

DTU MESSE!

DTU LYNGBY 2024

Exhibitor's Booklet Version 2.0

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Dear exhibitor at DSE Fair Lyngby 2024

First of all we are happy to welcome you to DSE Fair Lyngby 2024

Preparations for the spring fair are well under way, and we are putting in a lot of hard work in hosting a fair held to the same standard as always. Several arrangements are still in preparation and so some of the information in this booklet is still pending and will be updated in February.

To protect the environment, we will avoid producing a large amount of the Fair Booklet, and we have decided that you again this year will have two pages in the Pejling Career Guide when purchasing a stand in the Fair. Pejling Career Guide is a year-round product for students. Pejling Career Guide is an overview of the companies attending our two fairs in Lyngby and Aalborg.

In the Exhibitor Booklet, you will also find guidelines for your stand as well as any practical information planned by now. In addition, the folder contains information about deadlines for submission of content for Pejling and various practical needs. It is important that you adhere to these deadlines to avoid unnecessary complications for you during the Fair.

We strongly suggest that you thoroughly read this booklet as it answers all of the most frequently asked questions that you may have regarding your participation. Should you have questions not covered by this booklet, you are of course always welcome to contact us by email vgl@studerende.dk.

We are very proud to be known in the industry for our high levels of service during our event, and even more so considering that we are all students volunteering our time. Unfortunately, us being volunteers also means that we cannot guarantee someone is in the office when you call, as we have classes to attend. We encourage you to contact us by email instead, especially if you require a specific person.

DSE Fair Lyngby 2024 takes place March 20th and 21st 2024. As always, at The Technical University of Denmark, Lyngby Campus.

We hope the Fair will lead to many fruitful conversations with students and graduates from all over the country, and we look forward to seeing you very soon.

See you at DSE Fair Lyngby 2024!

The Fair Committee
De Studerendes Erhvervskontakt

DE STUDERENDES
ERHVERVSKONTAKT

What is DSE Fair Lyngby?

DSE Fair Lyngby is the largest engineer-focused job and career fair in Denmark with around 13,000 visitors and up to 170 participating companies and organisations in one location. The fair is organised by Students' Business Relations (De Studerendes Erhvervskontakt, DSE) and takes place over two days each spring at the Technical University of Denmark (DTU).

DSE's vision is to give the students a perspective on their education through the Fair by gathering several relevant engineering companies and interest organizations in the students' daily framework at DTU.

The companies attending the fair get a unique chance to promote themselves in an effective way for the next generation of engineers, both at their own stand, through job postings in the DSE Fair Job Bank, and through social media promoting the Fair.

The students use the fair to learn about possibilities for employment, internships, trainee programs, bachelor's and master's projects, and to get answers to concrete questions concerning your company.

Besides the students studying at DTU in Lyngby and Ballerup, students from Lunds Tekniska Högskola (LTH), Aalborg University Denmark (AAU), University of Copenhagen (KU), University of Southern Denmark (SDU) and other engineering colleges in Denmark are also known to be visiting the fair. DSE offers free transport to students at the above-mentioned institutions.



Deadlines

Monday, February 26 2024

- RSVP on the questionnaire.
Technical requirements and meal plan.
The questionnaire is sent in a mail.
- RSVP Fair Dinner
Last chance to buy extra tickets and report dietary wishes.
Registration and information for the Fair dinner will be sent in a separate mail.

Tuesday, March 19 2024

- Set-up of stand on your Fair Area.
Access during the hours 10:00 – 20:00.

Wednesday, March 20 2024

- First day of the Fair.
Opening hours: 10:00 – 16:00.
- Fair Dinner for exhibitors and DSE volunteers.
Event start time: 18.00.

Thursday, March 21 2024

- Second day of the Fair.
Opening hours: 10:00 – 16:00.
- Dismantling your Fair Stand.
Packing cannot begin until 16.00. Until then, the stand must appear complete and be staffed.
- All elements of your stand must be removed by 19.00.
Please ensure that your stand builder can accommodate this.

Stand Conditions

Rent of stand equipment and elements

During the fair DSE only provides the empty space for your stand. The exhibitor **must bring** all stand materials such as walls, chairs, tables, roll-ups, lights, etc.

If you need to rent chairs, tables or other materials, we refer to third party companies. We have limited storage space at DTU and do not have any of the mentioned materials available for rent.

