



# REGIONAL JOB FAIR

15 – 22. October 2024.

**infostud.**

# Why participate?



More than **690,000 visits** and over **5,300,000 views** of the Fair booths.\*



Over **50,000 applications to job postings**.\*



**Highlighting the advantages of your company as an employer:** work atmosphere, salary, benefits, and other perks important to candidates.\*



**Direct communication with candidates** via text or video chat.\*



**Employer Branding - reaching users/potential candidates at the regional level** – booth at the Fair, job postings, 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 accessible on all devices (mobile, tablet, laptop, desktop computer).



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

\*Data: Regional Job Fair 2023.

# Booth offer

- Early registration (e.r.) until 02.09.2024.
- Regular price from 03.09. – 15.10.2024.

**BRANDED**  
2.180 eur  
e.r. 1965 eur

Present yourself to candidates in the best light with additional promotion. Special - *custom-made* design of the booth. Unlimited number of job postings.



**BASIC**  
1.270 eur  
e.r. 1055 eur

Ensure presence at the largest employment fair in the region.



- \* VAT is not included in the price.
- e.r. – early registration price

# Booth specification

Content	Branded	Basic
Company presentation	+	+
Photo and video gallery	+	+
Regional labour market report	+	+
Group Facebook promotion on Poslovi.Infostud, Startuj.rs, HelloWorld websites	+	+
Group Instagram promotion on Poslovi.Infostud, Startuj.rs, HelloWorld accounts	+	+
Group LinkedIn promotion on Infostud, Startuj, HelloWorld accounts	+	+
Highlighting fair ads in search results on Poslovi Infostud, Startuj, HelloWorld websites	+	+
Featured capsules on the homepage of Poslovi Infostud, Startuj, and HelloWorld websites - tailored to the target audience	+	+

# Booth specification

Content	Branded	Basic
Group promotion on TikTok Poslovi Infostud	+	-
Facebook promotion of the company booth	+	-
Instagram promotion of the company booth.	+	-
Facebook promotion of one ad of your choice - tailored to the target audience	+	-
Unlimited number of ads*	+	-
Visually larger and more prominent booth	+	-
Employee benefits and experiences	+	-
Chat with candidates	+	-

*\*In the basic booth, ads are limited to 40.*

# Additional option - renting booths in multiple countries

Would you like to present yourself in countries across the region?

We offer all exhibitors the opportunity to rent any type of booth in any country participating in the fair: **Croatia** - Moj Posao, **Bosnia and Herzegovina** - MojPosao.ba, **North Macedonia** - Vrabotuvanje, and **Slovenia** - Deloglasnik.

By renting booths in multiple countries, you can get the following discounts:

10% discount - 2 countries

15% discount - 3 countries

20% discount - 4 countries

25% discount - 5 countries

**MojPosao:**



# What do our clients say?



The fair provides the company with the necessary visibility and the opportunity to share a large number of important information with candidates. Enhanced promotion of the fair on social media leads to a higher number of applications as well as increased booth traffic, giving you the chance to reach candidates you wouldn't reach through regular advertising.



Participation in the fair met our expectations because we had a lot of interested candidates who were very active in chatting throughout all the days. We believe it's very beneficial that by participating in your fair, we've increased the visibility of our company and made contact with many potential interested candidates.



Our participation met expectations and yielded even better results than we could have imagined. We believe that the improved visibility of our booth, as well as the number of applications, greatly contributed to our Employer Profile on Infostud advertising websites.





## CONTACT

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