



campusmesse-duesseldorf.de

Information for exhibiting companies

Campus Fair 2024 – HHU Careers Day

22 May 2024 12.30–5 p.m.

► The Campus Fair – HHU Careers Day

At a glance

Date

22 May 2024 · 12.30–5 p.m.

Target group

Graduates of Law, Humanities, Engineering, Mathematics/Computer Science, Medicine, Natural Sciences, Social Sciences and Economics

Contact

The HHU Events, Marketing and Fundraising Unit is responsible for the content.

The app is made available by an external service provider. Please observe the data protection notes in the app.

Tel.: +49 211 81-12102 · campusmesse@hhu.de

www.campusmesse-duesseldorf.de

The Düsseldorf Campus Fair is a joint project organised by Heinrich Heine University Düsseldorf, Düsseldorf University of Applied Sciences (HSD) and the Düsseldorf Chamber of Commerce and Industry.

Over the past few years, it has become the leading recruitment fair for students in and around Düsseldorf, with more than 65 exhibitors introducing themselves to over 1,500 interested students in two lecture theatre buildings in 2023.

The Campus Fair offers you the opportunity to meet students and graduates from HHU, HSD and other nearby universities directly.

At your booth, you can present your company and the various employment opportunities you offer, and answer any questions that visitors may have about starting their careers. You can also showcase your company in a presentation and publish job advertisements on the jobwall.

All information about the Campus Fair will be presented in the “HHU Events” app from mid-April, giving graduates time for optimal preparation of their visit.

In addition to the company presentations, the event will be rounded out by an interesting accompanying programme:

- Professional application photos at the alumni booth
- Application documents check by the Career Service
- Helpful information about self-employment as a career option provided by the Centre for Entrepreneurship Düsseldorf (CEDUS)

70 exhibitor spaces are available. Please complete and submit the registration form. You will then receive confirmation together with login data for the web-based participant registration system, in which you can enter all information quickly and easily, nominate booth staff and upload documents.



Fair booths – full booth or open space?

You can choose between two booth booking options.

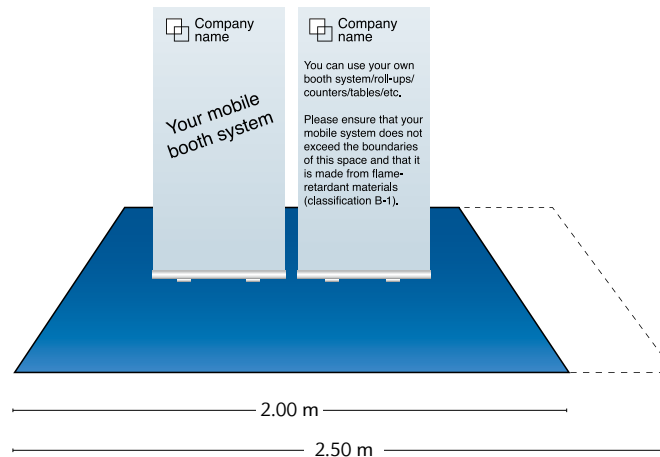
The **full booth** comprises a professional trade fair booth system with rear and side walls (dependent on location), an info counter and two bar stools, plus a front panel for the company name. The side and rear walls are white and you can decorate them as you wish, e.g. by hanging posters.

If you book an **open space**, you will be provided with a carpet and a power connection. This variant is recommended if you wish to use your own booth system.

Please note that your mobile system may not exceed the limits of this space and must be made from flame-retardant materials (classification B-1).

We are working with a trade fair booth construction company to realise the Campus Fair. All spaces will be covered with a hard-wearing carpet in mid-blue.

If you require different fittings for your booth, we would be pleased to put you in touch with the booth construction company, who will invoice you directly for any additional fittings booked.



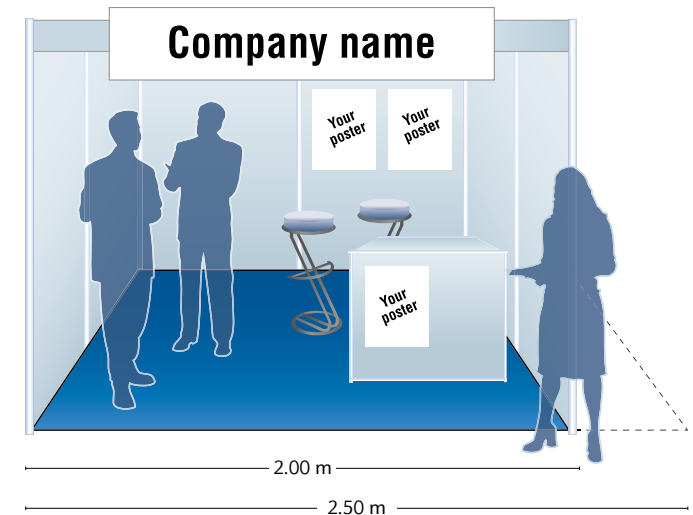
Open space:

