

2010 will be

a year when the achievement of a company's sustainable success depends on the professional qualifications of its staff. The HANNOVER MESSE provides the perfect environment to help you search for the very best.

The Recruitment & Certification Center

Job & Career Market

INTERNATIONAL TOP EXECUTIVES

COMMITTED PROFESSIONALS

HIGHLY QUALIFIED GRADUATES



Hannover · Germany

FIND THE BEST · 19 – 23 April 2010

PARTNER COUNTRY 2010
ITALIA


**HANNOVER
MESSE**

www.career-market.de | www.jobboarding.de

2010 will be ...



... a year that sees the importance of students, graduates and young professionals, especially those with professional experience from niche technical fields, increasing due to the tough economic climate. So the Job & Career Market at the HANNOVER MESSE will be the perfect place to find, establish initial contacts with and recruit the experts and specialists of tomorrow. And, as lifelong learning, personal initiative and a high level of education are extremely important to each and every one of us in today's society, we are starting 2010 with a new focus on this topic. We have grouped all the activities and initiatives relating to the fields of further education, certification, and training together under the Education & Training banner in order to provide visitors and exhibitors with a new, exciting and informative platform.

No other trade fair can offer such a broad portfolio and range of synergies; the ability to present an overview of all the interrelated technologies in one place is incomparable. The technology show offers the ideal location to carry out recruitment and to search for new personnel. In recent years, the Job & Career Market has developed into an outstanding center of recruitment and occupies approximately 3,000 square meters of floor space in Hall 6, ideally placed on the visitor trail around the fair.

Make yourself visible here: by attending the Job & Career Market you can make use of the professional way in which all activities relating to personnel recruitment are cleverly grouped together and effectively integrated into the HANNOVER MESSE event.

Wolfgang Pech
Business Area Manager at the HANNOVER MESSE

Job & Career Market

The HANNOVER MESSE – the ideal location for recruitment

The HANNOVER MESSE technology event offers a globally unique market place that attracts people interested in technology from all corners of the planet. Lasting five days and with more than 5,000 exhibitors and 200,000 visitors, the event covers all industry sectors and is the annual meeting point for the elite from all technological and engineering fields of education. Your presence here will enable you to take advantage of this unique stream of international executives, young professionals, recent graduates and students.

Partners 2006 to 2009:



Media partners:



» The location at the heart of the trade fair and the interesting surrounding events attracted plenty of interested visitors and this meant we had the opportunity to engage in many very worthwhile discussions.«

Markus Rottwinkel, Senior Staff Personnel Development, Salzgitter AG

Recruitment with more Potential

The Basis of your Success

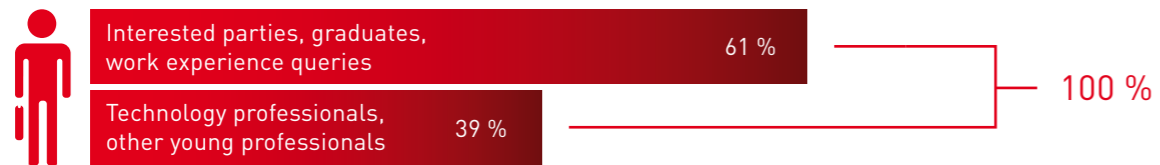
The HANNOVER MESSE again provided an excellent trade fair environment in 2009 and thereby generated great international appeal. A total of 4.9 million business contacts is clear evidence of this.

The facts:

- a total of approx. 206,500 visitors
- of which 95% were professionals
- approx. 30% of the visitors stated that the HANNOVER MESSE is the only trade fair they regularly visit
- approx. 70% are already planning their 2010 visit

Visitors to the Job & Career Market

More than 15,000 highly qualified job seekers, other interested parties and technology professionals came to find out about job opportunities, as well as career training and further education options, at the Job & Career Market 2009 in Hall 6.



The range of qualifications held by the visitors makes the Job & Career Market attractive for exhibitors with the most varied requirement profiles. It attracts not only students and new graduates - 39% of the visitors in 2009 were technology experts who already had professional experience or other young professionals.

