



# Állásbörze



SCHEDULED DATE

9-11 APRIL 2025

5-7 NOVEMBER 2025



MAGYAR TESTNEVELÉSI  
ÉS SPORTTUDOMÁNYI  
EGYETEM  
BUDAPEST

*Dr. Koltai Jenő Sportközpont*



# Our strengths that make us worth your support



# Agenda

1. Introducing the biggest Job fair in Hungary

2. Stand presence

4. Media presence, collabs

5. Target audience, 2024 main figures

6. Main exhibitors in 2024

**Leading careers event,  
brand new location:  
Dr. Koltai Jenő  
Sportközpont**



# The largest recruitment event of Hungary

HVG Job Fair is a unique hybrid career event in Hungary, organised twice a year since 2007.

We are proud to announce that from 2025, the event will move to the brand new Dr. Koltai Jenő Sportközpont, the largest campus development in Buda to date. The Olympic-standard facility, which has also won the recognition of world stars at the World Athletics Championships, will provide a worthy venue for the country's leading career event.

Between 5 – 7 000 jobseekers visit the large-scale event in person, with more than 70 000 potential employees attending the online event. The event is popular with a wide range of people, from career starters to experienced workers. High school and university students, white collar and blue collar workers alike attend the event. In addition to recruitment, we offer free advice and exhibitor stage programmes to help people find each other.

Our exhibitors include Hungary's leading companies in the pharmaceutical, economic sector, IT and automotive industries and others.



# Services



CV consultancy



Graphic design consultancy



CV photography & career-advice



Rapid interview



Coaching and language training



Fresh graduate advisory point



dm Beauty and makeup island



Colour and style advice

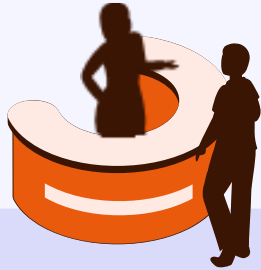


Wellbeing Island - free preventive screening



Photo and AI Island

# What can you expect at the HVG Job Fair?



## #An Event full of youth

We have a number of university cooperations, so you can meet not only graduates but also students interested in internships. Grab some real talent before they graduate!



## #Your target audience

The event is an efficient and targeted way to find the people you have been looking for. We create hyper-targeted recruitment campaigns specifically targeted to your job offer! Let's find out together who you want to reach and we will do the rest!



## #VIP exhibitor experience

A dedicated contact, VIP experiences in the backstage and easier administration than ever before. We try to take all the pressure off you so you can focus on what the Job Fair is all about: connections.

# Exhibitor benefits, creating unforgettable experience



## #Benefits of the physical event

You can conduct rapid job interviews efficiently on the event, speeding up your interview process.

On our stage, you can talk about your company's values and role in the market, in a presentation or roundtable discussion.



## #Benefits of the online event

You can reach tens of thousands of potential jobseekers who are unable to visit the exhibition, including rural and home office workers.

During the “Long Tail” period candidates can still apply for jobs online within 10 days following the event.



## #Additional exhibitor benefits

We provide presence in the communication of the event, which has a significant marketing value. The campaign takes place on HVG's media platforms reaching 1m+ people, social media portals and hundreds of other sites.



# Stand presence



# Stand presence on The HVG Job Fair

## On-site stand types

The HVG Job Fair offers shell scheme stands and custom-made stands.

## Online stand types

Our exhibitors are offered a customizable stand-alone online stand. Here you can access job offers, find basic company information, “digital freebies” offered by the company and receive CVs.



Standard



Extra



Premium

# Package offers

Our exhibitors at The HVG Job Fair will be present at the event venue with a physical stand and on the website with a virtual stand.

Package offers refer to pre-planned stand sizes.

For stand sizes over 16 m<sup>2</sup>, we make a personalized offer.

In addition to the standard equipment of the stand, you can get in touch with the contact person about additional accessories.



# Package offers

## *Eligible packages*

### STANDARD PACKAGE

**4-6 m<sup>2</sup>**

physical stand  
+ standard online  
presence

### EXTRA PACKAGE

**8-9 m<sup>2</sup>**

physical stand  
+ extra online  
presence

### PREMIUM PACKAGE

**12-16 m<sup>2</sup>**

physical stand  
+ premium online  
presence

	<b>STANDARD</b>	<b>EXTRA</b>	<b>PREMIUM</b>
Exhibition physical area, with carpet and electricity (up to 2 kW / event) and electricity consumption (up to 0-2 kW / event)	✓	✓	✓
Built physical unit stand with brand logo	✓	✓	✓
Basic stand equipment on the physical stand	✓	✓	✓
Live chat with visitors on the virtual stand	✓	✓	✓
Logo appearance on the virtual exhibition space	✓	✓	✓
Company function buttons, stand elements and logo on the virtual stand	✓	✓	✓
Jobline appearance for 2 weeks	10 advertisement	20 advertisement	100 advertisement
Exhibitors social media communication	✓	✓	✓
Access for Jobline CV database		only for 1 person for a week	for 3 people for 2 weeks
Unique roll-up appearance on the virtual stand		✓	✓
Eligible virtual receptionist		3	8
Brand video (TV) on the virtual stand		✓	✓
Virtual stand poster			✓
Eligible furnitures on the virtual stand			✓
Virtual stage cover photo before presentations			✓
Logo display in the event communication			✓

# Media presence



# Mediamix



## PRINT

In the month before the event, its promotion will appear several times in the HVG weekly published in 45 000 copies per issue.



