

## EXHIBITORS BROCHURE

# her CAREER

## THE CAREER AND NETWORKING EXHIBITION

for female students and graduates, women in specialist and executive positions, and female founders

# 10<sup>TH</sup> - 11<sup>TH</sup>, OCTOBER 2019 - MTC, MUNICH



@her\_CAREER\_de,  
#herCAREER



herCAREER.de



herCAREERChannel



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hercareer



her-career.com/podcast



linkedin.com/  
company/hercareer

→ About the exhibition	3
→ Visitors	4
→ Exhibition participation	5
→ Visitor badge scan	6
→ Sparring partner	7
→ Recognition of Gender Equality	8
→ Booking of exhibition space	9
→ Booking of presentations	10-12
→ Marketing options	13-14
→ Sponsoring	15
→ Content marketing	16-17
→ Job-Insights.de	18
→ Promotion options	19
→ Exhibition portfolio	20
→ Contact & communication	21

# ABOUT THE EXHIBITION



Compared to 2017, **herCAREER 2018 was able to record a growth in visitor numbers of 23 percent.**



**TIP:**  
See for yourself what exhibitors, speakers, visitors and other supporters say about herCAREER:

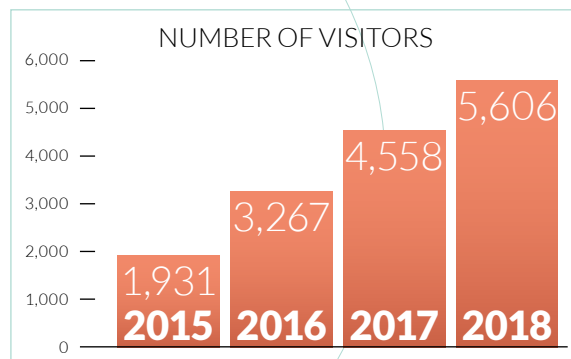
[www.her-career.com/en/statements](http://www.her-career.com/en/statements)

## ABOUT herCAREER

In no time herCAREER has managed to become **THE leading exhibition for female careers.** Due to its innovative concept, herCAREER is unique from other fairs and conferences by connecting exhibition offers with many opportunities for networking and direct contacts.

### It is based on the following pillars:

- ➔ Attractive employers / Job boards / Staff placement agencies / Headhunting
- ➔ Offers for executive education
- ➔ Networks, Associations, Organizations, Institutions, Ministries, etc.
- ➔ Offers for a better compatibility of family & work / nursing & work
- ➔ Startup and entrepreneurship offers



## VISITORS

THE EXHIBITION IS MAINLY TARGETED AT THE FOLLOWING GROUPS:

- Students
- Graduates
- Junior employees
- Specialists and executives
- Training and development prospectives
- (Female) Founders / Entrepreneurs / Self-employed females
- Men who are dedicated to the topics of reconciliation of family and work, (elderly) care & work, and equal opportunities



## ABOUT THE VISITORS:

- More than **85%** university graduates
- **59%** signaled their willingness to relocate for a job
- **99%** recommend the exhibition to others
- **40%** would like to get more involved with digitalization and/or are interested in a career change to IT / programming
- **23%** growth of visitors compared to 2017

## BY BECOMING AN EXHIBITOR AT *her*CAREER YOU ARE MAKING A BOLD MOVE:

Participation in *her*CAREER is so much more than just the exhibition space. The visitors are becoming more and more demanding and expect more than just getting information from your company, which is readily available on the company's website anyhow.

### **We can support you as an exhibitor with your goals:**

- ➔ Identifying talents and potential candidates
- ➔ Encouraging women
- ➔ Fostering the exchange of job-relevant information
- ➔ Sharing experience across hierarchies
- ➔ Encouraging networking
- ➔ Promoting role models and growing them into influencers for your company
- ➔ Communicating your involvement year-round through our *her*CAREER recognition „We care about Gender Equality“
- ➔ Meet prospective candidates, where they are today: at the career-entry level, their career advancement, career change, or when starting their own business



## COMPLEMENT YOUR EXHIBITION AT *herCAREER*



### The visitor badge scan for mobile devices

The visitor badge scan allows you to actively build a pool of talents of visitors at *herCAREER* who would like to be contacted by you. Do not miss any interested applicants.