Dimensions

- 2.00×2.00 m² or
- 2.50×2.00 m²

Fittings

- Blue carpet
- 220 volt power connection



Full booth:

Dimensions

- 2.00×2.00 m² or
- 2.50×2.00 m²

Fittings

- Blue carpet
- Wall/ceiling structure
- Front panel incl. sign
- Info counter (1 m wide)
- 2 bar stools
- Lighting
- 220 volt power connection

Booth fees

| Our services: | Open space 2.00×2.00 m ² | Open space 2.50×2.00 m ² | Full booth 2.00×2.00 m ² | Full booth 2.50×2.00 m ² |
|--|--|--|---|---|
| Fittings | <ul style="list-style-type: none"> Blue carpet 220 V power | <ul style="list-style-type: none"> Blue carpet 220 V power | <ul style="list-style-type: none"> Blue carpet 220 V power Wall/ceiling structure Front panel incl. sign Info counter (1 m wide) 2 bar stools Lighting | <ul style="list-style-type: none"> Blue carpet 220 V power Wall/ceiling structure Front panel incl. sign Info counter (1 m wide) 2 bar stools Lighting |
| Price (plus VAT) | €700.00 | €890.00 | €1,250.00 | €1,550.00 |
| Company profile with logo in the digital directory in the fair app | ✓ | ✓ | ✓ | ✓ |
| Use of the jobwall during the Campus Fair and beforehand in the app | ✓ | ✓ | ✓ | ✓ |
| Option of showcasing your company in a live presentation, announcement via the app | ✓ | ✓ | ✓ | ✓ |
| Link to your company careers website | ✓ | ✓ | ✓ | ✓ |
| Media package (plus VAT) (see page 5/6 for details) | €500.00 | €500.00 | €500.00 | €500.00 |
| Fair catering provided by the university marketing service provider <i>Deutsche Hochschulwerbung</i> (max. 3 people) | ✓ | ✓ | ✓ | ✓ |
| Further advertising opportunities offered by <i>Deutsche Hochschulwerbung</i> | On inquiry | On inquiry | On inquiry | On inquiry |

■ Your appearance in the Campus Fair app

Present your company in the “HHU Events” Campus Fair app. We offer all exhibiting companies the opportunity to present a brief profile (text of max. 1,000 characters, company and contact data) and their logo in the digital fair directory.

A clear guidance system enables users to select subject areas and sectors. The app will be available from mid-April, giving all visitors time for optimal preparation of their visit and the opportunity to contact companies and agree meetings in advance.