The Contacts

The large number of excellent contacts established at the pavilion in 2009 demonstrated the fair's outstanding success in matching job-seekers with potential employers. The average number of documented, high quality contact discussions that took place at the Job & Career Market during the trade fair is shown below:

Exhibitor is:	
Organization	up to 1150
Service Provider	up to 850
Manufacturer	up to 550

» Brunel has been an exhibitor at the Job & Career Market of the HANNOVER MESSE for 3 years. As in previous years, we were very impressed by the quality of the discussions and the contacts we established, as well as the professional service on offer.«

Eckhard Holtmann, Head of Human Resources, Brunel GmbH

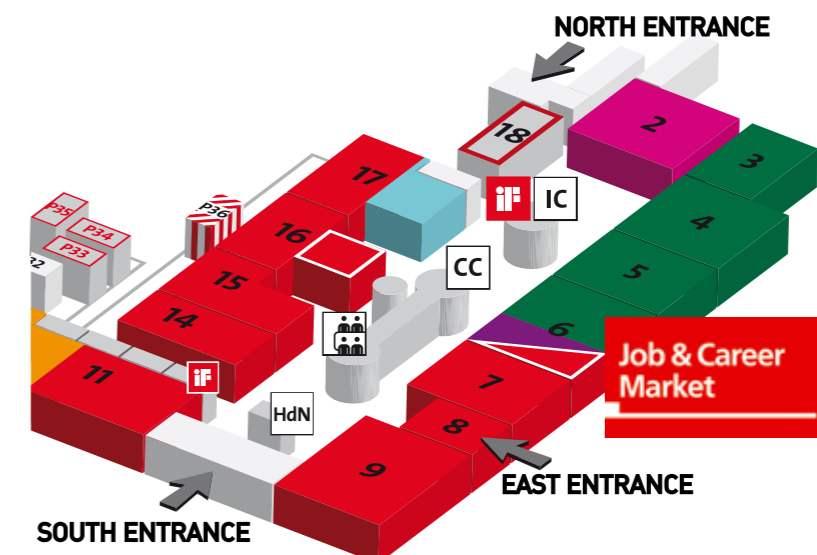


Short Path from the Company to Potential Executives

You can find the perfect candidates for employment in your company at the Job & Career Market. The distinctive atmosphere, the central location, the appropriate stand concept and a modern design with a high level of recognition all combine to provide the ideal environment for the recruitment of well qualified new staff.

Only the HANNOVER MESSE can offer such unique recruitment opportunities and, therefore, a suitable environment in which your company can not only present itself cost-effectively, attractively and individually, but also attract a targeted approach from interested parties and applicants.

Make yourself visible here with a high impact presentation in the thick of things in Hall 6 and take advantage of the various special offers and powerful synergies.





Efficient Networking at Heady Heights

Special Events:

Education & Training

For companies, organizations and institutes in the field of further education and "on/off the job" training, we now provide a completely new way of taking part at the trade fair. A dedicated exhibiting area allows you to group together everything you have to offer and primarily addresses corporate HR managers and thereby also the majority of the exhibitors at the HANNOVER MESSE.

The "Get Together" on Tuesday, 20th April from 5 to 8 pm

We are expecting about 150 selected and pre-registered job applicants of a very high caliber (www.careerlounge.com), who are looking to have discussions with you in a relaxed atmosphere. This event is designed exclusively for you as an exhibitor at the Job & Career Market. Snacks and drinks will of course be provided.

The HR-clubbing Lounge on Wednesday, 21st April from 5 pm

"A hearty welcome" is given here to recruitment officers and HR managers who wish to use this evening event to conduct discussions directly with people in similar roles. The event will begin with a topical presentation at the CareerTalks, located right next to our CareerLounge. Snacks, drinks and entertainment will also be provided.

» The quality of the applicants, the great service and the successful overall performance of the trade fair really impressed us.«

Ekkehard Härtel, Head of Personnel Planning and Acquisition, Miele & Cie. KG

→ The CareerInfo

area has a logoboard listing all the exhibitors and forms the central point of arrival for all visitors to the Job & Career Market. As well as being provided with information, both verbally and in the form of handouts, job seekers and applicants matching your profile requirements will be directed from here straight to your stand.

→ In CareerTalks

you can hold a presentation highlighting job opportunities, job entry possibilities and general career prospects at your business for an audience of job applicants. With professional moderation, your 20 minute "SpeedPresentation" allows you to interact directly with your listeners. For 2010, high level panel discussions, about themes such as the labor market situation for engineers and technology experts in Europe, are also planned.

