



Messe München

Connecting Global Competence



Industry meets Talent

electronica Careers for professionals and students

- ✓ The electronics job exchange
- ✓ Job advertisements online and onsite
- ✓ Job Area Posters



electronica 2018

components | systems | applications | solutions
World's leading trade fair and conference for electronics
Messe München | November 13–16, 2018 | electronica.de

electronica Careers

The electronics' job exchange



Job advertisements – Employer marketing

As the official careers partner to electronica 2018, SchuhEder Consulting GmbH is collaborating with Messe München to give exhibitors attractive alternatives for professional HR marketing from September to December 2018. Run your job advertisements where trade visitors – i.e. your target group – will see them.

You are free to choose the duration of your recruiting campaign. Start well in advance of electronica, take advantage of electronica itself or extend your visibility till December.

You are also free to choose the right intensity for your campaign. Limit your activity to the basic package on site at the Careers Job Area, enrich it by online ads or moving-image ads or go for the complete all-inclusive-recruiting package.

Basic Package: On Site at the electronica Careers Job Area

Job-Area Poster

EUR 490

Publish your company profile and/or mention specific job openings on a DIN A1 size notice at the Job-Area in Hall C6

Advertisement deadline: Oct. 28, 2018



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Job advertisements – Online / Newsletter / App (Run time: September – December 2018)

From September until December, your job advertisements will appear at the official electronica careers portal at electronica.de, where they will be very visible to your target group.

Profit from a direct link to the highly frequented electronica website.

As an add-on for your online job advertisements, you can also have your ad appear in electronica's visitor newsletter and in the official electronica App.

Online job advertisement

EUR 490

Publicize your job advertisement includes a clearly visible letter-size notice in the Job-Area in Hall C6.

Run time: September–December 2018

Advertisement deadline: November 4, 2018

Advertisement format: HTML or PDF file

electronica App / Add-on

EUR 290

Job title, brief description, location, logo, link to company, contact person published in official electronica App (may only be ordered in conjunction with an online job advertisement)

Run time: September – December 2018

Advertisement deadline: Nov. 04, 2018 Advertisement format: HTML or PDF file

Advanced Package:

Job-Area-Poster On Site at the electronica Careers Job Area + online job ad + electronica App Add-on **EUR 1,170** (instead of **EUR 1,270** if ordered separately)

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Job advertisements – print

HR marketing and recruiting in the Visitor Guide

The official Visitor Guide for electronica 2018 gives trade visitors important background information about the fair. In 2018, it will also feature the exhibitors' current personnel needs. The new careers section allows you to present your company as an attractive employer. Take advantage of this high-quality publication to run a job or image advertisement or for your company's basic or premium entry.

Target group: Specialists and executives in the electronics industry
(>73,000 visitors in 2016)

Premium employer profile online
and 1/2 page job or image ad in the Visitor Guide 1,990,- EUR

Premium employer profile online
and 1/1 page job or image ad in the Visitor Guide 2,490,- EUR

Dates/Deadlines

Advertising deadline Oct. 4, 2018

Printed material deadline Oct. 7, 2018

Date of publication Nov. 13, 2018

Technical information

Format: 115 x 225 mm and as e-paper at the official careers portal for electronica 2018

Circulation: 35,000 copies

Distribution: Trade-fair center and online

Languages: German, English

Professional Package 1:

Job-Area-Poster On Site at the electronica Careers Job Area + online job ad + electronica App Add-on + Premium employer profile online (1/2 page) **EUR 3,000**
(instead of **EUR 3,260** if ordered separately)

Professional Package 2:

Job-Area-Poster On Site at the electronica Careers Job Area + online job ad + electronica App Add-on + Premium employer profile online (1 page) **EUR 3,450**
(instead of **EUR 3,760** if ordered separately)

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Job advertisements - Moving image ads (subject to availability due to limited number of slots)

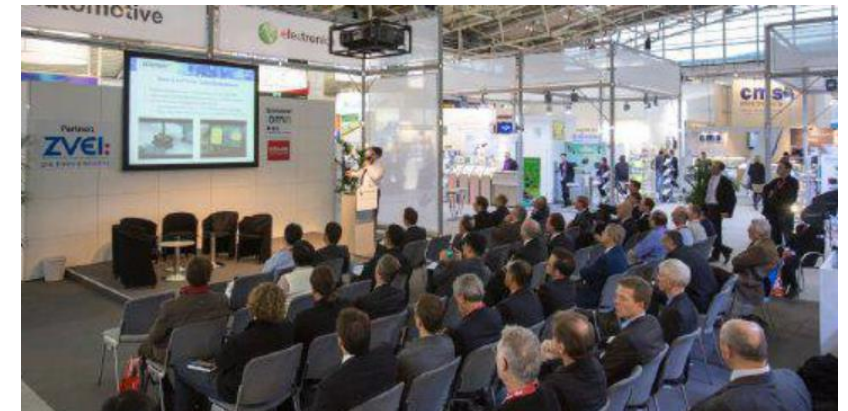
1) Getting a maximum of visibility: Your recruiting spot on the big screen at the entrances



	Größe
LED-Bildschirm, Eingang West oder Ost	Querformat: 600 x 350 cm Auflösung: 1.920 x 1.080 px (mpeg4 full HD)
LED-Bildschirm, Eingang Nord	Querformat: 384 x 240 cm Auflösung: 1.024 x 640 px (mpeg4 full HD)

Anzahl der Aussteller: mindestens 3, maximal 10

2) Reaching out directly to your target audience:
Your recruiting spot on the big screen at any of
the electronica Forums
(all four days between lectures)



In connection with any on-site or digital ad only:

Your company as employer or your job ad on the big screen 20 seconds spot **EUR 3,100**
(instead of **EUR 5,000 for 30 seconds** if ordered separately)

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Recruiting package – All inclusive



Your “All inclusive package” for electronica 2018 covers all available recruiting channels.

Job-Area poster DIN A1

Premium employer profile

Online and 1/2 page print in Visitor Guide

5 x Online job advertisements

Run up to 5 online job advertisements at electronic-careers.com (includes a letter-size notice in the Job-Area).

3 x electronica app Publish up to 3 job advertisement teasers in the official electronica app.

1 x moving image ad

20 Seconds Employer Portrait or job advertisement on giant screen either in entrance West or East (rotating, 08:00 Hrs – 18:00 Hrs) OR at the Forum of your choice on all four days between two lectures

All inclusive package **EUR 5,990** (Instead of **EUR 8,260** if ordered separately)

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For bookings and in case of any query kindly contact



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