The Fair Areas - Physical conditions

	Floor conditions	Clearance height	Entrance doors	Max load
The Hall	Parquet floor with carpet	4,0 m	H x B: 2,0 m x 2,0 m	500 kg/m ²
The Foyer	Tiles with carpet	2,85 m	H x B 2,0 m x 2,0 m (through the Hall)	500 kg/m ²
Oticon	Concrete floor with carpet	3,0 m	H x B: 2,3 m x 1,9 m	500 kg/m ²
The Tent	Leveled floor with carpet	2,4 m	H x B: 2,0 m x 1,68 m	500 kg/m ²

Rules for stand set-up and take-down

- Set-up of the stands takes place on Tuesday, March 19th in the period 10:00 – 20:00.
- Take-down of the stands happens on Thursday, March 21st in the period 16:00 – 19:00.
- All the material has to be removed after the fair including waste.
- DSE reserves the right to dispose of material left in the fair area after the removal deadline (19:00, March 21st, 2024).
- Set-up and take-down may under no circumstances take place outside the given time periods.
- Exhibitors may under no circumstances affix objects to the floor, wall or ceiling, or cut into the floor carpet. DSE will hold the exhibitor responsible for any damages caused.
- DSE does not lend out any tools for set-up and take-down of stands.
- Some stands may exceed the clearance height depending on their location. If you wish to use this opportunity, it is important that you get your stand approved by DSE before the set-up.
- Contact DSE if you wish to set up particularly heavy elements, or have questions to the above.

Storage of stand materials

Upon request, DSE will arrange for storage of a limited amount of stand material (e.g. stand packaging, flight cases) during the fair. The material will be stored unattended and at the exhibitor's own risk. Any damage sustained by material in storage is at the exhibitors own risk. Be aware that it is not possible to access the stored material during the fair.

Electricity and internet

- Electricity requirements have to be reported in the questionnaire no later than the given deadline to ensure that we can match your demand. Registration and deadline will be sent in a separate mail.
- DSE provides a standard three-socket power strip to every stand. If more than three appliances require outlets, you must bring additional power strips yourself.
- 400 V electricity (CEE-plugs) can be provided if ordered in time through the form-system.
- It is NOT allowed to use halogen bulbs as lighting on the stand.
- DSE provides WiFi for all companies.
- Exhibitors may not make any changes to the installations (electricity and network) provided by DSE.

Distribution and set-up of materials

- Distribution of material to visitors of the fair is only allowed from the exhibitor's own stand area.
- Due to the fire safety regulations and fire roads, the company's counter shall be set up in the fair areas and not out to the walking area. DSE wishes that the communication between the students and the company will occur inside the stand area to avoid a crowd in the walking area and block the fire roads.

The fair stand

- For the sake of other exhibitors, DSE reserves the right to demand noise from particular noisy equipment be reduced, whether the noise is acoustic, electrical or magnetic.
- Because of fire safety regulations, and to improve the flow of visitors in the fair areas, the stand and stand elements must be kept within the exhibitor's own stand area. DSE reserves the right to move any stand elements that are not within the exhibitor's own stand area.
- Three types of stand sizes exist. The floor dimensions are 3x4, 4x4 and 5x4 meters, respectively. The opening towards the fair area is minimum 4 meter independently of the size of the stand.

Staffing of the stand

- The fair stand must be manned at all times during the opening hours of the fair.
- To avoid an overload of visitors and staffing on the stand, DSE has decided on a maximum of company representatives on the stand based on the square meters. **This means for a 3x4, 4x4, and 5x4 meter stand, the following applies to 4, 6, and 8 representatives.**

Other

- DSE offers soda, coffee, tea, fruit etc. for the company representatives during the Fair. This service is included in the price of the stand. Any leftovers must be left behind when packing your stand.
- Storing and serving of any kind of alcohol such as beer or wine on the fair stands is prohibited.
- During the Fair, it is not allowed to produce food at the stand. For example, popcorn, candyfloss, or pancake machines can be a nuisance for the surrounding stands, and they can generate smog, which will activate the fire alarm, and an unnecessary closing of the Fair will happen.

