

einstieg



With Einstieg at your side

you will be able to reach

the most suitable young talents

Meet your target group throughout Germany!



Registration deadline

Einstieg Cologne	31.1. & 1.2.2020	15.11.2019
Einstieg Hamburg	14. & 15.2.2020	29.11.2019
Einstieg Frankfurt	8. & 9.5.2020	28.2.2020
Einstieg Dortmund	28. & 29.8.2020	19.6.2020
explore20 Heidelberg	10.10.2020	14.8.2020
Einstieg Berlin	6. & 7.11.2020	28.8.2020
Berufe Live Rheinland	13. & 14.11.2020	4.9.2020
Einstieg Munich	27.& 28.11.2020	18.9.2020

Plan your trade fair participation

Vacant Space

Do you have your own trade fair stand or an individual stand construction provided by a stand builder? Then simply book a vacant space of 9m² or more.

Basic stand

- ✓ A system stand construction incl. rear and side walls, ceiling construction, from 9m²
- ✓ One white screen for each of the open aisle sides, incl. 20 characters of text (colours: blue, red or black)
- ✓ Additional equipment can easily be ordered using the online booking tool

Deluxe stand

The Deluxe Stand offers a fully equipped trade fair stand at a fixed price. The equipment selection is set, no changes can be made!

Equipment:

- ✓ A 9m² row stand or a 12m² corner stand
- ✓ A system stand construction incl. rear and side walls, ceiling construction, one white screen for each of the open aisle sides, incl. 20 characters of text (colours: blue, red or black)
- ✓ Blue, red or dark grey carpet
- ✓ One info counter „Leipzig“
- ✓ One seating group made of bar stools
- ✓ One brochure rack „Winnie“
- ✓ Three / four spotlights „Trapez“ on a busbar
- ✓ One 3 kW power socket
- ✓ One triple socket
- ✓ Waste bins



Trade Fair Participation

Prices

Trade fair registration is possible for bookings for 9 m² vacant space upwards. All prices are subject to VAT.

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Type of stand	Vacant space (without walls etc.)	Space with basic stand	Space with deluxe stand
Row (1 side open, from 9 m ²)	€ 155 per m ²	€ 195 per m ²	€ 2.440 fixed price
Corner (2 sides open, from 12 m ²)	€ 175 per m ²	€ 215 per m ²	€ 3.362 fixed price
Head (3 sides open, from 18 m ²)	€ 195 per m ²	€ 235 per m ²	–
Block (4 sides open, from 24 m ²)	€ 215 per m ²	€ 255 per m ²	–

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Special offers to support your trade fair participation

We are offering a variety of advertising options for your trade fair participation, which can be combined as desired to increase your trade fair results. We are happy to assist!

Trade fair stand action

The Occupations Challenge is the ideal approach to get directly in touch with your target group and to diminish barriers! Incorporate practice-oriented and interactive components into your trade fair stand to close the gap between theoretical and practical experience and to inform students more thoroughly.

From € 390

You don't know how to entertain the students at your stand? Don't worry, give us a call!

Tel: 0221 3 98 09-30



Program

Exhibitors at our trade fairs have the opportunity to reach an interested audience by giving a 20-minute talk. The program will take place on both days of the fair over several stages which will be equipped with modern presentation technology. All presentations will be advertised in the programme section of the MesseGuide, on einstieg.com and on posters inside the exhibition hall.

From € 170

In addition, you have the option of displaying advertising material in the viewer area to increase the effectiveness of your presentation.

€ 80



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Advertisement in the MesseGuide

Advertise your trade fair participation in the MesseGuide. This brochure contains all exhibitors including exhibitor advertisements (with QR codes), the programme and the floor plan. It provides an important guide throughout the event and thereafter and is provided free of charge at every trade fair.

From € 499 all common advertisement formats

Logo bundle

To increase your prominence, we offer a logo placement package that boosts your on-site presence across various channels. Display your logo on the cover of the MesseGuide, the floor plans in the trade fair hall and on the stage posters!

€ 1.200

Promotion

Use promoters to distribute your flyers or other advertising materials within the entrance area of the fairs and thus increase the attention for your participation.

From € 850 per day without promoter

Online advertisements

Impress online - convince through conversation. Using Gen Z optimised advertisement on einstieg.com, you can address your target group directly by advertising your training and study courses as well as gap year offers here. They will be perfectly linked to your trade fair presence. In addition, you will benefit from the matching system of the online interest check, which brings together the interests of the users with the offers of the exhibitors.

From € 290

Social media posts

We publish information about your trade fair participation in a post on our Instagram profile or on our Facebook fan page or present your stand via Snapchat or Instagram Story during a trade fair.

Instagram Post or Instagram Story **€ 250**

Facebook-Post **€ 250**

Snapchat-Story **€ 250**

Bundle (all 3 channels) **€ 600**

Exclusive online banner

For four weeks before, during and after the trade fair your banner will be displayed exclusively on the trade fair website each time a page is called up. The banner formats are Billboard (desktop) and Mobile Banner 4:1 (mobile). On request, we will set up a microsite for you as a link target for the banner containing information about your offer or your trade fair stand.

€ 2.500

Are you interested in an individual offer?

Contact us, together we can work out the right package for you!

Contact us

Einstieg GmbH

André Harrs

0221-39809-535

a.harrs@einstieg.com

Statements

With the participation in this fair, we have found opportunity to give information about our university to the students in Hamburg. It was useful for us.

Bahar Sahin
Akdeniz University/Turkey

Good facilities, high interest, varied applicants.

Maria Kelly
BIMM (British & Irish Institute of Modern Music)