### The electronic visitor registration allows you to scan the QR code on their visitor badges.

The visitors can upload a CV to their profile upon successful registration. By booking this module you can scan the badges with your own mobile device. Access for additional devices is available for booking as well.

### Your benefits:

- ➔ Your participation as an exhibitor can be measured.
- ➔ Process is in alignment with data protection laws (GDPR)



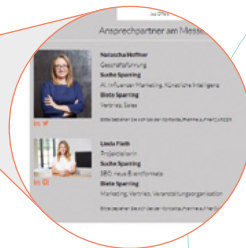
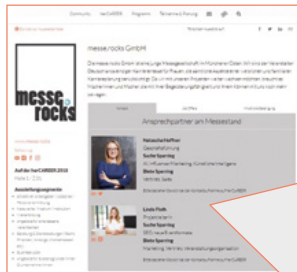
### TIP:

First identify the motivation of the prospective applicant, and only then the professional skills and qualifications. Skills and qualifications – in contrary to motivation – can be acquired.

# BECOME A SPARRING PARTNER

Engage in expert knowledge sharing with visitors and become a sparring partner. You can also profit from and exchange with the *herCAREER* (expert) community.

- ➔ Use the exhibitors list and website of *herCAREER* to either offer sparring by choosing a representative sharing their expertise or looking for sparring partners.
- ➔ Share your knowledge with the crowd, gain from theirs and support the acceleration of networks. According to research every third vacancy is already filled by someone from the network. *herCAREER* supports you in your formats for exchange and thereby network building.





## WE CARE ABOUT GENDER EQUALITY

**Every exhibitor is provided the recognition “We care about Gender Equality” to show their involvement year-round.**

Women are still underrepresented in many industries, jobs and especially management levels. Approaches for improvement are manifold: offers for a better reconciliation of work & family, quotas for board and management, executive trainings, new corporate cultures ...

Yet the start of it all is the awareness and willingness to change. *her*CAREER introduced the recognition to give companies and employers the possibility to show their involvement for equal opportunities year-round.

Exhibitors are entitled to use the recognition starting with their confirmed booking for the current exhibition year and show their involvement.

- In the career section of your website
- In job postings
- At your events
- In your overall corporate communication & PR
- etc.

*her*CAREER  
Aussteller 2019

WE CARE ABOUT  
GENDER EQUALITY  
JOIN OUR TEAM



## BOOKING YOUR EXHIBITION SPACE

Booking an exhibition space is available for 9 sqm and up – including or excluding the booth construction concept. Exhibition space is assigned on a “first come, first served” basis.

Upgrading your booth from a modular booth construction concept (Octanorm) to a booth with individual graphics is available for a small fee. This will differentiate you significantly.

### Choose from the following booth construction concepts:



#### TIP:

You have individual requests or would like to book one of our All-in-packages? Talk to us. We have special offers for startups, networks, organizations and associations.

#### OCTANORM

System booth Octanorm, Height 2.5 m incl. back and side panels, carpet (grey), 1 lightspot/3 sqm, screen lettering (incl. 20 letters), 1 table, 4 chairs, wastebasket, 1 electric power connection (appr. 2.2 kW excl. consumption (2.50 EUR/sqm per day))



#### MAXIMA – the individual booth construction concept – available for 12 sqm and larger

System construction Maxima Aluminium frosted, height 2.5 m, full size textile banner, back and side panels (respective to booth size) with individual graphics (ready-to-print digital files will be provided by the exhibitor), carpet, lighting, 1 counter, 1 bar table, 3 bar stools (for 25 sqm – 2 bar tables, 6 stools), waste basket, 1 electric power connection, attention-getter for 15 sqm and up. Cubicle optionally available.