Practical Information

Schedule for the Fair Days

Tuesday, March 19th	10:00 – 20:00	Setting up the Fair Areas Building stands
Wednesday, March 20th	10:00	DSE Fair Lyngby 2024 opens
	11:30 – 14:00	Lunch
	16:00	The Fair closes
	18:00	Fair Dinner
Thursday, March 21st	10:00	The Fair opens
	11:30 – 14:00	Lunch
	16:00	The Fair closes
	16:00 – 19:00	Dismantling stands and Fair Areas
	19:00	Fair Area must be cleared.

Lunch

Lunch will be available on both fair days between 11:00-14:00.

Lunch is included in the participation fee, corresponding to the maximum number of representatives estimated for each individual booth. This implies that for booths measuring 3x4, 4x4, and 5x4 meters, the respective number of representatives allowed is 4, 6, and 8. The meals are ordered through the questionnaire that was sent via email in February. There is also an option to arrange for lunch as take-away.

Security

The Fair Areas will be under constant surveillance during the days of the Fair, including set-up and packing. The Fair Areas will be locked and patrolled by security during the nights between Tuesday and Thursday.

The Fair Dinner

DSE arranges its traditional evening event Wednesday, March 20, for company representatives, company hosts, and members of DSE to celebrate a successful first day of the fair. 2 tickets per stand are included.

An invitation and more information will be sent separately.

Wardrobe

At the Faculty Club, there will be a wardrobe where it will be possible for company representatives and students to store coats and bags.

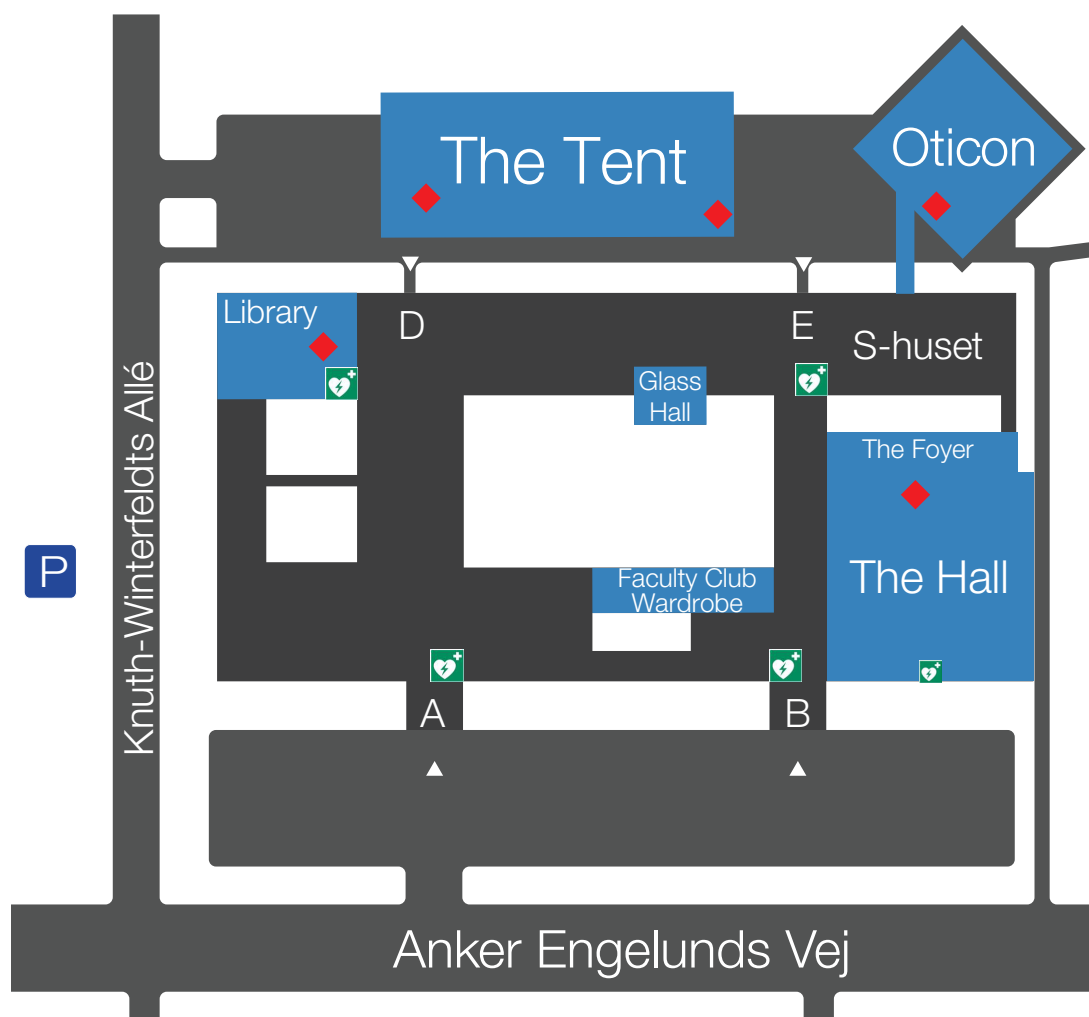
The location will also be marked on the day.

