



Messe München

Connecting Global Competence



## **electronica Careers** for professionals and students

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



**electronica** 2020

components | systems | applications | solutions  
World's leading trade fair and conference for electronics  
Messe München | November 10–13, 2020 | [electronica.de](http://electronica.de)

# electronica Careers

## The electronics' job exchange



### Job advertisements – Employer marketing

As the official careers partner to electronica 2020, SchuhEder Consulting GmbH is collaborating with Messe München to give exhibitors attractive alternatives for professional HR marketing from September to December 2020. 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.

Advertisement deadline: Oct. 28, 2020



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### Job advertisements – Online / Newsletter (Run time: September – December 2020 )

From September until December, your job advertisements will appear at the official electronica careers portal at [electronic-careers.com](http://electronic-careers.com), where they will be very visible to your target group.

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

#### Online job advertisement

EUR 490

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

Run time: September–December 2020

Advertisement deadline: November 4, 2020

Advertisement format: HTML or PDF file

#### Advanced Package:

Job-Area-Poster On Site at the electronica Careers Job Area + online job ad **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 2020 gives trade visitors important background information about the fair. In 2020, 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 (>81,000 visitors in 2018)

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, 2020

Printed material deadline Oct. 7, 2020

Date of publication Nov. 13, 2020

#### Technical information

Format: 115 x 225 mm and as e-paper at the official careers portal for electronica 2020

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 + 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 + 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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## The electronics' job exchange



Recruiting package – All inclusive



Your “All inclusive package” for electronica 2020 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](http://electronic-careers.com) (includes a letter-size notice in the Job-Area).

**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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