## eDM

Active eDM communication in the pre-registration campaign and during the event to the full database of HVG Publishers and to the mailing list of the largest national and international universities.



## PPC & SOCIAL MEDIA

Targeted campaign on Google, Facebook and Instagram reaching millions. Independent social media events and organic content, sweepstakes, quizzes, exhibitor and webinar promotion on The HVG Job Fair (44k likes) and HVG portfolio Facebook pages (700k+ likes).



## BANNER CAMPAIGN

Bannermix for the entire mobile and desktop portfolio of hvg.hu, eduline, Adózóna and Jobline.hu pages, on special HR portals and the online interfaces of our media partners.



## TV, RADIO, CINEMA, PODCAST, PR CAMPAIGN

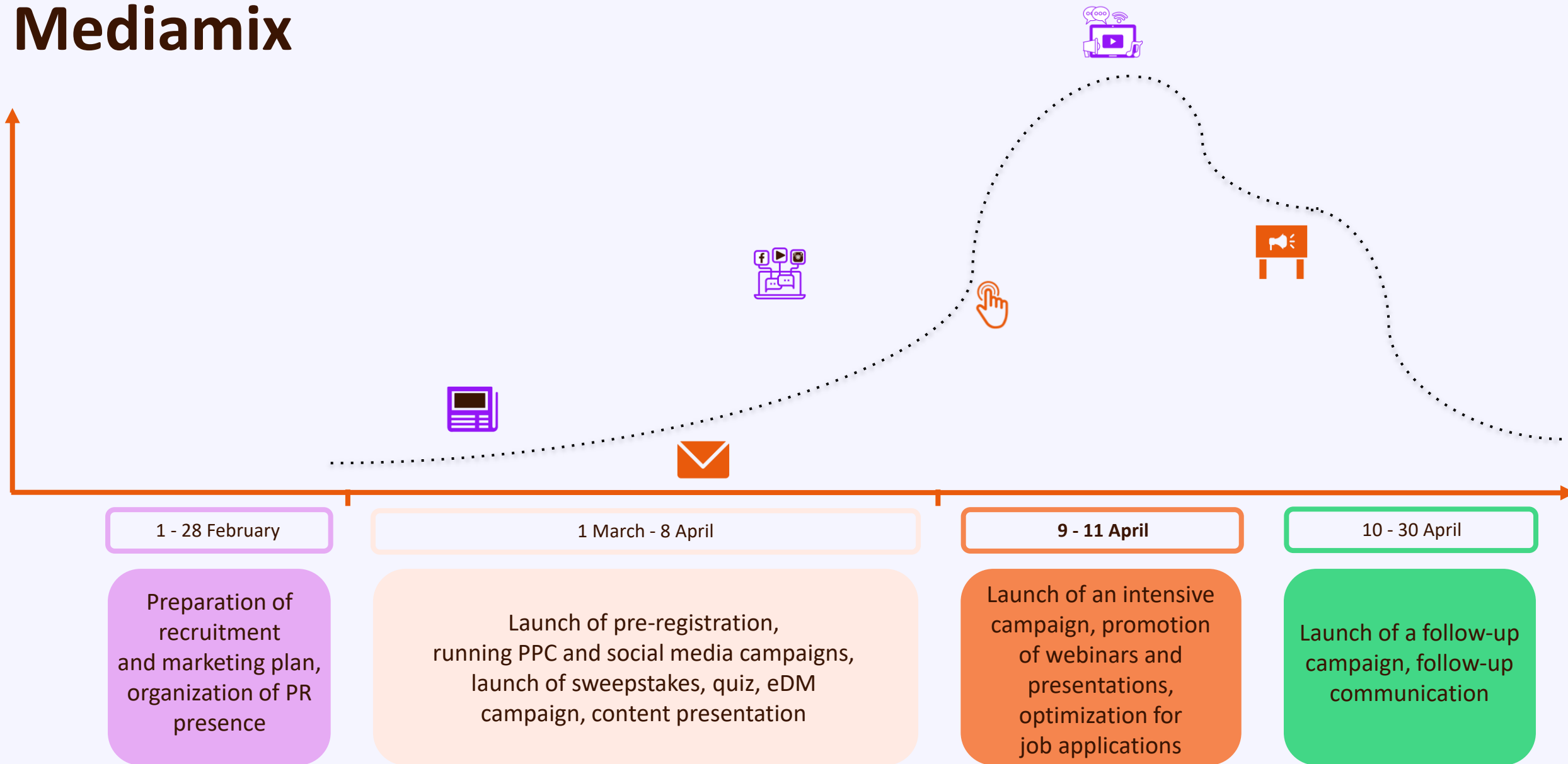
TV presence on RTL (RTL, Film+, Viasat 3, 6) and AMC (AMC, Sport1, Spektrum), Cinema City appearance, Jazzy radio campaign, and HVG Podcasts promotions.



