019
<input type="checkbox"/> Frankfurt , 24. + 25.05.2019	29.03.2019	<input type="checkbox"/> Munich , 22. + 23.11.2019	06.09.2019
<input type="checkbox"/> Dortmund , 06. + 07.09.2019	28.06.2019		

Please enter your contact details for any queries.

Name of institution _____

Contact person _____

Street, post code, city _____

Phone, fax _____ Email _____

Does your billing address differ?

Name of institution _____

Contact person _____

Street, post code, city _____

Please sign the document.

Place, Date _____ Signature _____

Terms and Conditions

General Terms and Conditions for Fairs and Exhibitions/Events (GTC) of the Einstieg GmbH (hereinafter „organizer“)

1. Registration

Registration for the fair is through submission of the registration form which must be filled out in full and legally signed. The organizer provides an order acknowledgement within five working days from receipt of the registration.

2. Stand allocation

The organizer will arrange the stand allocation in accordance with contextual criteria as determined by the subject matter of the event; the date of receipt of the registration is not decisive. Special requests on the part of the exhibitor will be considered as far as possible. Objections are to be submitted in writing within seven days from receipt of stand allocation information. After this date, the allocation is considered accepted. Allocation of a stand area in specific sections of a hall cannot be guaranteed. Furthermore, the organizer reserves the right to change location and size of a stand to an adequate extent considering the exhibitor's purposes if such changes are necessitated by official requirements.

3. Stand structure and equipment

The construction and structure of the stand must comply with all legal requirements and the specific regulations valid at the respective fair, particularly fire safety and building regulations and any other applicable safety provisions (see # 14 for information about these regulations). The organizer may demand removal of exhibit items which might cause considerable disruption of the execution of the fair and/or pose a threat to the safety of exhibitors and visitors. Should the exhibitor fail to remove such items immediately after notification, the organizer is entitled to arrange for removal of the unacceptable exhibit items at the exhibitor's cost and risk.

In the case of hired stands or items of equipment, the exhibitor is obliged to verify the due and proper condition, safety and completeness of the hired objects directly upon handover and to inform the organizer of any complaints immediately. Where the fair stand is not staffed upon supply, the hired objects are considered duly handed over upon deposit at the stand.

The visible area of the section facing neighboring stands which is exceeding 2.5 m is to be designed neutrally (in white or grey). Exceeding the design height of 3.5 m requires either adherence to a neighboring zone of 1.0 m or the written consent of the organizers. The same applies to banners and advertising set-ups. Moreover, we refer to the technical guidelines of the respective fair corporations.

4. Assembly

The exhibitor is obliged to erect the stand within the assembly period notified and within the allocated stand area. Emergency escape routes are to be kept clear, fire protection equipment, such as fire extinguishers, must not be blocked and all warning signs must remain clearly visible. All construction materials must be flame resistant.

5. Stand staff/promotion

The exhibitor is obliged to ensure that the stand is staffed by competent personnel during the entire event.

Presentations of machines, acoustic or slide show devices and other acoustic or visual and/or radiowave devices (particularly WLAN or mobile phone access points, radio link systems) may be restricted or prohibited if they might disturb the proper maintenance of the fair execution. The organizer, however, reserves the right to use public address systems for broadcasts and announcements.

6. Dismantling

The success of the event also depends on the maintenance of the exhibitors' stands during the entire event. Therefore, the exhibitors must not (whether partly or wholly) dismantle their stands before the end of the exhibition. In cases of intentional violation of this regulation the exhibitor is obliged to pay the organizer a contract violation fine in the amount

of the stand rental fee. The fair stand must be returned in its original state not later than on the notified date after the dismantling period. After this date, the return is automatically considered delayed unless the late dismantling is not owed to the exhibitor. After the notified date for dismantling, not-dismantled stands or remaining exhibition items are removed by the organizer at the exhibitors' costs. In such cases the organizer does not assume any liabilities for loss or damage unless losses and/or damages occur due to intention or gross negligence of the organizer.

7. Electricity, gas, water and waste water connections

If the exhibitor requires utility connections, all such facilities are to be ordered from the organizer in good time and at cost of the exhibitor. All connections and equipment must comply with the applicable statutory provisions and may, if not compliant, be removed or disabled by the organizer at the exhibitor's cost. The exhibitor is fully liable for any damage resulting from the use of non-registered supplies or equipment that has not been installed by personnel appointed by the organizer. The organizer assumes no responsibility for disruptions or operational variations in gas, water or electricity supplies unless such occurrences are owed to the organizer or vicarious agents.