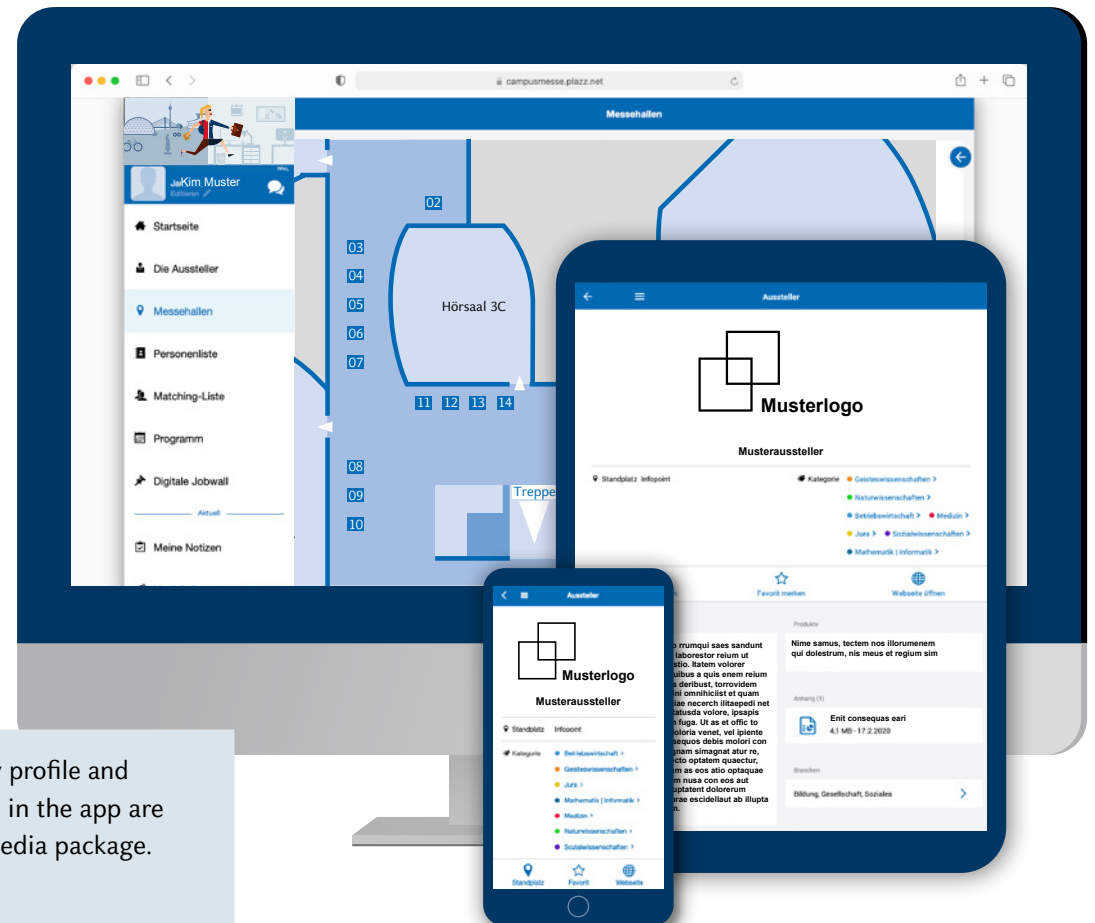
The app offers you:

- Online company profile with logo
- Integration of links (e.g. to video presentations, careers website, etc.) and PDF documents into the company profile
- Announcement and description of all presentations and speakers
- Publication of up to 5 job offers on the digital jobwall with links to the company profile
- Direct contact option via the in-app chat function and e-mail.

The free app is available as a web version. The app is provided by an external service. Please note the data protection information in the app application.



<https://campusmesse.plazz.net>



The company profile and presentations in the app are part of the media package.

Advertising of the Campus Fair

The Campus Fair will be advertised via various channels with support from the *Deutsche Hochschulwerbung* university marketing service provider, the *Stellenwerk Düsseldorf* university job portal and the *Studierendenwerk Düsseldorf* support service organisation for students.

Promotion

- Flyers and posters:
 - In all central institutions and faculties
 - At the *Haus der Universität* ("University House") in the city centre
 - In the halls of residence and canteens
 - At cultural institutions in the city of Düsseldorf
- Info screens on campus
- Information on and announcement of the Campus Fair to all HHU students via e-mail
- Announcement of the accompanying programme to all app users via push notifications

Online

- Advertising via social media
- Announcement in various trade fair and event calendars
- Dedicated Campus Fair website
- Online banner on the *Stellenwerk Düsseldorf* university job portal website

Press

- Press release on the HHU homepage
- Collaboration planned with the university radio and campus TV stations
- Press releases in local print media

The listed advertising measures are included in the media package.

Further advertising opportunities:

Utilise the advertising opportunities on the Heinrich Heine University Düsseldorf campus to ensure your company has a permanent presence on site and promote your attendance at the Campus Fair. As an exhibiting company, you can benefit from the opportunities offered by *Deutsche Hochschulwerbung*. If you are interested, we would be pleased to send you further information.



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www.facebook.com/HHU.de/
www.twitter.com/HHU_de
www.instagram.com/hhu_de/
www.youtube.com/channel/



Support our sweepstakes for the Campus Fair!

By sponsoring a prize (worth 30 € or more), we will additionally present your Logo on all advertising materials for the sweepstake.

► Campus Fair 2023

Contact

Heinrich Heine University Düsseldorf
Events, Marketing and Fundraising Unit
Universitätsstrasse 1, Building 16.11
40225 Düsseldorf
Germany

Tel.: +49 211 81-12102
campusmesse@hhu.de

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HHU Events app

The "HHU Events" app is available as a web version.
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The Campus Fair is supported by:

Deutsche Hochschulwerbung

Studierendenwerk
Düsseldorf

stellenwerk
jobportal universität düsseldorf

Bundesagentur für Arbeit
Agentur für Arbeit Düsseldorf

Venue: Buildings 23.01 and 22.01