Fair Map

The Fair Map on this page shows the placement of the four Fair Areas, wardrobe, as well as Faculty Club and the Glass Hall. Stands from The Tent eat lunch in the Glass Hall. Stands from Oticon and The Hall eat lunch in Faculty Club.

Please make sure your drivers know which Fair Area, your stand is located in.

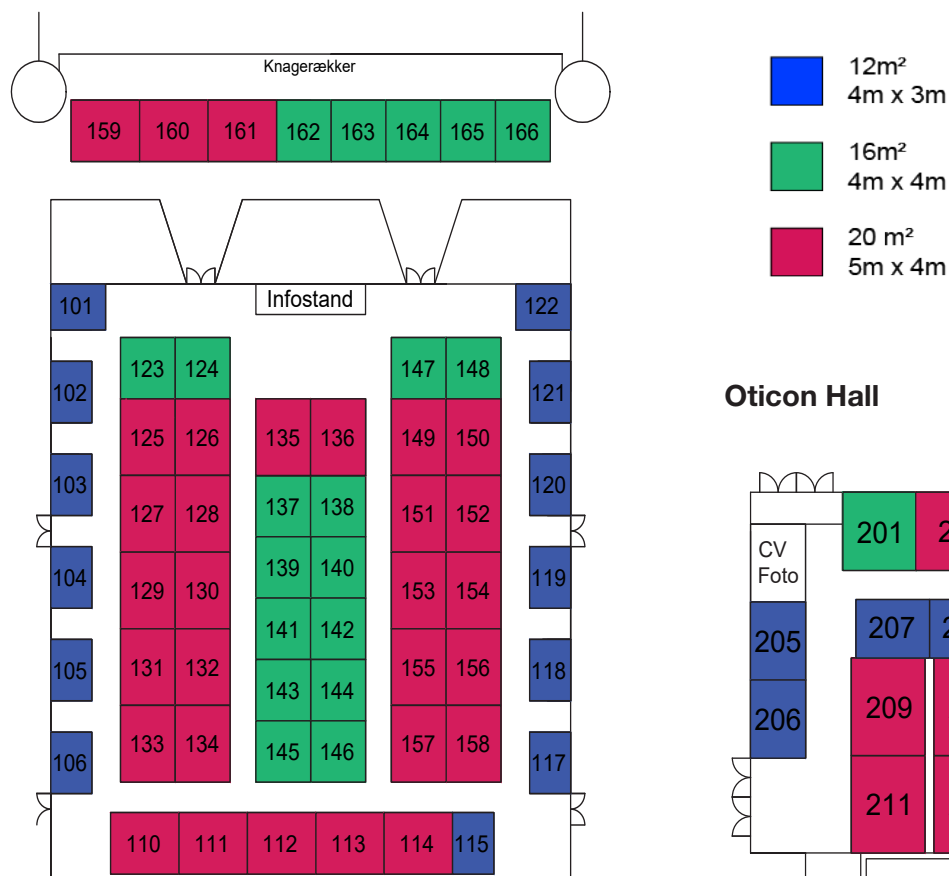
Map of each Fair Area



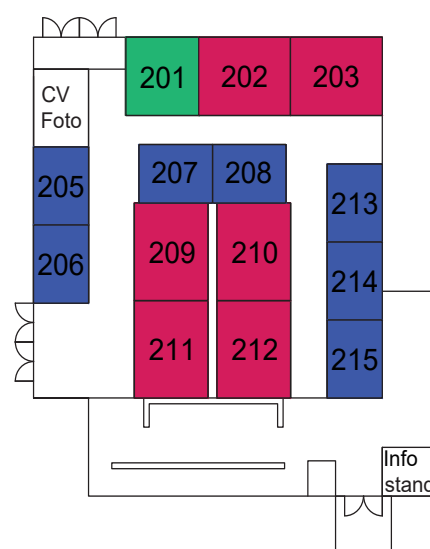
Infostand  has first aid  and fire extinguisher 
Defibrillator 

