



GEORG-AUGUST-UNIVERSITÄT
GÖTTINGEN

PRAXISBÖRSE

The Job and **Career Fair** of the University of Göttingen



Information for exhibitors 2021

OUR UNIVERSITY



The University of Göttingen is with its 275-years-old history one of the most important and traditional universities in Germany. More than 30,000 young people are currently studying at 13 different faculties here. A share of about thirteen percent of foreign students reflects the university's international appeal, a long-standing attribute of the university.

The university distinguishes itself through a comprehensive range of subjects, through the excellent facilities and an outstanding research quality. The Georgia Augusta also identifies itself through the close interlinking of its exceptional non-university research institutes. These on-site partners form a cooperative alliance of successful research and teaching activities: the Göttingen Campus. In this network, more than 5,300 scientists are doing research, and every year about 750 doctorates are successfully completed.

Each year, several thousands of outstandingly educated, top-notch graduates leave the research facilities of the Göttingen-Campus and our university. To ensure they all get a successful start to their professional career, the University of Göttingen hosts the central career fair – the **PRAXISBÖRSE** – directly on campus each year.

PRAXISBÖRSE 2021

The PRAXISBÖRSE is Göttingen University's central job and career fair, which takes place over two consecutive days and reaches out to more than 6,000 students and graduates, as well as young professionals from 13 different faculties. Furthermore, students of nearby universities (HAWK, PFH and TU Clausthal) as well as PhD students and Postdocs from Göttingen Campus attend the PraxisBörse. Entry is free of charge for the fair attendees on both days of the fair.

PRAXISBÖRSE online

23 November 2021, 12:00 – 16:00 CET

Virtual fair

Here you can meet students from all disciplines.

PRAXISBÖRSE Central Campus

24 November 2021, 12:00 – 16:00 CET

Platz der Göttinger Sieben 5, 37073 Göttingen

Here you can meet students from all disciplines.



WHAT'S IN IT FOR THE EXHIBITOR?



- Make the most of the opportunity to showcase your company at the university.
- Get to know highly qualified students, graduates and alumni as well as PhD students and Postdocs directly at the booths.
- Raise your public profile as a potential employer through targeted ad placements as well as lectures and workshops before, during and after the fair.
- Publish your job postings on the online Jobwall as well as on our fair-Jobwall* in the Central Lecture Hall (*tied to the presence fair).
- Present your own career opportunities in video sessions.
- Take advantage of the opportunity to share information with teaching staff and project managers running job-related internships and programmes.

WHAT WE OFFER

Included *general*

- Trade fair presentation on each booked day of fair
- Company entry in fair catalogue
- Personal support for exhibitors throughout the entire fair days
- Self-promotion with logo on homepage
- Publication of job postings on career fair homepage and on JobWall on entire day of fair

Included *virtual fair*

- Freely designable virtual fair participation
- Possibility for individual talks in video conferencing sessions
- Easy communication with visitors via chat tool

Included *presence fair**

- Booth size & facilities: Central Lecture Hall (ZHG) booth size approx. 3 x 3 m
Power outlet & Internet access (Wi-Fi)
- Free catering at Exhibitor's Café throughout the entire presence fair
- Rear wall / side wall, depending on location of booth
- Free parking

Optional

- Sponsorship offers
- Advertisements or job postings in fair catalogue
- Further equipment as required (only for the presence fair*)

*Booking of the presence fair only possible in combination with participation on the first day of the fair.

EXHIBITOR FEE

Booking options

Registration deadline: 30 June 2021

Option 1	23 November 2021 // online // virtual fair	1,350,- €*
Option 2	23 November 2021 // online // virtual fair 24 November 2021 // Central Campus // presence fair	2,700,- €*

Substitute variant only if option 2 is not feasible (e.g. extension of event ban)

Option 3	23 November 2021 // online // virtual fair 24 November 2021 // online // virtual fair	2,200,- €*
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Explanation of the booking options

Option 1 exists for companies that would like to participate in the career fair on one day. Here we can only offer the first day of the fair (virtually) due to planning security.