→ The JobBoards

are positioned at particularly highly frequented locations. These can be used for placing job advertisements and graduate thesis project offers. All the offers and advertisements will also be presented at www.jobboarding.de during the course of the trade fair, thus enabling online searches to be made as well. And www.azubidoo.de, the portal for technical apprenticeships, provides further opportunities for matching seekers with places and enabling successful recruitment.

→ At CareerCheck

the classified job advertisements section of the Frankfurter Allgemeine Zeitung newspaper will be offering individual career guidance on all days of the fair, together with well known HR consultants and businesses. Applicants and job seekers can book an appointment before or during the trade fair.

→ The CareerTour

enables graduates from technical departments at universities and other centers of education to join organized shuttle bus trips to the HANNOVER MESSE. They then receive a guided tour during which the group will visit your stand.

→ The CareerLounge

is a generously dimensioned meeting and bistro area for exhibitors and applicants. As well as being able to choose from an extensive range of hot and cold drinks, you will also be able to recharge your batteries each day by relaxing for a while in its calm and genial atmosphere. This area will also be the location for evening events and VIP special events. The neighboring Exhibitor Lounge allows you to escape the hustle and bustle of the fair as well as permitting networking with other exhibitors.



Perfect Packages that Ensure Success



„Advanced Package Example“

„Education & Training Example“

Our marketing services provide added value for you:

Participation at the Job & Career Market also allows you to take advantage of the cross-media portfolio of related services and thereby increase your exposure and avoid the risk of missing top candidates. These marketing and PR services are made available for an obligatory fee of 4,290 € excl. VAT, which will be levied when booking package 1 (Advanced Package), package 2 (Premium Package) or Package 3 (Standard Package).

→ Entry of your company in the general information material

Achieve the perfect build up to the Job & Career Market. We can help you to do this by providing tailored, professional services involving the use of a wide range of print and online media. Preparing for your appearance at the trade fair could not be easier or more convenient!

→ Online advertising

Benefit from greater exposure for your company and your job advertisements, and identify your company as an exhibitor at the Job & Career Market before the trade fair even starts via websites such as hannovermesse.de, career-market.de, and jobboarding.de.

→ Press services

Optimize your corporate image and communications before, during and after the trade fair. We provide a number of services to assist you with this. For example, you can make use of the press trays at the stands or at the on site press center.

→ Advertising material

Ranging from visitor brochures to posters – our communication materials allow you to draw maximum attention to your company and its job advertisements before the trade fair begins.

Individual participation packages that really pack a punch

Participation at the Job & Career Market allows you to take advantage of a number of initiatives that provide great benefits and high levels of recognition. In order to provide a package suited to your specific requirements, we are offering a range of packages which all provide an outstanding range of services.

An overview of the packages:

→ Package 1 - Advanced Package

This comprehensive package includes optimal stand space as well as stand construction and further services, such as catering, cleaning and security. You just have to move in!

Price 4.590,- €
+ marketing fee 4.290 € excl. VAT

→ Package 2 - Premium Package

The Premium Package allows you to book stand area tailored to your individual needs (min. area 12 sqm). All the services available in package 1 are also included in this package.

Price 194,- € €/sqm
+ marketing fee 4.290 € excl. VAT

→ Package 3 - Standard Package

If you have already booked a stand at one of HANNOVER MESSE's eight trade fairs and also want to benefit from the services offered by the Job & Career Market without having to organize and run an additional stand then the standard package is an alternative for you. This will grant you access to all the marketing services that are exclusively available for exhibitors at the Job & Career Market (e.g. JobBoards, jobboarding.de, CareerTalks and CareerLounge).

Fee 500 €
+ marketing fee 4.290 € excl. VAT

New in 2010!!!

→ Package 4 - Education & Training

The Education & Training package is aimed at companies that provide further education and training (such as training courses, certification courses and additional education options), as well as universities, technical colleges and other higher education institutes. The Job & Career Market allows you to easily access your target audience: decision makers and HR managers, as well as graduates and young technical and engineering professionals.

This package offers a perfect cross section of the Job & Career Market portfolio of services on special terms: a 4 square meter stand, a full exhibitor entry in the HANNOVER MESSE directory, an unlimited number of visitor tickets, inclusion of your logo in the general communications and a service package (which includes drinks for you and your guests) as well as much more besides.

Total price 2,290 € excl. VAT

→ Package 5 - JobboardING

Are you an exhibitor at the HANNOVER MESSE? Then we offer an exclusive service that places your job advertisements on display at the successful recruitment center of the Job & Career Market. Your five top job advertisements will be presented on the Jobboards at the pavilion and they will also be displayed online for six months during and after the trade fair on jobboarding.de.