Fair Areas

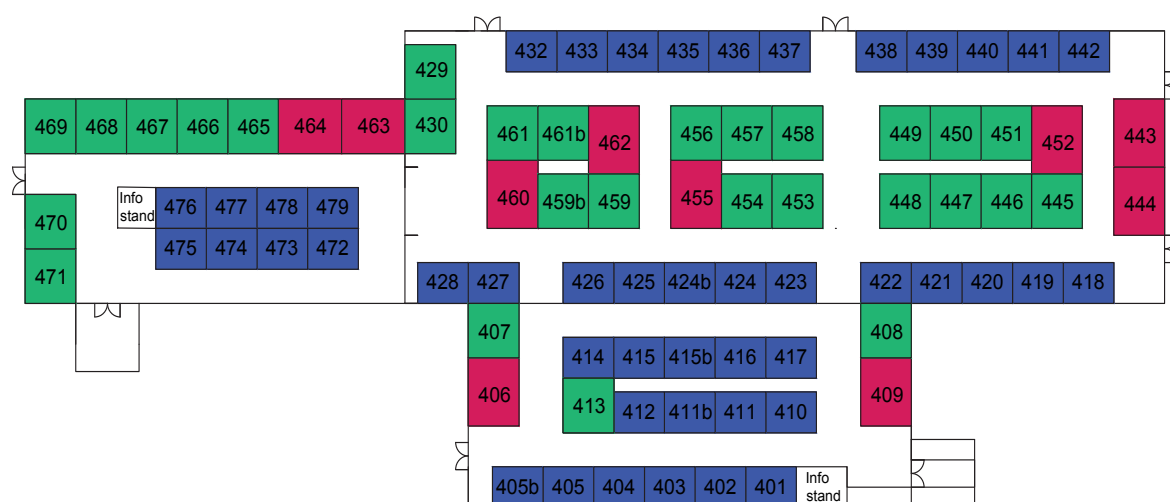
The Hall



Oticon Hall



The Tent



At present, the Light Rail through DTU is in the process of being established. In connection with the establishment, Asmussen's Alley is closed for entry from Anker Engelunds Vej, and entry to Anker Engelunds Vej from Lundtoftegårdsvej is also blocked off.

In collaboration with Lyngby-Taarbæk Municipality and Campus Administration Service (CAS) at DTU, we are in the process of developing a plan for entry and unloading to our fair areas. At the present time, changes are still being made to the plan for the roadwork on the surrounding roads to the fair areas. We are working diligently to find a solution and will send it as soon as possible as an additional file.

The map illustrates the proposed route for the Østportbanen (East Port Train) in the area around the University of Copenhagen. The route is marked with a dashed orange line. Key streets shown include Anker Engelunds Vej, Akademivej, Lundervej, and Lundervejsgade. The map also shows the location of the Østportbanen station and the Østportbanen line. The map is color-coded to show different types of roads and infrastructure. The map is oriented with North at the top.

Pejling

All of our customers are offered a spread in Pejling 2024.

By purchasing a stand at the Fair, you receive a spread in Pejling running for two semesters, free of charge. The deadline to be a part of the Pejling Career Guide is January 5, 2024.

Pejling Career Guide is a company career guide book for engineering students produced by DSE. It includes several companies' profiles, guides, and relevant articles for the students. Just before the Fair, we will publish a small Fair Booklet with only the most relevant pages from the original Fair Catalog.

Pejling 2024 is published in English only.

The articles and other content of Pejling 2024 is in English. You are welcome to design your page in either Danish or English.

The Information Page

The Information Page will include your company name and website, a catchy heading of your choosing, the usual colour coding of relevant study lines, where to meet you through DSE, and your text paragraphs.

Two of the three paragraphs have fixed headlines depending on your chosen language. The final paragraph gets a headline of your own choosing:

Om os / Our company: ca 500 characters

Vi søger / We are looking for : ca 500 characters

Third paragraph: ca 800 characters.

The Advert Page

For the Advert Page, we need you to deliver an image in .ai or .pdf with dimensions 178 mm tall and 200 mm wide. The image must have 5 mm bleed and be in CMYK.

