

studeren 2010

National trade fair for (future)
bachelors, masters and their cities

26 and 27 November 2010



AMSTERDAM RAI



Photo: K.U. Leuven

The number of bachelor studies has increased significantly in past years. The choice is enormous. This makes it more difficult for (prospective) students to choose a suitable course of study. This is proven by the fact that more than half of freshman students regret their choice of study.

A well-considered and better prepared choice of study leads to fewer drop-outs. For a suitable choice students must be able to envision the study, the school and the city where they will be studying and what consequences that choice will have for their careers. It is not just about what you aspire to be now but also what you aspire to be in the future: what will be your master and your profession?



In order to make the proper choice there is a strong need for transparency, substantive information and a comparison of available alternatives; a comparison that proceeds from the student and his or her priorities. There is now STUDEREN! 2010 - Because you do not study just to pass the time.

STUDEREN! 2010 is a unique formula. It offers comprehensive information about studying in higher education and the accompanying city. Participation in the trade fair is reserved for institutes that offer higher professional education (HBO) and university education (WO) and other relevant institutes.

Studying is more than just the education

When making their choice of study, students look at more than just the education or the institute where they will enjoy their education. They, very importantly, also look at the city and the region and what they offer the student in terms of housing, going out, sports, etc. Therefore, STUDEREN! 2010 also offers information about cities and provinces.

STUDEREN! 2010 is the national trade fair for (future) bachelors, masters and their city.

The fair clearly distinguishes itself from other initiatives by:

- The specific focus on the higher education (HBO and WO level and substantive)
- A national positioning and reach
- Transfer of substantive information via a programme per exhibitor
- The combination of school and city
- Opportunity to fair dating





For whom is the fair intended?

- Students in 5 & 6 VWO (college preparatory high school education) in all of the Netherlands
- Students 5 HAVO (school of higher general secondary education) in all of the Netherlands
- HBO students in all of the Netherlands
- WO students in all of the Netherlands
- Parents in all of the Netherlands
- Other interested professionals

Invitation and communication policy

- Advertisements and editorial focus in daily newspapers and relevant trade publications
- The STUDEREN! 2010 website
- Publication of STUDEREN! 2010 special
- Personal invitation policy towards careers counsellors
- Invitation policy towards careers counsellors circles
- Joint promotions with exhibitors



About the organizer

OGZ is an independent organization agency specialized in creating, initiating and realizing fairs, events and concepts. We organize roughly 25 trade fairs and public exhibitions a year, both nationally and regionally. We draw on extensive experience in the education industry. For years our regional education fairs have supported tens of thousands of students in making a well-considered choice.

studereren.in



Participate

Your participation in STUDEREN! 2010 consists of 2 components: 1) The fixed participation fee and 2) the purchase of square meters for the presentation of your institute.

Component 1) Fixed participation fee of € 5.975, -

This includes:

The silent presentation consisting of a furnished room 25m² joined to your booth including:

- 20 seats
- 20 headphones
- A lectern
- Microphone
- Screen



The silent presentation is a unique concept. It enables you to inform potential students in an efficient manner in your booth about the choices that your institute offers. Without being bothered by exhibition floor noises and without causing noise for your neighbours. Have a teacher or professor give a lecture or present a practice case, etc. You are free to fill in the programme and you determine how often and whom you wish to lecture.

- 500 free invitations. More invitations can be ordered.
- Listing on the website
- Listing in the fair catalogue
- Visitors registration by means of private barcode scanner

Component 2) Booth space for the presentation of your institute (minimum purchase 15m²)

The price per square meter excluding booth construction (just floor space) is € 175, - p/m²

The price for booth construction provided by the organization is € 75, - p/m². This includes: walls with a height of 2,5 metres, fascia board, carpeting, two duo spots per 15 square metres and 1x3kW power connection.

* All prices are excluding VAT and € 1, - environmental tax p/m²

Dates:

Friday 26 November 2010

Saturday 27 November 2010

Venue



www.studeren.in

Visit

The entry fee is € 5, - per person.

On presentation of an invitation, admission is free.

exhibitions
concepts &
events

OGZ

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