

Product Catalogue

Utnarm 2021

Event weeks: 1-11 November
Virtual Fair: 11 November



An event by:



**Uppsala Union of
Engineering and
Science Students**

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Welcome to Utnarm!

Hi and congratulations to your spot at the Utnarm fair! The Utnarm committee and all the science and engineering students at Uppsala University look forward to meeting you at Utnarm to discuss our future together!

After a very special year, our students are really excited to hear about future job opportunities and what is happening out in the industry and in their field of work.

This year we proudly present the second edition of Utnarm's virtual career fair and hybrid event weeks. The first event was a great success and we are happy to improve it and refine it this year for an even better experience! In addition to this we celebrate our 30th anniversary in 2021!

To make sure that you don't miss any opportunity to market your company in the best possible way to our students, we have put together a product catalogue. In the catalogue you will find some information about the fair, but foremost the services we offer besides the base kit. The services can include events, extra services, exposure opportunities and sponsorships. Fill out the services you want in the Complete registration form.

Please do not hesitate to reach out to us if you have any questions about the fair or if you want to go beyond the services in this catalogue.



Sincerely,

A handwritten signature in black ink that reads "Felix Kährström". The signature is fluid and cursive, with a long horizontal line extending from the top of the "F".

Felix Kährström
Project manager 2021

Timeline



Virtual Fair

Base kit

Create your own virtual booth with your branding material and chat from your office with the 10 000 students we represent. Our online platform fair.utnarm.se provides the opportunities to market current positions and projects. Fill your stall with company information, pictures, videos, jobs, representatives, chat topics, links and much more! Students can enter your stall from 2 weeks before the fair and after the fair.

19 000 SEK

Included in the Base kit

4 representatives online - Attend the fair with up to 4 company representatives online at the same time.

3 job advertisements - Advertise up to 3 jobs on the platform.

Scheduled meetings - Create time slots before the fair to which the students can sign up for. We recommend shorter meetings around 10 minutes for a more relaxed meeting and less pressure on the student.

Student sourcing - One of the key features of a virtual fair is the sourcing tools. This gives you an overview of which students are online and registered. By using the tool you can filter among the students and write them directly, something which is very appreciated by our students.

CV access - You will have access to the CV's of the students who chose to add it to their profile.

Climate compensation - Sustainability is a core value for Utarm. We therefore climate compensate your visit by at least 1 ton of carbon dioxide equivalents.

Talent pool - All chats initiated during the fair can be continued after the fair. You may also download the data. This is a great way to keep in touch with interesting candidates after the fair and exchange information.

Text-, voice- and video chat - Decide how you want to interact with students. As an exhibitor you have the opportunity to move over from text to video or voice chat.

Virtual Fair Services

Breakout rooms

Want to meet many students at a time? Try out Breakout rooms! This feature enables you to reach out to multiple students in one go. You can set the duration for the room on the fair day and interested students can sign up. You can either use your own preferred tool or use Graduateland's/our Zoom account.

4 000 SEK

Unlimited number of representatives

2 000 SEK

Unlimited job advertisements

3 000 SEK

Extra exposure

Instagram takeover

12 000 SEK

Prime placement - Enhanced clickable company logo at the event to lead more students to your booth.

6 000 SEK

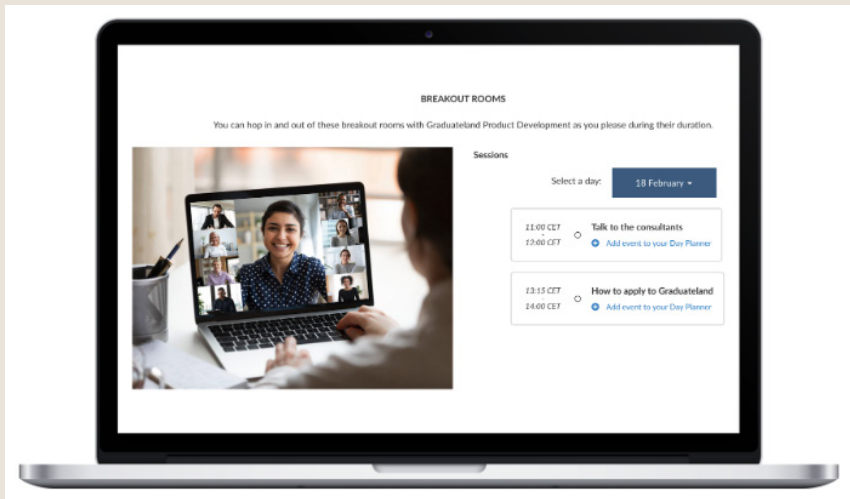
Pop-up message - Ensure the attention of the right segment of users. Tailor your content, including text, images and URL.