Option 2 and 3 are for exhibiting companies who wish to participate on both days of the fair. Book both options if you want to make sure to participate on both days (regardless of the event format). Only the option that was actually carried out will be charged.

Exhibitor fees

*Exhibitor fees are subject to value added tax.

Cancellations

For cancellations after 30 June 2021, fees amounting to 50 % of the order value will be charged.
For cancellations after 31 August 2021, the booking fee is to be paid in full.

SPONSORSHIP



Benefit as a sponsor of PRAXISBÖRSE

Our service package:

- Logo on our fair homepage, the fair posters and in the sponsorship section of the fair catalogue
- Highlighting the company as a sponsor on the virtual fair platform
- Full-page advert in middle section of catalogue (in addition to your company profile)
- Online-lecture: Entitlement of 1 company lecture within framework of fair
- Advertising 2 spots on 2 information screens (10x per day with duration of 10 seconds each) for 3 months (at Central Campus)
- Mention as a fair sponsor (with logo) on our info screens (at Central Campus), at least 4 weeks before the fair

Total price:

1,600,- €*
*Plus 19 % VAT for sponsorship.

Special requests regarding your sponsorship? Contact us. We look forward to hearing your suggestions. You can book our sponsorship independently of your participation as an exhibiting company.

YOUR ADVERTISEMENT IN THE FAIR CATALOGUE

Book an additional image or job advertisement to appear in the fair catalogue and draw increased attention to your company in the run up to the fair! The fair catalogue will be in an A5 format, up to 10,000 prints will be produced.

Advertisement inside catalogue

Deadline for advertisements: 31 July 2021

1 page (148 x 210 mm), 4-colour, vis-à-vis your company profile

850,- €*^{*}

Cover pages

Backcover inside "C3", (148 x 210 mm), 4-colour

1,450,- €*^{*}

Backcover outside "C4", (148 x 210 mm), 4-colour

1,650,- €*^{*}

^{*}Plus 19 % VAT for all advertisements.

Important information about ad and file size:



1 PAGE (DIN A5 Portrait)

Ad size: 148 x 210 mm / File size: 154 x 216 mm
(File size = ad size plus 3 mm bleed margin)

A note about the files:

Please create files with a **bleed margin of 3 mm on all sides without crop or fiducial markers. At least 10 mm above and below and 15 mm distance to the right and left edges in the final format of the advertisement.**

File format: Acrobat PDF (PDF X-3), TIFF or JPG (resolution: 300 dpi, colour space: CMYK).

YOUR COMPANY PROFILE | YOUR JOB ADS

Fair catalogue

Colour-coded dots lead the way!

A total of up to 10,000 copies of the fair catalogue will be printed, depending on the event format. Catalogues will be handed out for students to take with them at central locations within the university and the faculties as well as in various dining facilities and student living quarters and dormitories.

Moreover, students and alumni will be informed about the fair per e-mail and via the university's newsletter as well as through announcements in specially selected lectures.

A colour-coded map within the fair catalogue helps to guide visitors from various different faculties and degree programmes specifically toward your company.

Brand your company with the "English button" if you wish to attract our international students or when English is also being spoken at your booth.

Self-promotion

Let them know who you are!

We will publish your company profile, complete with company logo, free of charge on a full-page in the fair catalogue.

Job ads

Targeted advertising – Seeking talent

You can display any current job vacancies on our online Jobwall as well as on our fair-Jobwall* in the Central Lecture Hall (*tied to the presence fair)

JOINT BOOTH BUSINESS COMMUNITY OF SOUTH LOWER SAXONY



A joint booth is also available for small and medium-sized enterprises in South Lower Saxony. This is offered in cooperation with the Business Office Göttingen and the Hanover Chamber of Industry and Commerce and the business funding agencies GWG, WRG and WiReGo.

For further informations please contact us directly.

The joint booth Business Community of South Lower Saxony is supported by:



WE OFFER BRIGHT MINDS AND...

- get you in touch with students and young professionals of all disciplines
- the opportunity to present yourself as an employer
- look for committed mentors for our spin-offs
- inform you about practice-relevant research topics and, if desired, establish contact with our researchers
- give you the opportunity to network with scientists at our events





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PRAXISBÖRSE

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