

HR marketing

Visitor Guide

Job advertisements – online

Recruiting package

Student Day

Company & job promotion.

Job advertisements – Employer branding

As the official careers partner to **e**lectronica 2016, semica is collaborating with Messe München International to give exhibitors attractive alternatives for professional HR marketing from September to December 2016.

We give exhibitors a chance to present themselves as attractive employers both in print and online and to publicize their current job openings to relevant target groups as effectively as possible.

Submission deadline:
October 4, 2016

HR marketing in the Visitor Guide

The official Visitor Guide for **e**lectronica 2016 gives trade visitors important background information about the fair. For the first time ever, 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 in 2014)

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, 2016
Printed material deadline	Oct. 7, 2016
Date of publication	Nov. 8, 2016

Technical information:

Format: 115 x 225 mm and as e-paper at the official careers portal for **e**lectronica 2016
Circulation: 35,000 copies
Distribution: Trade-fair center and online
Languages: German, English

Consultation

semica
 The electronics career portal
 Tel. +49 8106-304817
 info@semica.de

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semica – The electronics job exchange

As the official careers partner to **e**lectronica 2016, semica is collaborating with Messe München International to give exhibitors attractive alternatives for professional HR marketing from September to December 2016. Run your job advertisements where trade visitors – i.e. your target group – will see them.

You can also present your company as an attractive employer using the fair's official channels.

Run time:
September – December 2016

Job advertisements – Online / Newsletter / App

From September until December, your job advertisements will appear at the official **e**lectronica careers portal at electronica.de, where they will be very visible to your target group. Profit from a direct link to the highly frequented **e**lectronica website. As an add-on for your online job advertisements, you can also have your ad appear in **e**lectronica's visitor newsletter and in the official **e**lectronica App.

Online job advertisement

EUR 490

Publicize your job advertisement includes a clearly visible letter-size notice in the JOBarea in the East Entrance of the trade-fair center.

Run time: September–December 2016

Advertisement deadline: November 4, 2016

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 **e**lectronica App (**may only be ordered in conjunction with an online job advertisement**)

Run time: September – December 2016

Advertisement deadline: Nov. 04, 2016

Advertisement format: HTML or PDF file

Job-Area Poster

EUR 490

Publish your company profile and/or mention concrete job openings on a letter-size notice at the JOBarea in the East Entrance at the trade-fair center.

Advertisement deadline: Oct. 28, 2016

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Recruiting package – All inclusive

Our “All inclusive package” for **e**lectronica 2016 covers all available recruiting channels.

- **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 semica-**e**lectronica.de (includes a letter-size notice in the JOBarea).

- **Job Area poster DIN A1**

- **3 x electronica app**

Publish up to 3 job advertisement teasers in the official **e**lectronica app.



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EUR 3,690

(Instead of EUR 5,590 if ordered separately)

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electronica Student Day

On Friday, **November 11**, everything at **e**lectronica will revolve entirely around Student Day. A number of future engineers from throughout Germany are expected. Student Day features the presentation of the **COSIMA Award**, a **panel discussion** on the topic of starting a career, and an informal networking lunch with the sponsors. The event will end with a **raffle** by the Platinum Sponsor.

Prior to the fair, semica will **market the event** (announce Student Day and invite students to attend) at various technical colleges in Germany.

Deadline:
October 11, 2016

- The forum is available for your personal **raffle campaign**
- A **bistro table** with your company logo as a tabletop display in the area near the forum
- Max. 20 student job advertisements online at semica-electronica.de (run time from September to December 2016)
- Your **company logo** will appear on the **lunchbox**, in the official Student Day flyer, on the **forum wall** and online at the **Student Day site** of electronica.de and semica-electronica.de and in the electronica 2016 Career Guide
- Your online employer profile will be posted at semica-electronica.de (from September to December 2016)
- Your **information materials** and **giveaways** will be given to the students.

- **Participate in the discussion forum** within scope of Student Day (Friday, Nov. 11, 2016). – Participation limited to five people
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Platinum Sponsor

EUR 8,400
(1 x available)

Gold Sponsor

EUR 4,750
(5 x available)

Silver Sponsor

EUR 2,680
(14 x available)

Eine gemeinsame Aktion von



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