## OOH CAMPAIGN

Tram decoration, Citylight, billboard, floor sticker, LED wall appearance before the event.

# Mediamix





# Collaborations



# Who have joined us as a performer in recent years



Comedian

**BALÁZS MÁTÉ  
SZABÓ**



Comedian

**FRUZSINA  
ÁCS**



Life & Business Coach

**KITTI  
HORVÁTH, DR**



Actor

**PÁL  
MÁCSAI**



Psychologist

**KRISZTA  
HEVESI**



Content creator

**NEMAKAROK-  
BELESZÓLNI**



Content Creator

**DÓRA  
GÁL**



Actress

**DIA  
NYÁRI**



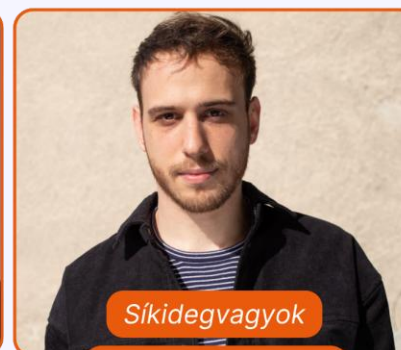
Entrepreneur

**DIVERZUM**



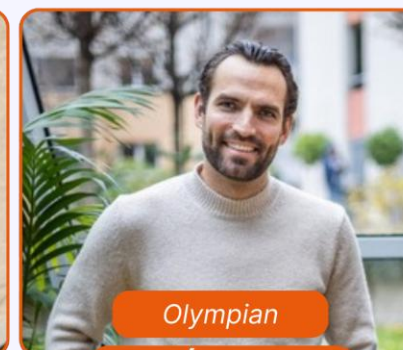
Gerillaönéletrajz

**ANDRÁS  
BARÁTH**



Síkidegvagyok

**BARNA  
TURAI**



Olympian

**ÁRON  
SZILÁGYI**

# Who have joined us as a performer in recent years



Actor

**FERENC  
ELEK**



Actor

**ANDRÁS  
ÖTVÖS**



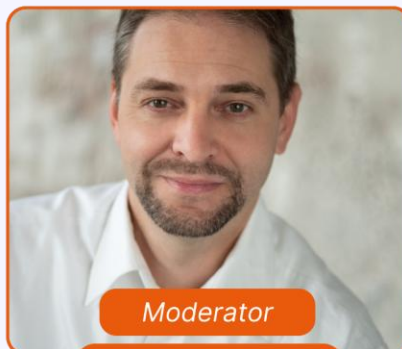
Actor

**ANTAL  
CSERNA**



Moderator

**DORKA  
GÖNCZI**



Moderator

**ZSOLT  
VARGA**



Actress

**LIA  
POKORNY**



Actress

**ANITA  
ÁBEL**



Actor

**SIMON  
SZABÓ**



Actor

**CSABA  
DEBRECZENY**



Businesswoman

**SZABINA  
TOMÁN**



Psychologist

**NÓRA  
SZILY**



MNDFL flow well-being

**RÉKA IBOLYA  
TÓTH**

# Target audience, 2024 main figures



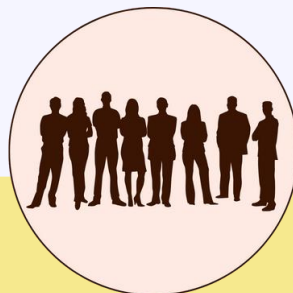
# Primary target group



Already graduates or recent graduates, students in higher education



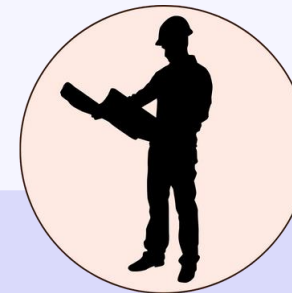
Active jobseekers with good language skills, workers open to changing jobs



Nationwide active jobseekers, people open to job changes



Mainly experienced workers



Highly qualified visitors with relevant, secondary, technical or blue-collar qualifications

## Secondary target group:

#Career changers, #Women returning to work after childbirth, #Young career starters, #Tech and finance enthusiasts

# Main exhibitors in 2024





I would like to join

A group of people, mostly women, are standing in a line for a group photo at a job fair. They are wearing lanyards with badges. In the background, there is a banner for 'jobline.hu' and a sign that says 'REGISZTRÁLI, PÁLYÁZZ VELÜNK!'. To the right, there is a sign that says 'TALENT CHECK-IN'. The image has a light blue overlay and an orange border.

hvg

→  
**Állásbörze**

**Thank you!**

Hope to see you in 2025