8. Subletting

Any partial or complete subletting of the stand or the offering of third-party goods or services is subject to prior written authorization through the organizer. In the event of any unauthorized subletting, other relinquishment of stand areas to third parties, or the unauthorized offering or sale of goods or services, the exhibitor is obliged to rectify the unauthorized state immediately upon request. In the event of any such occurrence, the exhibitor will also be required to pay the contract violation fine in the amount of the stand rental fee. If the organizer does not require the sublessee to clear the stand, a minimum of 50 percent of the stand rental fee is charged.

9. Exhibitor co-operations/joint and several liability

Where several exhibitors/sub-exhibitors jointly hire a stand, each assumes joint and several liability. The organizer's contact person is the party that registered providing the full address in the registration. All correspondence is exclusively made via this exhibitor. The contact exhibitor is the authorized receiving and forwarding agent and also authorized to declare intent. Notifications to the registered contact exhibitor are regarded as notifications to all exhibitors/sub-exhibitors. This particularly applies to notices of contract terminations and acceptances and statements of alteration offers.

10. Terms of payment

Invoices are payable within 21 days from invoice date unless otherwise stated in the acknowledgement of order. Payment qualifies for fair attendance. With a subsequent change of your billing address an administration fee in the amount of € 15.00 is payable upon the second change.

11. Default/default interest/withdrawal

Default interest on fees are charged at 8 percent per annum above the base interest rate according to §288 BGB, other default interest at 5 percent above this rate. If the organizer can verify higher default damage, a higher rate is charged. The exhibitor has the right to verify no or lesser damage in individual cases. Termination of the contract by the exhibitor exceeding legal regulations must be accepted by the organizer in writing. The organizer has the right to make the acceptance dependent on whether the booked stand can be re-let. Re-letting is considered as acceptance of withdrawal. The exhibitor, however, is charged the difference between the fee originally agreed upon and the actually obtained amount as well as the organizer's costs resulting from the reletting. If the exhibitor rightlessly

withdraws from a contract, the organizer can claim at least 30% of the original rental charge for the processing of the booking without waiving a possible higher claim. This percentage increases according to the amount of time between the withdrawal and the event and can rise up to 100% if the exhibitor withdraws shortly before the event. The exhibitor retains the right to deliver evidence for lesser damage while the organizer retains the right to claim payment for graver damage. If the stand cannot be re-let, the organizer has the right to place an alternate exhibitor at the stand or to use the stand for other purposes for reasons of the overall fair picture. This, however, does not entitle the lessee to claim discount on the rental fee. The organizer reserves the right to withdraw from the contract if payments are not made in spite of repeated notification. In such cases, the exhibitor remains obliged to pay the stand fee.

12. Liability

Indemnity claims, irrespective of their legal foundation, and claims for repayment of unavailing effort are only possible if the damage is caused by grossly negligent or willing violations of duty or, at least, careless violation of duties, i.e. such duties that, if not carried out, lead to termination of the contract. The exhibitor may trust that the organizer assumes all contractual liabilities. In cases of willing violation of such duties, however, the liability remains limited to the damage typically foreseeable when the contract was made. The damage definitions above do not apply on lethal and physical injury and violation of health, damages according to the Product Liability Act, and damages for which the organizer has assumed exceptional liability. The organizer particularly assumes no liability for damage of exhibiting items and stand equipment. Exceptions from this regulation only apply to damages covered in this # 12. Also, no liability is assumed for the legal correctness of the (in particular via the online exhibitor service) provided advertising material and other items.

The exhibitor assumes liability according to legal regulations; in particular the exhibitor assumes liability for all damage of property and physical injury within the exhibition spaces provided and all areas and items used and rented by the exhibitor and all legal representatives/assistants.

13. Alterations/Force majeure

Temporary or ultimate clearance of exhibition spaces and parts thereof, postponement, shortening, prolonging or cancellation of an event caused by reasons beyond the organizer's power do not authorize the exhibitor to claim for compensation.

14. Acknowledgement of Terms and Conditions

Upon registration, the exhibitor and all staff at the fair bindingly acknowledge these Terms and Conditions for the according event (fair, exhibition, congress, festivity, conference, etc.), the fire protection, building and other regulations of the accordant fair and possible specifically valid fair and exhibition regulations as well as the house rules. The texts are available from the organizer and can be provided permanently upon request. (Please note the regulations for places of public assembly in the accordant Federal Land.) The organizer exercises property rights at each fair. The legal employment and trade regulations must be followed.

15. Final provisions

All claims asserted by the exhibitor against the organizer are to be effected in writing. For the purposes of evidence, all exceptions from these General Terms and Conditions must be confirmed by the organizer in writing. Place of performance and legal venue is the organizer's domicile; however, the organizer reserves the right to assert claims at the exhibitor's domicile. German law is authoritative for all legal relations between the exhibitor and the organizer.