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Trade fairs & Events 2026/2027

25.06.26

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!

Einstieg Köln I	12 & 13 February 2027
Einstieg Hamburg	19 & 20 February 2027
Einstieg Frankfurt	26 & 27 February 2027
Einstieg Münster	6 March 2027
Einstieg Freiburg	13 March 2027
Einstieg Karlsruhe	19 September 2026 2 October 2027
Einstieg Köln II	6 & 7 November 2026 24 & 25 September 2027
Einstieg Berlin	13 & 14 November 2026 12 & 13 November 2027
Einstieg Dortmund	9 & 10 October 2026 8 & 9 October 2027
Einstieg Düsseldorf	21 November 2026 20 November 2027
Einstieg München	20 & 21 November 2026 19 & 20 November 2027
Einstieg Mainz/Wiesbaden	28 November 2026 6 November 2027

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What makes the Einstieg trade fairs unique

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.

national visitor structure and well-prepared pupils thanks to **scientifically based online interest check** (**CYQUEST**) with exhibitor matching.

Application forum: We prepare visitors for applying to you. Professionals give tips on cover letters, CVs and more.

Even distribution of visitor flows through admission time management.

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.

School co-operations: Strong visitor numbers on the Friday of the fair thanks to permanent partner schools.

High School Graduates Saturday: We reward committed students if they visit the fair with a larger group on Saturdays.

Individual areas depending on the regional sector focus: logistics, retail, career in public sector, etc.

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As an exhibitor, you benefit from our top customer service

Exhibitor entry with contact details in the trade 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).

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.

Online presence and matching on Einstieg.com: You will receive an 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.

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.

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

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

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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

Strong partnerships:

- Patronships
- Network partnerships with public career guidance institutions

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)

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

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Plan your trade fair appearance!

Empty Space

from € 1.644,30

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 € 2.049,30

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)

Plug & Play Stand

from € 2.844,30

The Plug & Play 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
- Carpet in blue, red or dark grey
- Counter
- Bar table set
- Brochure stand
- Three/four spotlights, front lighting
- One 3 kW power connection
- One triple socket
- Waste container

→ Book now

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Trade 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

- **Online-profile** **€ 590**
  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
- **5 Premium-listing included**
  Highlight the special features of your training, degree course or gap year programme to set yourself apart from the competition. Also you can display your offers on our job and study wall on the trade fair.

Optimize 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

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Promotion

from € 850

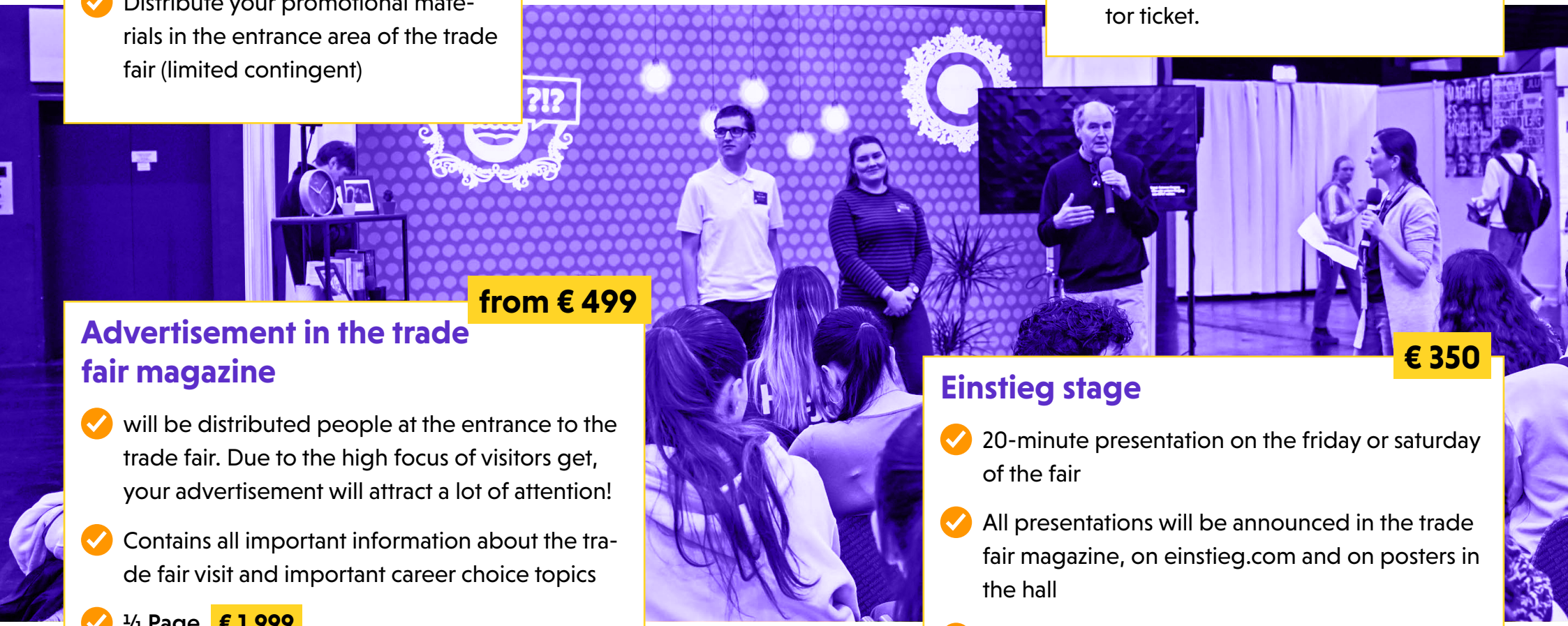
per Day (without Promoter)

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

Ticket branding

ab € 650

- Have your logo printed on each visitor ticket.



Advertisement in the trade fair magazine

from € 499

- 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
- ¹⁄₁ Page **€ 1.999**
  Display / Advertorial / Content Marketing
- ½ Page **€ 999**
- ¼ Page **€ 499**

Einstieg stage

€ 350

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

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Prices and services

einstieg.com

Online profile: 5 premium listings: included	€ 590	for 12 months
Trade fair exclusive banner:	€ 2,750	for 4 weeks

Advertisement in the trade fair magazine

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

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

Ticket branding

Your logo printed on visitor tickets	€ 650

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

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