# **SPONSORSHIP** & EXHIBITION **OPPORTUNITIES**

BY THE MALL OF ENGOMI

3000+ **VISITORS** 

**EXHIBITORS** 

- **CONNECT WITH FUTURE TALENT**
- **SHOWCASE YOUR COMPANY'S EXCELLENCE**

- INCREASE YOUR BRAND AWARENESS
- PROMOTE JOB OPPORTUNITIES
- GAIN ACCESS TO A DIVERSE TALENT POOL
- MEET POTENTIAL EMPLOYEES
- HAVE FACE TO FACE INTERVIEWS AT A SINGLE LOCATION

COMPETITIONS & PRIZES

**MUSIC & FUN** 

STREET FOOD

CV DROP & **FAST-TRACK INTERVIEWS** 

Communication Sponsors











Organiser



#### BE PART OF THE JOB FESTIVAL SUCCESS STORY





The Cyprus Job & Career Festival is the largest exhibition for employment and career opportunities in Cyprus. The job market in Cyprus is changing rapidly, and many sectors of the economy, as well as numerous businesses, are seeking professionals with new and diverse skills and knowledge.

## **Event Details**

- Date: 30 -31 May 2025 (Friday Saturday)
- Venue: by The Mall of Engomi
- Opening Hours: 10:00 20:00
- No Entrance Fee
- Website: <u>www.cypruscareerfestival.com</u>

# Target Audience

- Young Professionals
- Job Seekers
- Career Changers
- Recent Graduates
- University Undergraduate and Postgraduate Students
- Individuals interested in internships
- College Students
- PhD Holders
- High School Graduates

# Career + Candidates can register online and receive notifications about the festival The organizer will collect CVs from candidates for employers Competitions, raffles, and other activities will be held during the festival By attending the festival, candidates will have the chance to win exciting prizes The festival will receive an extensive promotional campaign through various media channels

# CAREER FESTIVAL

#### CONNECT YOUR COMPANY WITH TOMORROW'S LEADERS

- Objectives of the Cyprus Job & Career Festival
  - The **Cyprus Job & Career Festival** serves as a dynamic platform designed to bridge the gap between job seekers and employers while addressing the evolving needs of the job market in Cyprus. Its key objectives include to:
- Connect job seekers with top employers and recruiters across various industries.
- Promote career opportunities for professionals, graduates, and students.
- Support skills development and lifelong learning through workshops and seminars.
- Facilitate networking between candidates, companies, and industry experts.
- Encourage career growth and advancement in Cyprus' evolving job market.
- Highlight emerging sectors and new professional roles driven by innovation.
- **Welcome** around **3,000 visitors** throughout the two days, creating a vibrant and dynamic environment for career exploration.

# Festival Highlights

- Career Zones Explore job opportunities in Tech, Finance & Professional Services, Retail, Healthcare, Tourism, and more.
- Meet Top Employers Connect with leading companies and secure real job offers or internships.
- "Jobs of the Future" Talks Gain insights from industry leaders on emerging career trends.
- Competitions & Prizes Submit your CV for a chance to win exciting prizes and educational opportunities
- **Live Entertainment & Festival Vibes** Enjoy music, networking, and a dynamic atmosphere.
- Podcast Talks Engage in thought-provoking career discussions.
- Fireside Chats Gain insider knowledge from experts in a casual setting.

## CV Drop & Fast-Track Interviews – Get noticed instantly by top employers

A dynamic and engaging space designed for job seekers to connect directly with potential employers. Candidates can quickly submit their CVs, while nearby, recruiters conduct fast-track interviews, creating an efficient and professional atmosphere

## The FESTIVAL App

The App will enable students and jobseekers to explore potential employers, access a complete list of sponsors, view available vacancies, and directly connect with companies of interest. A detailed schedule of side events will also be available, with push notifications to remind users when events are about to take place.