Besides the image, the Advert Page will include your corporate language, number of employees, and a map of your primary locations in Denmark.

Delivery

You should have received a separate email with a template and a guide on how to send in your material. Everything must be delivered to DSE by January 5 2024 to make it into the Spring edition of Pejling 2024. DSE reserves the right to cut a company spread if the material is not received in a timely matter. When we have your contributions, we will produce your company spread and send a pdf to you by email for you to apply corrections.

Further questions on Pejling should be directed to katalog@studerende.dk

Promotion

DSE actively promotes the fair on social media, on DTU lyngby and DTU Ballerup, and through any other channel available to us.

You are more than welcome to share your participation with your own followers. Should you wish to link your posts to DSE's promotional campaigns, please use the following tags and links.

Instagram

[@dse.dtu](#)

[#dsemesse24](#)

[#dselyngby](#)

Facebook

[DSE Lyngby](#)

[Facebook Event](#)

LinkedIn

[Student Business Relations](#)

Company Takeover on Instagram

Companies had the possibility to take over our Instagram last year, where the students get a better insight into the company before the Fair.

This is also possible this year; if interested, please email vkl@studerende.dk, with "Company Takeover" in the header.

DTU Career Hub

We are collaborating again this year with DTU Career Hub to ensure the best possible visibility for your job postings.

DTU Career Hub is the official job portal for students and alumni at DTU, and is widely known as a good place to find jobs and internships. Companies have the opportunity to get in touch with students and recent graduates here at DTU Career Hub. You can target your offers to specific segments and thus achieve a more efficient recruitment process and improvement of your employer branding.

A page will be created at DTU Career Hub which collects job postings from all exhibitors at DSE Messe Lyngby 2024. The page goes live on March 5 2024, and is updated as new job postings are entered.

The system can be accessed via dtu.dk/careerhub
If you don't already have a user, you'll be prompted to create one.

DTU have created an easier entry on dtu.dk for companies that would like to get in touch with students from DTU, via the link: dtu.dk/samarbejmedstuderende

DTU Career Hub handles the entire process, and we therefore ask you to contact them through their website if you have any questions.



Sponsorships

Format of sponsorships

A sponsorship can take many forms. These are some examples of previous sponsorships:

- A prize raffled off by DSE during promotional events
- Bottles of water distributed to students and/or companies all over the Fair
- A gift with your logo on it for visitors filling out the guest eval.

Target groups

By sponsoring DSE, your brand will reach both students, companies and company representatives. Visitor numbers of previous years show approx. 10.000 visitors during the Fair and the Fair is actively promoted through multiple channels.

You have a hand in choosing if you want to target a specific group or everyone at once.

Graphic visibility

DSE offers to include your logo in our page of sponsors, both in Pejling and in the Fair Booklet. You will also be included in posters, slideshow during the Fair and in material distributed to other exhibitors.

Contact

Do you want to know more about sponsorships at DSE Fair Lyngby 2024? Email us at vk1@studerende.dk with "Sponsorship" in the header.

Do you need a fair builer for the DSE Fair 2024?

We are collaborating with **LJ Expogate A/S** who is our offical supplier for the DSE Fair 2024.

If you are interested in a fair builder, we can recommend contacting LJ Expogate A/S, who offers the following services and products for your stand:

- Floors of all kinds
- Exhibition walls
- Lights, audio and visual equipment
- Graphic (signs, banners, etc.)
- Rental of furniture and storage
- Construction and dismantling of the stand
- Technical support, projecting and coordination
- Drawing and layout

Please contact Camilla Harkjær Frederiksen for any inquiries and non-binding offer, we will be pleased to assist your company:

Phone: +45 2887 0191
Mail: cam@ljexpogate.dk

You can also visit their homepage to get more inspiration: www.ljexpogate.dk



Fair Badge

At the fair, the students have the opportunity to stick a Fair Badge on them, so you can quickly spot the potential candidates, programmes and interests. Because you can improve yourself even better at the fair this year, you can see the various Fair Badges on this page.



See you at the Fair

March 20th & 21st 2024



Adresses

DSE Fair Lyngby 2024 takes place at
Technical University of Denmark
Anker Engelunds Vej 1, 101
2800 Kgs. Lyngby

The DSE Lyngby office
De Studerendes Erhvervskontakt
Anker Engelunds Vej 1, 101E
2800 Kgs. Lyngby

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