**The presentation program of the exhibition categorized by the following topics:**

- Mentoring & Networking
- Career & Applying
- Personal and Skills Development
- Law & Taxation
- Business, Work & New Work
- Science, Digitization & Technology
- Startup & Entrepreneurship
- Family & Work
- Leadership & Communication
- Society
- Money, Finances & Assets

## A PRESENTATION IN ONE OF OUR VARIOUS FORMATS WILL BE REWARDING FOR YOU!

As an exhibitor of *herCAREER* you can choose between various options:

- ➔ Traditional formats such as lectures from role models who speak about their career path.
- ➔ Panels and discussions at the auditoriums – eg. about the development of a certain industry.

Also more interactive formats are available which focus on the direct exchange in small group settings:

- ➔ Career MeetUps
- ➔ Expert MeetUps
- ➔ Job-Offer-Talks
- ➔ Future Talks
- ➔ Innovation Labs

All presentation slots are assigned on a “first come, first served” basis.





## AT THE AUDITORIUMS

At the auditoriums you can participate with a lecture or a discussion panel.

For lectures we recommend you feature a female role model from your company or your institution who talks about her individual career path.

Role models can encourage women to take charge of their own careers. That's why the presenter should speak authentically about opportunities and challenges she encountered.

Alternatively you can organize one of the very popular discussion panels on a topic that is currently moving your company. This can be the transformation of your industry, for example. It's advisable to bring together respected market participants for those panels at *her*CAREER.

**DURATION:** 20 or 45 minutes

**PAX:** max. 60 to 70 seats

**EQUIPMENT:** Lighting and audio engineering, projection screen, bar table, microphone and experienced technicians are on site. You just have to bring your notebook and your presentation.



## WITH THE INTERACTIVE FORMATS

MeetUps & Talks are scheduled in 45 minutes-slots at especially assigned areas holding up to 15 participants or at the company's exhibition space (9 sqm and up) with up to 6 participants. The special aspect about those formats: Traditional stages and presentation formats are deliberately abandoned to completely focus on the direct exchange and networking in small groups. The formats allow for the host to individually answer to the questions of the participants. Access for participants is granted on site on a "first come, first served" basis.



### Job-Offer-Talk/s

Presentation of and exchange on specific job offers

**FOCUS:** specific job offers

**HOW:** Abandoning the traditional detailed job ad style; list department and career level beforehand (Internship / Trainee / Young Professional / Executive Position / Career change)

**GOAL:** Encourage women to apply; counteract the confidence gap.  
[www.her-career.com/en/confidence-gap](http://www.her-career.com/en/confidence-gap)



### Innovation Lab/s

Introduction of your incubators / labs / hubs / accelerators

**FOCUS:** Founders, who have worked in and/or for one of your innovation formats, tell other prospective founders about their personal experience. Or have innovation experts show best practices of how they realize and look for innovation.

**GOAL:** Promote your innovation programs and get in touch with interested visitors.



### Future Talk/s

Introduction of your new business models driven by digitalization

**FOCUS:** Present new products and services you have created at your company. Speak about the skillset you are looking for in your company to drive digitalization.

**GOAL:** Inform interested visitors and prospective applicants about changes in your company and thus reach new target groups.



### Career-MeetUp/s

Presentation of company insights through HR / Diversity representatives or through role models

**FOCUS Insights:** Insights and exchange about application tips, mentoring, sponsorship, training and development options, job- and sharing formats, etc.

**GOAL:** Give insights into your company which is normally earliest available during a job interview. Let them experience your company firsthand.

**FOCUS Role Models:** Visibility of female role models so that others can follow their example as well as networking

**GOAL:** Honest and authentic exchange; employees are becoming ambassadors / influencers on behalf of your company



### Expert-MeetUp/s

Experts share their (specialist) knowledge, experience and insights. Experts can be lecturers, alumni, customers, students, doctoral candidates, etc., who speak about their project, research, and applications.

**FOCUS:** Presenting experts and foster networking

**GOAL:** Let interested visitors profit from the knowledge of your employees who are willing to share to make others successful as well.