JobboardING price 750 € excl. VAT.

A detailed overview of the exact services on offer is provided on pages 10 and 11.

On 17/18th April 2010, the FAZ newspaper will also be offering the chance to place job advertisements focusing on the subject of "technology" on special terms.

2010 at a Glance



Overview of all packages and services:

Secure your place at the Job & Career Market!

Description of Services		Advanced Package	Premium Package	Standard Package	Education & Training Package	Job BoardING Package
Your stand	Stand space (booking of extra space possible!)	9 m ²			4 m ²	
	Stand construction (carpeting, construction, lighting, 230 V electrical connection incl. multiple socket)	✓			✓	
	Meeting table with 2 chairs and high bar table with two stools, lockable counter, brochure stands with 4 slots for A4 brochures	✓				
	High bar table with two stools				✓	
	Board with your company logo	✓			✓	
	Exhibitor passes per package	2	According to terms of participation		2	
	Stand space for own construction of stand (min. size: 3 x 4 m = 12 m ²)		✓			
	A0 format poster spaces	6			4	
Stand service	Full service from the RunKom-Team	✓	✓	✓	✓	✓
	Drinks for your visitors and stand personnel	✓	✓		✓	
	Inclusion in the general stand security and cleaning	✓	✓		✓	
	Complete catering with drinks and food for your stand personnel	✓	✓			
	Information and telephone service	✓	✓			

Description of Services		Advanced Package	Premium Package	Standard Package	Education & Training Package	Job BoardING Package
PR and marketing services	Inclusion of your business in the pavilion concept, with associated significant benefits and high degree of recognition	✓	✓	✓	✓	✓
	Visitor advertising and nationwide invitations to (young) professionals	✓	✓	✓	✓	
	Placement of ads and issuing of special Job & Career Market leaflets to advertise the event, for example via our media partner - Frankfurter Allgemeine Zeitung newspaper	✓	✓	✓	✓	
	Online presence: banner placements, videos and linking to the Job & Career Market from the websites of, for example, our media partners, Frankfurter Allgemeine Zeitung (FAZjob.NET and FAZ.NET) and the JobTV24.de website, as well as hannovermesse.de, career-market.de, and jobboarding.de	✓	✓	✓	✓	
	Targeted invitation and registration of graduates and professionals via the registration portal www.career-lounge.com	✓	✓	✓	✓	✓
	Detailed description of your company, with your logo, displayed in all relevant print and online media (flyers, catalogues, ads, posters and boards etc.)	✓	✓	✓	✓	
	Posting of your job advertisements on the JobBoards at the Job & Career Market, Hall 6	20	20	20		5
	Online listing of your job advertisements on jobboarding.de for a period of 6 months	50	50	50		5
	Visitor tickets for your invited guests	unlimited	unlimited	unlimited	unlimited	
	Entry of your company as a Job & Career Market participant in the HANNOVER MESSE electronic media	✓	✓	✓	✓	
	Entry of your company profile and a whole page personnel ad in the Job & Career Market exhibitor directory (Manual for Job seekers, 6,000 copies printed)	✓	✓	✓		
	Brief entry in the Job & Career Market exhibitor directory and information on the LogoBoard				✓	
	General press work and publicity for the Job & Career Market, with editorials, press releases and personal service on site	✓	✓	✓	✓	
	SpeedPresentation 2 x 20 min. at central recruitment forum, CareerTalks, Hall 6	✓	✓	✓		
	Publication of five advertisements for apprenticeship positions on azubidoo.de, the platform for technical apprenticeships	✓	✓	✓		✓
Participation at the Get Together on 20th April as well as entry to the HR Clubbing-Lounge on 21st April for the evening event CareerLoungeEvent	✓	✓	✓			
Registration fee	300,- €	300,- €	0,- €	300,- €	0,- €	
+ Marketing package	+ 4290,- €	+ 4290,- €	+ 4290,- €	+ 1990,- €	+ 750,- €	
+ Stand	+ 4590,- €	+ 194,- €/m ²	+ 500,- €	+ 0,- €	+ 0,- €	
= Your participation fee & our service fee	9180,- €	4590,- €	4790,- €	2290,- €	750,- €	



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Event Organizer

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Media partners 2010:



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Or send an e-mail to career@runkom.de

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