5 500 SEK

After the fair

Insights - What you cannot measure you cannot manage - make sure that you get insights into your return-on-investment

3 000 SEK



Contact Talks

Contact talks gives you the chance to get to know ambitious and hard-working students in one-on-one meetings. Each meeting is about 25 minutes long and takes place in Uppsala on the fair day. You will get to select the most suitable candidates among the applicants. Maybe you will find a future co-worker?

SIX CONTACT TALKS, 4 000 SEK

TWELVE CONTACT TALKS, 7 000 SEK

Master Thesis Magazine

Last year, the first Utnarm Master thesis magazine was printed and with great success it guided students regarding their master thesis as well as sparked interests of the companies in it. It is a great opportunity to present your company as a possible future employer towards the students before the fair day commences. Take the chance and join the Master thesis magazine!

4 000 SEK

The image shows the cover of the 'Exjobbstidningen Utnarm' magazine. The title 'Exjobbstidningen' is written in a cursive font at the top. Below it, 'UTNARM' is written in large, blue, metallic-looking letters. Two women are standing in front of the letters, smiling. The background is a vibrant, abstract blue and purple pattern. At the bottom, there is a logo for 'Utnarm' and text that reads 'Exjobb tillgängliga Vad säger alumnerna? Din guide till Utnarm'. Below the logo, it says 'An event by: Uppsala Union of Engineering and Science Students'.

The image is an advertisement for Oracle Java 25 Years. It features the Oracle logo and the text 'Java 25 Years'. Below this, there is a section titled 'VEM ÄR JESPER OCH VILKET TYP AV EXJOBBSERBJUDER ORACLE?' with a photo of Jesper and a list of his skills and experience. To the right, there is a section titled '"VI TAR IN TVÅ - TRE EXJOBBSARE VARJE TERMIN"' with a photo of Jesper and a list of his skills and experience. Below this, there is a section titled 'med sammandragningen förtärdades Java via arbetsmarknad' with a photo of Jesper and a list of his skills and experience. At the bottom, there is a section titled 'Inom ramen för den nästan två veckor långa Java konferensen' with a photo of Jesper and a list of his skills and experience.

Events

Hosting an event during Utnarm's event weeks is a great way to get in touch with the students and to market your company before the fair day. The goal of every event at Utnarm is for it to be a rewarding experience for both the company hosting it and also the students who attend. The events are available physically, as much as the given restrictions allow, or virtually, that is your choice.

Breakfast Event

Host a presentation or a breakfast mingle for the students. The event is suitable for smaller groups of students as it offers a more direct and intimate contact with each student.

15 000 SEK + 100 SEK/STUDENT

Lunch Lecture

Reach a larger group of students by hosting a lecture where you present a topic of your choice. This is a great way to inspire and market yourself towards a lot of students.

15 000 SEK + 100 SEK/STUDENT

Evening Event

Create an unique evening event to your liking. Specially popular among the students are case solving events/competition, mingles and workshops. Maybe you want to host a hackathon? What about a hang-out at the student union's pub?

17 000 SEK + 130 SEK/STUDENT

Panel Discussion on Fair Day

Panel discussions are a great way for companies to discuss their ideas and technological developments. Discussions make students active listeners with inquisitive thoughts about the company/product. The topics can be different ranging from sustainability, work culture and thoughts on the future of their employees.

