

GAUDEAMUS ON-LINE FAIR 2021



PROMOTION ORDER FORM

EXHIBITOR DETAILS

Name of exhibitor:

Address:

VAT ID number:

Contact person:

Phone number:

E-mail:

EXKLUSIVE LISTING ON GAUDEAMUS.CZ HOMEPAGE

Your school comes first! Get an exclusive display on the Gaudeamus portal homepage and be always in front of student's eyes! Do not hesitate, the number of positions is limited.

- | | |
|--|-------------------|
| <input type="checkbox"/> 1 st row listing | 840 EUR excl. VAT |
| <input type="checkbox"/> 2 nd row listing | 630 EUR excl. VAT |
| <input type="checkbox"/> 3 rd row listing | 420 EUR excl. VAT |
| <input type="checkbox"/> 4 th row listing | 210 EUR excl. VAT |

Display in the "Most popular schools" section contains: the exhibitor's listing in the "Most popular schools" section on the homepage of the Gaudeamus.cz portal, including the exhibitor's name and logo. The 1st and 2nd row is directly visible after the visitor has viewed the page. The 3rd and 4th rows are displayed after clicking on the "Show more schools" button. **A maximum of four exhibitors can be displayed in each row. This service can only be ordered together with one of the listed packages!**

„BE SEEN“ PACKAGE

The Gaudeamus brand has been with students for 27 years. Be seen on Gaudeamus.cz throughout the school year and secure a place in the shortlist of each student!

- | | |
|---|-------------------|
| <input type="checkbox"/> „Be seen“ promotion package for 1 school/institution | 350 EUR excl. VAT |
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Package contains:

- School/institution profile on the Gaudeamus CZ student portal.
- School/institution profile in the Gaudeamus Guide and Advisor mobile apps.
- Display in search results on the Gaudeamus portal and mobile apps.
- For universities, the package also includes profiles for each of the faculties.

The online profile is listed on: Gaudeamus.cz, Gaudeamus-sk.sk and in the Gaudeamus Guide and Advisor mobile applications. The profile is being displayed in the school, field of study and faculty search engines.

The profile of school/institution contains: "business card" with basic contacts, list of fields of study, list of faculties (only for universities), logo, large introductory photo + 4 photos in the gallery, promotional text, display of a promotional video, placement of an extended presentation in pdf format.

The profile of faculty contains: everything mentioned in the profile of the institution + information about application and admission procedure.

Promotional text is limited to 750 characters. **The photos** can be delivered in jpeg format, in the size of 1920 x 1080 px. **The logo** can be delivered in jpeg or png format, with resolution of 300 dpi. **The video** must be uploaded by the exhibitor to the Youtube.com portal and then the url address of the video provided. **The PDF presentation** is limited to a maximum of 5 MB in size.

www.gaudeamus.cz • info@gaudeamus.cz • +420 545 176 136

MP-Soft a.s., Příkop 4, 604 16 Brno, Czech Republic

GAUDEAMUS ON-LINE FAIR 2021

PROMOTION ORDER FORM



„BE SEEN AND HEARD“ PACKAGE

Hold an online lecture and introduce students to the unique features of your school. Lectures are the most effective way to communicate with students!

„Be seen and heard“ promotion package for 1 school/institution

560 EUR excl. VAT

Package contains:

- School/institution profile on the Gaudeamus CZ student portal.
- School/institution profile in the Gaudeamus Guide and Advisor mobile apps.
- Display in search results on the Gaudeamus portal and mobile apps.
- For universities, the package also includes profiles for each of the faculties.
- One live broadcasted on-line lecture, including promotion of the lecture.
- Making and distribution of video recording of the lecture.

Institution profile, faculty profiles and search engine display have the same parameters as in the "Be seen" package.

On-line lectures will take place within the winter and spring cycle of lecture days in 2021. During each lecture day, 6 - 8 lectures will be included with a maximum length of 30 minutes. Specific dates are available at <https://en.gaudeamus.cz>. **The lectures will be broadcast live on the Gaudeamus Youtube channel, Facebook profile and website.** After the live broadcast, a recording of the lectures will be created on the Youtube channel for later viewing. The lectures will be available for viewing until the end of June 2021. Students and teachers registered at www.gaudeamus.cz will be invited to attend the lecture days. **Lecturers** will join the live broadcast using a provided link. No special equipment or software is required to hold the live lectures. Only a computer with a stable internet connection, a webcam and a microphone are required. **The lectures will be realised using the Restream streaming tool (www.restream.io).**

„ALL INCLUSIVE“ PACKAGE

Take advantage of all possibilities of promotion and communicate with students actively, from the first contact until the application to your school is submitted!

„All Inclusive“ promotion package for 1 school/institution

1 090 EUR excl. VAT

Package contains:

- School/institution profile on the Gaudeamus CZ student portal.
- School/institution profile in the Gaudeamus Guide and Advisor mobile apps.
- Display in search results on the Gaudeamus portal and mobile apps.
- For universities, the package also includes profiles for each of the faculties.
- One live broadcasted on-line lecture, including promotion of the lecture.
- Making and distribution of video recording of the lecture.
- Sending of an e-mail newsletter to registered students.
- Presentation in the electronic catalogue.

Institution profile, faculty profiles and search engine display have the same parameters as in the "Be seen" package. **The on-line lecture has the same parameters as in the "Be seen and heard" package.**

The e-mail newsletter will be sent to the addresses of registered students. The size of the message is limited to 200 KB. The organizer will create an e-mail box for exhibitors, which will be active from the sending of the message until June 30, 2021. Each exhibitor can send one message. The number of contacts in the current year depends on the number of registered students (**17 500 registered contacts in 2020**). The date of distribution can be chosen in agreement with the organizer.

The electronic catalogue of schools will be available for download at www.gaudeamus.cz and will be sent to electronically registered students, teachers and secondary schools. Documents for the electronic catalogue can be supplied in PDF format. The scope of the presentation is limited to a maximum of 5 A4 pages and a maximum of 2 MB of data. The presentation in the electronic catalogue also includes a "business card" with basic contact details.

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Signature date

.....
Signature and stamp of exhibitor

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