



REGIONAL JOB FAIR

24. – 31. October 2023.

infostud.

Why participate?



More than **520,000 visits** and over **4,500,000 views** of the Fair stands.*



Over **40,000 applications for ads**.*



Emphasizing the advantages that your company offers as an employer: working atmosphere, salary, benefits and other benefits important to candidates.*



Direct communication with candidates via text or video chat.*



Employer Branding - reach to users/potential candidates at the regional level - stand at the Fair, ads and marketing campaign in Serbia, Croatia, Bosnia and Herzegovina, North Macedonia and Slovenia.



The fair is active **24 hours** a day for **8 days** and is accessible via all devices (mobile, tablet, laptop, desktop computer).



Reach to potential candidates in the region (Croatia, Bosnia and Herzegovina, North Macedonia, Slovenia).

*Podaci: Regionalni sajam poslova 2022.

Stand offer

- Early registration (e.r.) until 01.09.2023.
- Regular price from 02.09. – 24.10.2023.

BRANDED

240.000rsd*

(1850 eur)

216.000 rsd*

(2050 eur)

Present yourself with additional promotion to give the greatest impression to potential candidates. Special - *custom made* stand design.



BASIC

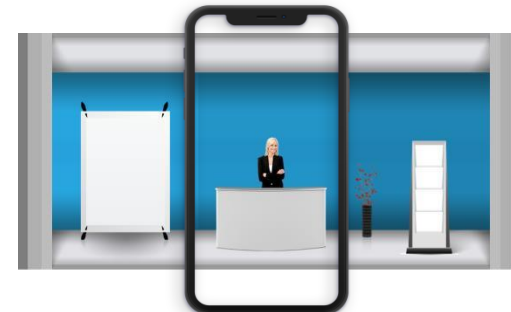
140.000 rsd*

(1200 eur)

e.r. 126.000 rsd*

(1070 eur)

Secure your place at the biggest job fair in the region.



* VAT is not included in the price (RSD)

- e.r. – price for early registration

Specifications of the stands

Comparative list of functionalities	Branded	Basic
Price	e.r. 216.000 rsd* 240.000 rsd*	e.r. 126.000 rsd* 140.000 rsd*
Number of posted job ads	Unlimited	Up to 40
Presentation of the company	Yes	Yes
Photo and video gallery	Yes	Yes
A visually larger and more prominent stand	Yes	No
Employee benefits and experiences	Yes	No
Chat with candidates	Yes	No

* VAT is not included in the price.

Marketing content of the package

Marketing services	Branded	Basic
Regional report of the labour market	+	+
Group Facebook promotion on websites Poslovi.Infostud, Startuj.rs, HelloWorld	+	+
Group Instagram promotion on websites Poslovi.Infostud, Startuj.rs, HelloWorld	+	+
Group PR promotion on websites Poslovi Infostud, Startuj.rs, HelloWorld	+	+
Group LinkedIn promotion on websites Poslovi Infostud, Startuj, HelloWorld	+	+
Fair ads appear more prominently in the search of the sites Poslovi Infostud, Startuj, HelloWorld	+	+
Prominence of capsules on title pages Poslovi Infostud, Startuj, HelloWorld – customized to the target group	+	+
Group promotion on TikTok	+	+
Facebook promotion of the company stand	+	-
Instagram promotion of the company stand	+	-
Facebook promotion of one ad of choice - customized to the target group	+	-

An additional option - renting stands in several countries

Do you want to present yourself in the countries of the region as well?

We offer all exhibitors to rent any type of stand in any country participating in the fair, not only in Serbia: **Croatia** – Moj Posao, **Bosnia and Herzegovina** - MojPosao.ba, North **Macedonia** - Vrabotuvanje and **Slovenia** - Deloglasnik.

By renting stands in several countries, you get the following discounts :

- **10%** discount – 2 countries
- **15%** discount – 3 countries
- **20%** discount – 4 countries
- **25%** discount – 5 countries

MojPosao:



Client testimonials



"The fair gives the company the necessary visibility and the opportunity to share a large number of important information with the candidates. Greater promotion of the fair on social networks leads to a greater number of applications as well as greater attendance at the stand and thus gives you a chance to reach candidates that you would not reach by usual advertising."



"Participation in the fair justified our expectations because throughout the days we had a lot of interested candidates who responded very intensively on the chat. We think it is very good that by participating in your fair, we raised the level of visibility of our company and made contact with a lot of potential interested candidates."



"Our participation justified expectations and gave even better results than we could have imagined. We believe that our Employer Profile on your advertising sites contributed a lot to the better visibility of our stand, as well as the number of applications."

CONTACT

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