# **FACTS & FIGURES**



WHITE COLLAR **VISITORS** CV'S SUBMITED SEEKING FOR JOB **SEEKING FOR JOB STUDENTS** 57% from Nicosia 10% from Larnaca 7% from Paphos 2% from Famagusta 2% from other 22% from Limassol

# **EXHIBITORS & SPONSORS**



18%



# BECOME AN EXHIBITOR

# Why participate in the 4<sup>th</sup> Cyprus Job & Career Festival?

- Boost Your Brand & Corporate Image in Cyprus' Competitive Job Market
- Access Top Talent from Diverse Backgrounds & Universities
- Streamline Hiring with On-the-Spot Interviews & Assessments
- Hire on the Spot Secure Exceptional Candidates Instantly
- Network with Industry Experts & Businesses
- Showcase Your Company Culture & Values to Future Talent

# Exhibitors Categories

# CYPRUS JOB & CAREER FESTIVAL AIMS TO BRING TOGETHER COMPANIES FROM ALL BUSINESS SECTORS OF THE ECONOMY

- Fintech sector (EMIs, Online Brokers, Payments Institutions etc)
- Financial Services
- Professional Services
- Information Technology
- Telecommunications
- Tourism
- HORECA

- Shipping
- Manufacturing
- Agriculture
- Constructions, Development and Real Estate
- Energy
- Retail Commerce
- Healthcare Pharmaceutical
- Other sectors

#### STREAMLINE YOUR HIRING



# Cost of participation - Branded counter



Option 1:
Width: 1m
Cost: €2500 +VAT



Option 2: Width: 2m Cost: €3000 +VAT



Option 3: Width: 3m Cost: €3500 +VAT

#### Important information:

- o Booth Construction includes a branded counter, a double socket with two stools and a bin.
- o All booths and any structure support must remain within the boundaries of the booth.
- o Exhibitors who wish to undertake the construction of their booth by their own means, must submit any necessary construction and electrical plan to the "contractor",
- o The basic booth structure cannot be changed. Exhibitors have the option to rent the exhibition space only.
- o For any additional facilities such as booth upgrade, furniture, equipment, electrical, audiovisual etc, contact the responsible "contractor"

#### Additional benefits provided from organizers to all exhibitors:

- o Listing in exhibition guide
- o Complimentary participation in all parallel events taking place.
- o Welcome Desk
- o Security
- o Cleaning of common areas
- o Badges for the staff of the exhibitors
- o Wi-Fi

#### To secure your participation as an exhibitor, you need to:

- 1. Contact IMH
- 2. Find out availability of exhibition space
- 3. Fill out the booking form and send it to IMH



#### **Payment Terms and Conditions**

A co-operation agreement will be signed between IMH and each participating company and 100% of all fees must be paid before the exhibition:

- 1. 50% on signing the contract
- 2. 50% one month prior to the exhibition

#### For more information contact IMH:



Andreas Leontiades



contact e-mail: andreas@imhbusiness.com

**Neofytos Constantinou** 



contact e-mail: Neofytos@imhbusiness.com



# **SPONSORSHIP OPPORTUNITIES**

SPONSORS WILL BENEFIT FROM UNMATCHED BRAND EXPOSURE BEFORE, DURING AND AFTER THE FESTIVAL. SPONSORS WILL BE PROMOTED AT EVERY STAGE OF THE COMMUNICATION CAMPAIGN.

	PLATINUM €20.000	GOLD €12.000	SILVER €8.000	POWERED BY €15.000
PRE-EVENT BENEFITS				
Logo Exposure digital, print & social media campaign	√	V	√	V
Logo Exposure in th email campaign to 200,000+ recipients	√	V	√	√
Company profile in Festival Guide (printed & digital)	√	√	√	√
Logo/company profile on Festival & IMH websites	√	V	√	√
Dedicated Social Media Post (FB/LinkedIn/Instagram)	<b>√</b>	√		√
Opportunity to include a short message from company HR/CEO (up to 20 sec)	√			√
Pre-Event Promotional Video on media campaign	√	$\sqrt{}$		√
Promotion of Open Job Vacancies on Festival & IMH websites	√			√
Mention in event press release(s)	√	$\sqrt{}$	√	<b>V</b>
LIVE EVENT BENEFITS				
Branded Counter in a Prime Location	3m	2m	2m	3m
Fireside Chat / Presentation (in an exclusively allocated area)	√	√		√
Promotional Video (up to 30 sec, on screens during Festival)	√	√		√
Logo on banners/signage (entrance, banners, networking area, Street Signs, Digital Screens etch)	√	√	√	√
Advert in Festival Guide (digital & print)	2 pages	1 page	1 page	2 pages
Exclusive Interview's (onsite)	V			V
Private Meeting Room Access	√	$\sqrt{}$		V
Branded Networking Area	√			
Distribution of branded material/giveaways	√	√	√	V
AFTER EVENT BENEFITS				
Post-event media campaign	√	<b>√</b>	√	√
Attendee List	√	<b>V</b>	√	√