5 000 SEK

Other Events

If you have a specific idea for an event, we will make it come true at Utnarm. Contact the event managers and they will handle your request!

Events

Research Day

Utnarm is set to celebrate the contributions of professors and experts in the research by organizing the Research day on 10th of November. We cordially invite companies and experts who wish to discuss research with young minds by providing hands-on workshops with company tools or host any research based events.

Contact event3@utnarm.se for pricing or for more information.

Interview Training

Host our interview training event and coach our students in how to make the best impression and land their dream job during an interview!

5 000 SEK

Webinar

Seize the students during the fair day by hosting a 25 min Webinar directly on the platform! This is a great way to spark the students' interest and guide them to your booth!

11 000 SEK



Social Media Services

When buying services on social media from Utarm you get free hands to market your company for extra exposure according to the service you've requested.

Guidelines for posts

We follow the marketing act, the EU Data Protection Regulation; General Data Protection Regulation (GDPR) and the laws of the Kingdom of Sweden. All posts must follow the regulations of the law and by posing in the name of Utarm you agree with these terms.

All posts must end with the hashtag [#Utarm2021](#).

If you need help posting or if you have questions regarding our services on social media, contact pr@utarm.se.

Instagram takeover

Includes: access to post stories 8 am- 8 pm and 1 post on Instagram.

An Instagram takeover let you control our stories for a day. A lot of students watch stories and it's an easy platform for shorter information or interactions. With stories you can communicate with students by asking questions or ask students to send questions, post videos and pictures. In addition to a takeover, you also get 1 post on Instagram.

12 000 SEK

Instagram- or Facebook post

Includes: 1 post on Instagram or Facebook (text and picture).

A post on Instagram or Facebook is optimal when posting a lot of information at the same time. It's a good and quick way for students to get to know you better as a company through social media. We recommend that you finish the post with your contact information if students have questions.

4 000 SEK



Sponsor Opportunities

Goodie bag

Do you want your company to be visible to our students? Maybe your company is notorious for cool merchandise or other marketing materials that you want our students to take part of? If so, then you are welcome to contribute to the Utnarm goodiebag!

Profile products

If you are even more interested, we can create a profile product with your company's logo together with ours! This can be anything and everything from a coffee thermos to backpacks.

Competition prizes

We are looking for sponsorships for the prizes we hand out for the competitions which will be held during the events! Our plan is to have sustainable products which can help students with achieving their academic goals.

Other ideas

Do you have other sponsor ideas? Contact us and we will gladly make it happen.



Market your Sustainability

Utnarm wants to give you the opportunity to market your environmental sustainability work. This is of course free of charge as Utnarm is working against greenwashing. Utnarm will publish all interested companies' sustainability work on our webpage for our students to read between November and January. You will write your own text about how your company works with Agenda 2030's global sustainability goals 12 to 15 (<https://www.globalamalen.se>). You will have to include at least one of the goals. You will also have to provide references in your text in order to prove your statements. This will additionally allow students to learn more about your work.

You will send an English text with a word cap of 350 words via the complete registration. E-mail convenor@utnarm.se for questions.

FREE OF CHARGE



Banquet

After the fair we invite company representatives and students engaged in UTNARM for a banquet at Östgöta nation. The evening will consist of a three-course dinner, entertainment, and a chance to hang out and interact with the students attending the banquet.

For one representative:

810 SEK



Our Students

Uppsala Union of Engineering and Science students represent about 10 000 students! We encourage you to base the choice of students on competence, skills and interest rather than education.

You can find more information about our students on our website, www.utnarm.se/exhibitors/our-students/
Student feedback of virtual fairs based on 2020's evaluations:

Students love

- Job advertisements
- When companies reach out to them at the fair.
- That conversations are saved after the fair.

Students also appreciate the opportunity to

- Attend webinars
- Book meetings in advance
- Visit breakout rooms

Webinar

Success at a virtual fair - August 25th, 14:00

Attend this event to learn more about how to make the best of a virtual fair.



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