



THINK TECH, ENGINEER SUCCESS

New professionals
New prospects
New networks

Job & Career Market 2012

The center for recruitment & job skills – to find the best!



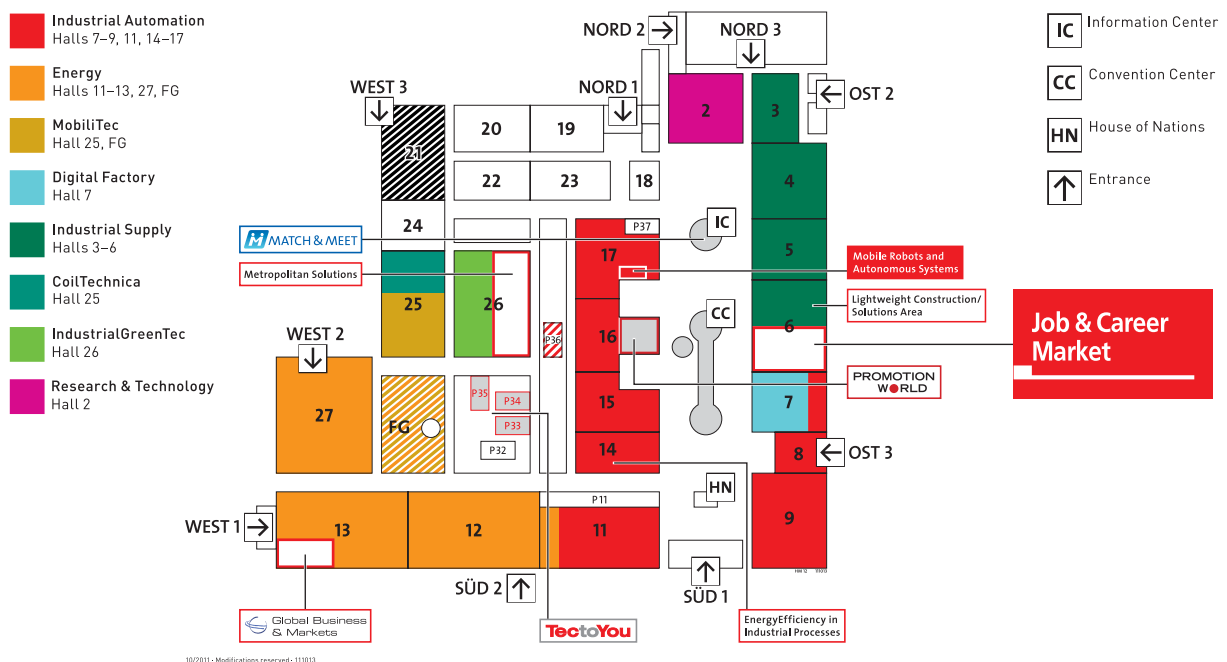
NEW TECHNOLOGY FIRST
23–27 April 2012 · Hannover · Germany

The ideal platform for your staffing needs

HANNOVER MESSE – there’s no better place to recruit

HANNOVER MESSE is the most popular destination for technology enthusiasts from all over the world – and the annual meeting place for the professional elite from all areas of technical specialization as well as engineering graduates. In 2011 more than 6,500 exhibitors from 65 countries presented more than 5,000 technical innovations to a visiting audience of around 230,000 – making this the perfect place for industrial firms to recruit, and for job-seekers to find a position. With some 3,000 m² of display area at its disposal, the Job & Career Market is an ideal – and unique – recruitment platform for international industry.

Prominently located in Hall 6, you can showcase your company right here at the heart of the visitor circuit of eight international trade fairs. This is the place to recruit top international management talent, young professionals and career entrants for your business.



Dr. Annegret Zurawski, Academic Director, GISMA Business School, Hannover:

“At the Job & Career Market at Hannover Messe we meet many highly qualified potential candidates each year for our MBA programs. As an international business school based in Hannover we find this event to be a first-rate platform for us. The Career Talks are a great addition to the line-up and help to raise our profile with the target group that matters to us. The Job & Career Market is now a firm date in the GISMA diary!”

Facts and figures that tell their own story

Visitors in 2011

25,400 visitors attended the Job & Career Market in 2011.

Contacts that really count

55,800 trade visitors said they came to the show to find out about further training opportunities and career choices.

2,100 trade visitors worked in human resources/administration.