- Important Notes

  1. Selection of topics of presentations will be reviewed by the event's scientific committee

  2. There is limited availability for Sponsors. Sponsors will be accepted on a "first come, first served" basis.











# **£250,000** Communication Campaign Campaign

## f X in @ **SOCIAL MEDIA CAMPAIGNS RESULTS**

TV ADVERTISING SPOTS SOCIAL MEDIA CAMPAIGNS (FACEBOOK, INSTAGRAM, LINKEDIN) **TIK TOK CAMPAIGNS** GOOGLE ADS LIVE LINKS OUTDOOR **BUS ADVERTS** PERSONALIZED INVITATIONS TO THE TARGETED AUDIENCE

DIGITAL MEDIA CAMPAIGNS (REPORTER, INBUSINESS NEWS, CARIERISTA.COM, ERGODOTISI.COM

**PRINTED ADVERTISEMENTS** 

**ADVERTISING BANNERS WITH IN** 

**IMH MEDIA** 

**EMAIL MARKETING** 

SMS MARKETING

**PRESS ANNOUNCEMENTS** 

PROMOTING THE EVENT VIA **ALL MEDIA** 

**COVERAGE OF THE EVENT ON THE** DAY BY IMH BUSINESS MEDIA. (IN BUSINESS, GOLD, INBUSINESSNEWS. COM,CBN.COM.CY, IN BUSINESS TV)

**AFTER-EVENT COVERAGE ON IMH MEDIA WITH DETAILS AND PHOTOS** 

AFTER-EVENT VIDEO PRESENTING THE EVENT ON IN BUSINESS TV

LIVE AND POST EVENT COVERAGE ON ALL IMH SOCIAL MEDIA AND INBUSINESSNEWS.COM

#### **SUPPORTERS**

Under the Auspices of:

- Ministry of Labour
- · Ministry of Education, Sport and Youth
- Deputy Ministry of Shipping
- Deputy Ministry of Research, Innovation and Digital Policy
- Cyprus Research & Innovation Foundation
- Invest Cyprus
- Techisland

- Cyprus Information Technology Enterprises Association (CITEA)
- · Cyprus Shipping Chamber
- ICPAC
- Cyprus Bar Association
- Banks Association
- · Cyprus Youth Association

Communication Sponsors











#### IMH

IMH, a pioneer in event organisation, hosts over 300 events annually, covering the full spectrum of the market-from conferences, forums, and workshops to training seminars and trade exhibitions, both in Cyprus and internationally. At the same time, IMH specialises in organising business awards and participates in tenders for the public sector, the European Union, and other international organisations, solidifying its position as one of the leading service providers in the industry, IMH's Business Media stand out for their high-quality content and strategic adaptation to the trends of the digital era. With flagship publications IN Business and GOLD, the company reaches tens of thousands of readers, strengthening the provision of business information in Cyprus. Additionally, its news team provides daily updates through the news portals IN Business News and the English-language Cyprus Business News (CBN). IMH also leads in the Consumer Media sector, with the news portal REPORTER and the music radio station SUPER FM holding a prominent position in the market. Through its wide range of activities, IMH offers unique opportunities for businesses and professionals to grow, network, attract new clients and partners, explore new audiences, and discover strategies for development and innovation. IMH organises more than 300 conferences, seminars, workshops, trade exhibitions, and award ceremonies annually, both in Cyprus and abroad, covering all sectors of the market. It also undertakes events on behalf of clients. www.imhbusiness.com







#### **NUMBERS OF 2024**

REPORTER 14.300.000 **AVERAGE MONTHLY IMPRESSIONS** 

**CLIENT** CORPORATE **EVENTS** 



10 AWARDS CEREMONIES

IN BUSINESS HE FIRST JSINESS MAGAZINE OF PRUS WITH **READERS** 

*81.448* **SUPER FM LISTENERS** 



68.000+ ATTENDEES AT IMH EVENTS



**SEMINARS** 







































CAMPEÓN









Largest Independen