## LIMITED MARKETING OPTIONS

- ➔ **Website banner**  
Place your banner on the homepage of the *her*CAREER website and all subpages, showing your company ad, your job offer, your interview, etc.  
Maximum of 8 banners (rotating) – 4 banners visible simultaneously
- ➔ **Newsletter banner**  
The *her*CAREER newsletter is published weekly. You can book ads in the format of 560 x 150 px for your company / offer.
- ➔ ***her*CAREER@Night Sponsoring**  
In the evening of the first day of the exhibition a special networking event is offered – the *her*CAREER@Night. The event brings together participants with personalities from business, science and politics. Among them are board members, supervisory board members, entrepreneurs, managing directors, founders, business angels, politicians, and experts from various industries. They all share one goal: enhancing their networks and supporting and strengthening women in their career planning. As a sponsor you select a woman from your company to represent as Table Captain. For exhibitors participation tickets for the evening are available at a discounted price.
- ➔ **Sponsoring for 200 1-day-tickets**  
Use a very special form of advertisement for your company by sponsoring 200 online tickets for a 1-day access to the exhibition. You will be named on our website on the ticketshop page as long as the tickets are available.
- ➔ **Promotion license**  
Distributing flyers and other marketing materials at the exhibition with up to 2 hosts/hostesses is available with a promotion license.  
The number of licenses is limited.
- ➔ **Supplement in the exhibition bag**  
Every visitor will notice your advertisement through a supplement in the exhibition bags  
(requires the booking of exhibition bag sponsoring by you or a third party)

## MUST-HAVE MARKETING OPTIONS

### → (Job-)ads in the exhibition catalogue

The exhibition catalogue entails three parts: the exhibitor list sorted alphabetically, the trade directory and the (job-)advertisements of the exhibitors. The exhibition catalogue will be distributed among the visitors and is included in their entry fee.

### → Entry in the trade directory

Visitors who are focusing on exhibitors or products and services from particular industries, are turning to the trade directory of the catalogue. Book an entry in the trade directory and your company will be found more easily and more often – online as well as in the printed catalogue.

### → STATEMENT (recommended)

Provide a statement of a management board member / the managing director in relation to your participation at *her*CAREER. Emphasize why our economy should not renounce the potential women can bring to the table. The statement will be published on the *her*CAREER website and social media channels.

### SPECIAL OFFER

### → MATCHING with potential employees

Use the offer of free matching of visitors of *her*CAREER, who have participated in the personality test of the *her*CAREER co-operation partner matchingBox.

### SPECIAL OFFER

### → BILLBOARD ADVERTISING at universities

Exhibitors of *her*CAREER benefit from our partnership with Deutsche Hochschulwerbung for billboard advertisements at universities (20% discount).

- ➔ **Lead sponsoring (industry exclusive)**

Become a lead sponsor and show how strongly you are involved with the topic of women in the workplace. As lead sponsor you will be listed with name and logo on all printed material such as the exhibition paper, the exhibition catalogue, posters and flyers, on the homepage of [www.her-career.com](http://www.her-career.com), on the e-tickets and in the newsletters of *herCAREER*. Optionally one lecture spot is reserved for you.
- ➔ **Exhibition bag sponsoring**

The sponsoring of the exhibition bags is exclusively reserved for one exhibitor. Every visitor is handed a *herCAREER* exhibition bag at the entrance carrying your logo and the note “supported by”.
- ➔ **Lanyard Sponsoring**

Every visitor receives a name badge, which is to be attached to a lanyard. The print on the lanyard is exclusively reserved for one exhibitor.
- ➔ **herCAREER@Night Sponsoring**

Four companies have the opportunity to become the exclusive sponsors for the *herCAREER@Night* event, the networking event of the exhibition. For details please refer to page 13.

  - ➔ **Table Sponsoring**

A personality from your company as Table Captain
  - ➔ **Premium partnership**
    - A personality from your company as Table Captain
    - Listing of your company name and logo as sponsor of the *herCAREER@Night* in the exhibition paper (deadline: July 2019)
    - Listing of your Table Captain in at least 10 1/2-page ads (deadline: August 2019)
    - Reference of your table captain in minimum 2 newsletters
    - Your company logo on the advertorial wall at *herCAREER@Night*
    - Your company logo on the website [www.her-career.com/en/atNight](http://www.her-career.com/en/atNight) with the addition “supported by”.