Powerful media partnership in 2012



Exhibitors in 2011



Burkhard May, Team Leader Human Resources, ENERCON GmbH, Aurich:

“HANNOVER MESSE 2011 was a resounding success for us. Our new stand concept at the Job & Career Market allowed us to devote more time to individual job interviews. Every day we conducted around 180 separate interviews with potential candidates. The number of applicants was very high, and we were delighted. At the moment we have around 400 posts to fill worldwide.”

The recruitment center that does more for you

The Job & Career Market boasts a display concept like no other. The unique setting, central location, stylish stand concept and a modern design treatment with high recognition value – everything is in place for you to find the staff you need for your business.

■ CareerInfo

With its logo board carrying the names of all participating exhibitors, CareerInfo is the central port of call for everyone visiting the Job & Career Market. Job seekers can pick up personal and written information here or be redirected straight to your stand.

■ CareerTalks

Here in Hannover Fair's own recruitment forum you can talk to an audience of applicants about the job opportunities and career prospects offered by your company. By booking 20-minute "Speed Presentations" chaired by a professional moderator you can make direct contact with interested audience members and discuss employment options. The forum also hosts a series of panel discussions with distinguished guest participants.

■ CareerExperts

In a new series of workshops focussing on national and international career opportunities professionals looking for a change of career direction can talk to recruitment experts about their prospects and opportunities for moving on up the career ladder.

■ JobBoards

Your job and trainee vacancies, as well as offers of work experience places and apprenticeships, will be posted in central locations. And for the first time there will be a separate JobBoard for international job offers.

■ HR Lounge

The HR Lounge serves as a meeting place for personnel officers and human resource managers from all the firms exhibiting at HANNOVER MESSE. Each day from 9 a.m. to 6 p.m. your staffing professionals can meet here in a relaxed atmosphere to talk informally and cultivate your network of contacts.

■ CareerTour

Graduates from technical disciplines take advantage of the opportunity to go on organized shuttle bus trips to HANNOVER MESSE. These groups are then taken round the show by a personal tour guide – following a route that takes in your stand too.

■ CareerCheck

The F.A.Z.-Stellenmarkt is teaming up with big-name personnel consultants and companies to offer individual careers advice. Interested job applicants can either arrange interviews before they travel to Hannover, or set up appointments while they are at the show.

■ CareerLounge

Welcome to our spacious meeting and bistro area for exhibitors and their guests. Special VIP events are also hosted here. And in the adjoining Exhibitor Lounge you can enjoy good food and drink in relaxed surroundings throughout the show.

Get-together:

An early evening get-together will be held on the second day of the show (24 April 2012) from 5 to 8 p.m. Some 150 high-calibre job candidates will be selected and pre-registered to attend this gathering, where they will be looking forward to talking to you in a relaxed and informal atmosphere. This event is being organized exclusively for you as an exhibitor at the Job & Career Market.



Perfect packages for delivering success

As a business exhibiting at the Job & Career Market you can choose from a whole series of packages tailored to specific requirements. They differ in exactly what they offer, but they all offer outstanding value for money. You can find a detailed breakdown of these packages on pages 6 and 7.

“Media” package

If you have already booked a stand at HANNOVER MESSE 2012, then our “Media” package is just right for you. It gives you access to all the PR and marketing services associated with the Job & Career Market.

“Individual” package

By booking the “Individual” package you get an allocation of stand space (min. 12 m²) at the Job & Career Market. You decide how much space you need, and how you want to use it. Needless to say you still get the use of all our services and facilities.

“Business” package

This all-in-one solution gives you just the right amount of stand space (9 m²) plus a fully assembled stand with all the necessary furnishings and fittings, as well as a whole series of additional services, such as catering, PR and marketing services.



“Education & Training” package

Primarily intended for training providers and institutions of higher education, this package gives you an ideal cross-section of our service portfolio. As well as a special marketing and service package you get a fully-fitted 4 m² stand.



Manolya Hiddensen, Personnel Officer, Phoenix Contact GmbH & Co. KG:

“What we really like about the Job & Career Market is the opportunity to conduct interviews with job applicants in a friendly and personal atmosphere. They come to the Job & Career Market for the specific purpose of finding out about current job opportunities within the company. We are looking forward to being there again in 2012.”

