

18 – 20 June 2024
RMCC Wiesbaden

Offers for exhibitors

Trade fair for the paper
and fiber-based industry
and its suppliers



expo
2024

ZELLCHEMING

Karrieretag



20. JUNI 2024



Das neue Netzwerkformat
für den Branchen-Nachwuchs

auf der ZELLCHEMING-Expo in Wiesbaden



Basic information

The ZELLCHEMING Career Day is:

- An attractive platform for the presentation of career opportunities and job profiles in companies of the in the pulp and paper industry;
- It is limited to technical and professional aspects and job profiles and the presentation of the contents is tailored to the needs of the target group;
- The Career Day focuses on low-threshold networking opportunities (live and online);
- and is based on a large partner network with the most important educational institutions, partners and sponsors in the industry.

ZELLCHEMING: The Career Day

Review

- Premiere: 22 June, 2023
- More than 300 young professionals, who had traveled to Wiesbaden in groups, filled the foyer and exhibition hall and spread out over ten customized program spots.
- Program highlights: Presentation of the ZELLCHEMING Young Talents Award, the keynote speech on the topic "Not interested in run-of-the-mill jobs - what Generation Z really wants", a visit to the Newcomer Pavilion and a live tour in ABB's demo truck, as well as participation in the Paper Rally, with professional game management.



Target groups

- Apprentices / Master classes
- Paper engineering students
- Bachelor students from other disciplines (mechatronics, chemistry and packaging)
- Young people before choosing a career

Goals

- Attract/retain employees for the paper industry
- Strengthen loyalty/remain in the industry after training, studies
- Basics for education and training, contribution to training
- Increase motivation
- For students - jump into working life, interesting job offers

ZELLCHEMING: The Career Day

Partners & Sponsors

The ZELLCHEMING CAREER DAY addresses universities, educational institutions, personnel service providers, institutes, companies, associations and other organizations.

Meeting point

The specially designed Careers Day stand serves as a meeting point and hub: The Future Meeting Point. Its casual, inviting ambience invites visitors to linger and makes it easy to make contact at eye level. Eye-catching pins with job offers printed on the outer edges of the stand attract interested visitors.

PaperStars

In particular, companies that produce paper, board or pulp can use the opportunity to present their company, locations and job profiles and get in touch with the next generation of the industry.

Offer PaperStars – Participation / Prices

- Stand area incl. stand construction
- Use of the PaperStars communication lounge
- Logo on social media wall in foyer
- Including marketing fees, hygiene and disposal flat rate
- Presentation of image video, a presentation, etc. in the communications lounge
- Low organizational effort due to full-service package
- Increased attention due to special promotion
- Participation as supporting sponsor 1 job offer on site and mention on the poster in the exhibition hall (worth 950.09 Euros)

All-inclusive price participation offer

- 5 sqm stand area incl. Stand construction
- Communication lounge
- Social media wall
- incl. mandatory marketing fee amounting to 750.00 Euros, Hygiene- and disposal flat rate amounting to 15.00 Euros/sqm plus VAT.

2,900.00 Euros plus VAT.

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Offer PaperStars – Content stand package

We offer you:

Booth space with a full-service solution for a cost-conscious presentation.

- Stand area (5 sqm) incl. Stand construction*
- Stand equipment Be-Matrix wall system incl. cabinet as well as framing system with plants
- 1 plant
- Carpet
- 1 high table, 2 bar stools
- 1 LED spotlight
- 1 Schuko socket with 3x Schuko distributor (including power consumption)
- Daily stand cleaning
- Separate online listing for your company
- 2 exhibitor passes



Offer PaperStars – Content communication lounge

Our PaperStars joint stand in the North Hall of the RMCC has a communication lounge next to the stand area where exhibitors can exchange ideas with interested participants.

You will also have the opportunity to submit a video, presentation, etc. that will be shown in a loop with the other participants' files (max. 3 minutes).

We offer you:

Use of the Communication Lounge with an all-inclusive solution:

- Shared use of stand space (17m²)
- Lounge furniture
- Plants
- Display for the presentation
- Display of information material
- Daily stand cleaning



Offer PaperStars – Social Media Wall



All PaperStars are prominently featured with a logo on our social media wall.



ZELLCHEMING Career Day – Sponsoring opportunities*

The new networking format for the next generation of the paper and fiber-based industry

Efficient networking – Benefits for exhibitors

- Perfect marketing mix – booth, stage presentation, sponsoring
- Paper rally incl. tablet equipment + game guide (professional support in asking questions), guaranteed leads.
- Special career eye-catchers
- Jobwall on site and digitally
- Social-Media-Wall
- Sponsor identification at booth + hall



ZELLCHEMING *Karrieretag*

- **Support Sponsor:** EUR 950.00
1 job offer on site
Mention by name on advertising poster in the exhibition hall
- **Classic Sponsor:** EUR 1,500.00
3 job offers on site/digitally with QR code
Basic online profile
Logo on advertising poster in exhibition hall
Optional: participation paper rally: plus EUR 750.00
- **Premium Sponsor** (max. 10 companies): EUR 4,000.00
Logo at career booth + lecture forum
5 on-site job offers/digitally with QR code
Premium online profile
Paper rally

All prices + VAT.

* Participation only possible for exhibitors and sponsors of ZELLCHEMING-Expo 2024 as well as companies of the pulp and paper producing industry



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