**All exclusive marketing options are assigned on a “first come, first served” basis!**



**BASED ON YOUR CONTRIBUTION WITH A PRESENTATION AT *her*CAREER WE OFFER YOU THE FOLLOWING CONTENT MARKETING SUPPORT:**

➔ **INTERVIEW/S**

An interview in written form can be booked for your lecture / MeetUp / Talk / Lab – one per unit. After deciding on the content of your presentation (title and description) of your lecture / MeetUp / Talk / Lab we will provide you with three questions directly related to your content. The answers will be provided by the presenter as continuous text.

➔ **INTERVIEW-Premium Media Package**

To promote your presentation even better, the presenter or role model is interviewed. The interview will be provided to you for approval. After you have given your approval, the interview will be shared through the press list accompanied by a press release. The timeslot for the releases is between May and October.

➔ **INTERVIEW-SERIES *her*WHY**

Women present their profession and the value they are creating hereby. The interview entails up to four questions, eg: “As a data scientist, what additional value can I offer my company.”

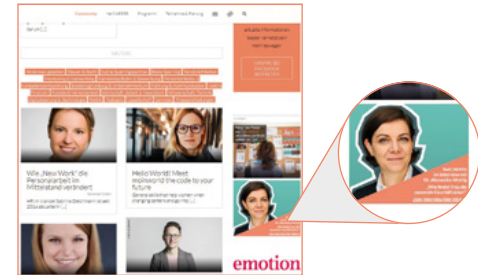
The interviews will be shared through the *her*CAREER channels on Facebook, LinkedIn and Twitter, as well as in the community section of the *her*CAREER website.

The interview is also a good way to provide a look behind the scenes of your company to your network and your followers.

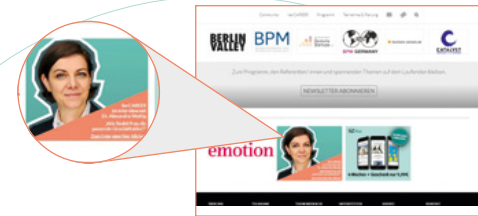


# CONTENT MARKETING UPGRADES

- ➔ **Promotion in the herCAREER community**  
Highlighting your interview in the community section of the herCAREER website (format 300 x 250 px).  
The graphical design is created by herCAREER. A photo of the interview partner will be provided by the exhibitor.  
For this section there are 6 slots available – 3 will be visible simultaneously.



- ➔ **Promotion on the herCAREER website and subpages**  
Your interview can be highlighted on the herCAREER website and subpages (format 300 x 250 px). The graphical design is created by herCAREER.  
A photo of the interview partner will be provided by the exhibitor.  
For this section there are 8 slots available – 4 will be visible simultaneously.



- ➔ **Teaser for interviews in the visitor newsletter**



## JOBBOARDS RE-ENGINEERED

Job ads will be published on job-insights.de based on 12 questions asked to the direct subordinate or a colleague from the team of the vacancy.

The questions relate to:

- Job
- Performance
- Interview partner
- Team
- Company culture

Prospective candidates will get a completely different insight of the vacancy.  
A career level will be assigned to the vacancy:

- Internship
- Trainee
- Direct entry
- Professional (>3 years experience)
- Executive position
- Freelancer

Editorial preparation of your content can be booked additionally.



**GO-LIVE**  
**JANUARY 2019**

## *her*CAREER IS ENJOYING A TERRIFIC SUPPORT THROUGH MEDIA, ASSOCIATIONS, NETWORKS, INSTITUTIONS AND POLITICS.

An overview of all partners can be found at [www.her-career.com/partner/en/sponsors-partners](http://www.her-career.com/partner/en/sponsors-partners).