Your options in detail

Services and facilities provided		Media package (for registered exhibitors at HM 2012)	Individual package	Business package	Education & Training package
Your exhibition stand	Display space, corner stand (end stands and island stands will be allocated on request and/or after registration)		at least 12 m ² (3 x 4 m), variable stand area	9 m ² (can be extended)	4 m ²
	Stand facilities (Carpeting, stand assembly, lighting, power supply 230 V incl. multiple outlets)			✓	✓
	Conference table with 2 chairs, or: Bar table with 2 standing aids, lockable information counter, brochure stand			✓	
	Bar table with 2 standing aids				✓
	Display board with your company name	✓		✓	✓
	Exhibitor passes (allocation)		see Terms of Participation	2	2
	Poster boards, max. format DIN A0	1		6	4
	Presence point	1			
Stand services	Full service supplied by the RunKom team	✓	✓	✓	✓
	Drinks for your visitors and your stand personnel		✓	✓	✓
	Covered by general stand security service		✓	✓	✓
	Covered by general stand cleaning service			✓	✓
	Exclusive use of the Exhibitor Lounge with full catering service for your stand personnel, plus use of the HR Lounge for personnel officers (no. of persons)		see Terms of Participation	2	2
	Use of the service areas with information and telephone service, cloakroom	✓	✓	✓	✓
PR and marketing services	Integration of your company into the established group stand concept, offering high recognition value and other benefits	✓	✓	✓	✓
	Organized campaign of visitor advertising and national invitation to young professionals and other professionals	✓	✓	✓	✓
	Placement of advertisements and special Job & Career Market supplements promoting the event in the print media of our media partner, the F.A.Z.-Stellenmarkt	✓	✓	✓	✓
	10 % discount on advertisements placed in the F.A.Z.-Stellenmarkt in the special section "Engineers" (date of publication: 21/22 April 2012, shortly before HANNOVER MESSE)	✓	✓	✓	✓
	10 % discount on a video production by JobTV24	✓	✓	✓	✓
	Special Internet presence, online banners and links to the Job & Career Market on websites including those operated by our media partners, the Frankfurter Allgemeine Zeitung (FAZjob.NET) and JobTV24	✓	✓	✓	✓
	Targeted invitation and registration of graduates and professionals via the registration portal www.career-lounge.com	✓	✓	✓	✓
	Profile of your company posted in all the relevant print and online media (flyers, catalogues, advertisements, posters and display boards, etc.)	✓	✓	✓	✓
	Display of your job vacancies on the JobBoards of the Job & Career Market, Hall 6	20	20	20	

Services and facilities provided		Media package (for registered exhibitors at HM 2012)	Individual package	Business package	Education & Training package
PR and marketing services	Online presence for your job vacancies at hannovermesse.de/en/jcm	50	50	50	
	Visitor admission tickets for your invitation mailings (print and electronic versions available)	unlimited	unlimited	unlimited	unlimited
	Listing of your company in the electronic media hosted by HANNOVER MESSE	✓	✓	✓	✓
	Listing of your company profile (in two languages) and a full-page job vacancies advertisement in the Job & Career Market exhibitor catalogue, distributed to visitors free of charge (print run: 6,000 copies)	✓	✓	✓	✓
	General press and PR support for the Job & Career Market, with editorial pieces, press releases	✓	✓	✓	✓
	Speed Presentations, 2 x 20 mins., in the central recruitment forum CareerTalks, Hall 6	✓	✓	✓	
	Publication of five apprenticeship vacancies on azubido.de, the dedicated platform for training opportunities in technical careers	✓	✓	✓	
	Participation in the evening get-together on 24 April 2012, starting at 5 p.m., attended by some 150 registered professionals	✓	✓	✓	
	Participation in the CareerTours program, guided tours for graduates with a technology-based degree	✓	✓	✓	
	Registration fee	€ 0	€ 310	€ 310	€ 310
+ PR and marketing contribution	+ € 4,490	+ € 4,490	+ € 4,490	+ € 2,290	
+ Exhibition stand	+ € 970	+ € 200/m ²	+ € 4,660	+ € 0	
= Our services/Your costs	€ 5,460	from € 7,200	€ 9,460	€ 2,600	

If you would like to extend your reach even further, please ask us about other cross-media sponsorship opportunities associating your name with the Job & Career Market or HANNOVER MESSE: +49 2434 9922-22, career@runkom.de





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