

# THS ARMADA



# Welcome Exhibitor!

Speaking to different Armada exhibitors, I've noticed the difference it makes to work long term with student attraction. One exhibitor told me they've recruited someone who, 7 years after meeting the exhibitor at Armada, still says that the good impression they made at the fair is the main reason why he applied for the job. The impression you make on a student will be with them, and all their friends, their entire working life.

It is not easy to build such a strong brand with students. The students change completely every 5 or 3 years, the student world can look chaotic and disorganized and it can be hard to know where to look. Therefore we have created packages that give an easy way to leverage your Armada participation to maximize student connection this year. And if you want to talk more about building an effective long term strategy to reach students, I am only an email or LinkedIn connection away.

## IMPORTANT DATES —

Initial Registration	22 March - 17 May
Final Registration	18 Aug - 28 Sep
Event week	30 October - 17 Nov
Fair	21 Nov - 22 Nov
Banquet	21 Nov



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THS Armada 2023

# — WHAT KIT SUITS YOU?

## EXHIBITOR

Exhibitor kit including:

- Both of size 2x3
- Armada Transport
- Free Wifi
- Electricity
- Lunch tickets
- Exhibitor catalogue
- Hosts

Standard pricing: 50 600 SEK  
**Early bird: 46 000 SEK**

## SILVER

Exhibitor kit with additions:

- Booth of size 2x4
- Banquet Tickets
- Armada Run
- Field visit or Panel Discussion
- Marketed as Silver partner with both social media and website

Standard pricing: 78 100 SEK  
**Early bird: 71 500 SEK**

## GOLD

Exhibitor kit with additions:

- Booth of size 2x5
- Banquet tickets
- Armada Run
- Field visit
- Panel Discussion
- Armada competition
- Marketed as Main partner with exclusive marketing on social media and website

Standard pricing: 108 700 SEK  
**Early bird: 102 500 SEK**

# CHOOSE YOUR EVENT!

## LUNCH LECTURE 60p/100p

This event gives you an opportunity to present your organization for our students. Seize this great opportunity to show how your organization works and tell the students more about your operations based on a theme that you decide. Food is included for the students and your representatives.

24 000 Sek / 31 000 SEK

## FIELD VISIT

Invite students to your office and show of who you are in a familiar stage! This event provides a fantastic opportunity for you to give students a first-hand insight into the operations of your business while also offering a fun and engaging experience.

9000 SEK

## CASE EVENING

Are you talent scouting? Our students want to get to know you, show them what a day at your office is like and solve cases together. Meanwhile you might discover your next star...

34 000 SEK

## PANEL DISCUSSION

Join a panel discussion where we bring together five people from different companies to participate in a lively and informative moderated debate. This event provides an opportunity for companies to showcase their expertise, network with industry leaders, and gain valuable insights into the latest trends and challenges facing their industry.

9000 SEK

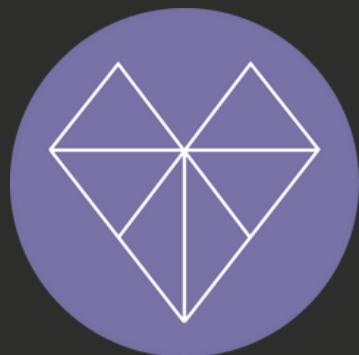
# FOCUS ROOMS

At THS Armada, we believe in Sustainability and Diversity as our core values. Students at KTH feels very passionate about these topics and consider them essential when choosing potential employers. To showcase our commitment, we've created Focus Rooms for companies that share our values of sustainability and diversity. These rooms will receive extra marketing attention and be highlighted during the fair. Additionally, we're organizing Focus Days where these companies can hold events with increased marketing opportunities. We're excited to provide a platform for companies who prioritize sustainability and diversity and look forward to promoting these values together.



## Green Room

The Green Room will stand out visually, drawing extra attention to your organization. A place in the Green Room will highlight your sustainability work, a topic that becomes more and more important for students when looking for their future employer. In addition to this, THS Armada will make sure that the focus rooms receive extra marketing to ensure that no student will miss out on the experience.



## Diversity Room

Students at KTH prioritise companies working with Diversity, thus another one of our core values is Diversity. The Diversity Room will be given a central placement of the fair and will be created to stand out visually. In addition, the focus rooms will receive extra marketing in our channels.



# THE BANQUET

Welcome to the Grand Banquet of THS Armada 2023! The banquet is one of the largest university banquets in Sweden and offers a great way to connect with student in a fun atmosphere!

The banquet includes aperitif and mingling followed by a three course meal with entertainment where you will be seated with our students. After the banquet the evening continues at the big afterparty where we promise great music, a grand dance floor and lots of student interaction.

# Questions? Contact Sales!

## Head of Sales



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