### **Insights into our various marketing activities:**

- ➔ Around 65 advertisements, amongst others Uniglobale, Emotion, PLAN W, StartupValley News, Karriereführer, myself, etc.
- ➔ More than 145,000 exhibition papers as supplement of the magazine Emotion and display at more than 30 university campuses as well as technology- & entrepreneurship centers, executive training institutions, etc.
- ➔ Extensive and target-group effective social media campaigns
- ➔ Billboard advertisements at universities, train stations, museums, technology-, entrepreneurship and executive training centers
- ➔ Target-group specific newsletter marketing (through university newsletter lists / 4,000 newsletter signups at *her*CAREER / networks and associations)
- ➔ More than 150 interviews with speakers and sparring partners published in the *her*CAREER community on Facebook, LinkedIn and Twitter

# THE EXHIBITION PORTFOLIO

## EMPLOYERS (ALL BRANCHES)

## JOB PLACEMENT / EMPLOYMENT WEBSITES / HEADHUNTING / ECONOMIC PROMOTION

## FURTHER EDUCATION

- » Leadership
- » Language Skills
- » Mentoring
- » Personal and competency development
- » Career coaching / Consulting
- » Universities and seminars
- » Education centres
- » Academies

## CONSULTING / SERVICES

- » Diversity consulting
- » Legal advice
- » Labour law
- » Family law (marriage contracts)
- » Executive search
- » Health insurance / Private health insurance
- » Retirement arrangement
- » Private pension plan
- » Insurances
- » Disability insurance
- » Legal cost insurance

- » Human resources consulting
- » Mentoring

## PUBLIC AUTHORITIES, MEDIA, ORGANISATIONS, NETWORKS

- » Publishers
- » Portals
- » Clubs
- » Associations
- » Foundations
- » Projects
- » Support / Promotion
- » Organisations / Insitutions / Associations
- » Labor unions
- » Networks
- » Ministries
- » Governmental authorities
- » Initiatives

## COMPATIBILITY OF FAMILY & WORK LIFE / WORKING LIFE & NURSING / WORKING LIFE & AGE

- » Consultation
- » Ministries
- » Initiatives
- » Placement services / Agencies
- » Au-pair
- » Domestic help
- » Nursing & support of family members
- » Homework done under

- » supervision
- » Nanny / Babysitter
- » Pick-up and car pool service
- » Emergency care
- » Childcare
- » Kindergartens
- » Day-care centres
- » Day nursery
- » Institutions for children
- » Full-time schools
- » Holiday care
- » Delivery-services
- » Groceries

## FOUNDING

- » Company founding and business advisory services
- » Economic promotion
- » Franchise and business concepts
- » Direct distribution
- » Funding
- » Crowdfunding
- » Business angels
- » Venture capital
- » Microloans
- » Crowdfunding
- » Associated company
- » Incubator
- » Accelerator
- » Guarantees / Guarantee banks
- » Financial Sponsorships / Grants
- » Banks / Credit institutions
- » Promotional loans and

- » public shareholding
- » Insurances
- » Legal advice
- » Tax consultant and accountants
- » Technology centres and commercial property
- » Founder- and business networks and centers
- » Start-Up competitions
- » Platforms
- » Further education
- » Office spaces
- » Coworking spaces
- » Conference / Meeting rooms
- » Virtual Office
- » Online property platform
- » Business parks

## PRODUCTS AND SERVICES FOR ENTREPRENEURS

- » Office furniture and equipment
- » Soft- and hardware
- » CRM
- » Accounting
- » Staff planning
- » Online shops
- » Content management systems
- » Telecommunication
- » IT-services
- » Agencies
- » Office services
- » Virtual assistance

- » Secretary's Office
- » Accounting
- » Accounting services
- » Payroll services
- » Factoring
- » Retirement arrangement / Private pension plan
- » Health insurance / Private health insurance

## BUSINESS ETIQUETTE & PERSONALITY

- » Photographers / Photo studios
- » Coaching / seminars
- » Consulting
- » Potential analysis

## WORK-LIFE-BALANCE

- » Fitness
- » Nutrition
- » Health
- » Further education

## BE FEMALE - STAY FEMALE

- » Business fashion
- » Business accessoires
- » Wellness
- » Cosmetics

# CONTACT & COMMUNICATION

her CAREER

## PROJECT TEAM

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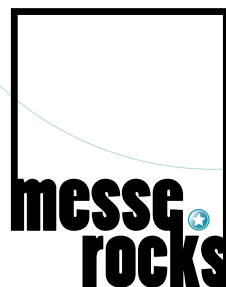
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