



# **De Studerendes Erhvervskontakt**

*Students' Business Relations*

Facilitating contact between industry and students

**Promotional material 2023 - 2024**

# Important dates

Product	Cancellation deadline	Event dates	Price*
DSE Fair Lyngby	November 30 2023	March 20 & 21 2024	35,000 – 50,000
DSE Fair Aalborg	June 30 2024	October 9 & 10 2024	25,000 – 40,000
DSE Focus Night Lyngby	June 30 2023	Week 39 & 40 2024	9,800
DSE Focus Night Aalborg	November 30 2023	Week 16 - 17 2024	9,800
PRE-PAIR Ballerup/Lyngby	June 30 2023	November 8 & 9 2024	5,000

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\*Prices are in DKK excl. VAT

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# De Studerendes Erhvervskontakt

## *Students' Business Relations*

De Studerendes Erhvervskontakt (DSE for short – or *Students' Business Relations* in English) is a non-profit independent organization run by students on a purely voluntary basis. We believe that being students ourselves gives us a great advantage in knowing what our fellow students value, enabling us to create the best products for both companies and students.

Since our establishment in 1989, we have strived to create even better ways of facilitating contact between students and industry. With our two offices at the Technical University of Denmark (DTU) and Aalborg University (AAU), we are able to reach committed students nationwide. Therefore, we are proud to offer you the opportunity to meet students with engineering, science, and health technology backgrounds and brand your company to future employees.

This booklet contains information about our four main events: DSE Fair, DSE Focus Night, Pejling and PRE-PAIR. They all present unique opportunities for your company to meet with qualified students and explore possible collaborations in the future.

■ **DSE Fair** is arranged twice annually, once at the Technical University of Denmark during spring and once at Aalborg University during fall. Both fairs have a duration of two days, and at the most recent fairs in 2023, a total of more than 13,000 students visited the fairs.

■ **Pejling** is a company handbook for engineering students with focus on companies who employ engineers. Pejling is published twice a year in a total of 7,000 copies, branding your company on a year-round basis. Pejling includes an abundant amount of information concerning the transition from engineering student to employed engineer. Previous years we have sent out the handbook to all graduated engineers at DTU while the books have been handed out at graduations at AAU.

■ **DSE Focus Night** is company presentations and a great opportunity to present your company to engineering students in exactly the way you wish. It is arranged twice annually, once at the Technical University of Denmark during fall and once at Aalborg University during spring. Each evening is dedicated to one specific engineering area, which attracts the specific type of engineering students relevant for your company.

■ **PRE-PAIR** is a speeddate concept, where you can “date” a lot of students in a short period of time. It is arranged annually at the Technical University of Denmark in Ballerup. The event focuses on Bachelors of Engineering, who are looking for an internship. This will be a unique opportunity for you to meet and find the best suitable candidates for internships in your company.

# Why participate in a DSE event?

Participating in a DSE event provides your company with the opportunity of presenting itself to engineering students from all over Denmark. Through DSE's collaborations with student councils at Aarhus Universitet, Syddansk Universitet (Odense, Esbjerg, Kolding, and Sønderborg), Aarhus Universitet Herning, Martec (Frederikshavn), Aalborg Universitet Esbjerg, VIA University College Horsens, and Lunds Tekniska Högskola (Sweden), your company reaches a broad audience of relevant students by participating in one or more DSE products. The collaboration with these various engineering schools ensures comprehensive PR and free transport for students from these places to both DSE fairs.

Furthermore, your company can establish connections with students relevant for internships, Bachelor's and Master's theses, and employment. Students participate in DSE events for guidance concerning future career choices, educational opportunities, and to meet representatives from companies employing engineers.



# DSE Fair

One of DSE's main products is the two annual DSE fairs which are visited by more than 13,000 students in total.

Each year one fair is held at the Technical University of Denmark in Lyngby, and one is held at Gigantium close to Aalborg University. Both fairs have a duration of two days with establishment of the exhibition stands one day in advance.

The fairs include an informal dinner event on the first night, giving you a unique opportunity to network in more informal surroundings.

## Why should you participate?

- Meet thousands of motivated engineering students and graduates primarily from DTU and AAU, who are looking to work with you.
- Extensive advertising through posters and social media will be used to attract students to the fairs.
- We provide your representatives with breakfast and lunch. Furthermore, there will be fruit, snacks, and beverages delivered to your stand for free such that you can spend as much time as possible to speak, connect, and network with the engineering students.

The DSE fairs also reach a broad audience with students visiting from Aarhus, Odense, Esbjerg, Kolding, Sønderborg, Herning, Frederikshavn, Horsens, and Lund (Sweden), besides the students from the Technical University of Denmark and Aalborg University. The fairs provide a good opportunity for your company to get in contact with future employees or to attract competent students to collaborate with your company on projects.

## Promotion of the fairs

To promote the fair, DSE organizes PR events such as job and career conferences, competitions, and free food or beverages. Furthermore, extensive advertising through posters and social media will be used to attract students to the fairs.

As an additional service, DSE provides free transportation for students from technical educational institutions. This makes it easy for all relevant students to visit our fairs, even if they do not study at the Technical University of Denmark or Aalborg University.

# DSE Fair Aalborg 2024

Cancellation deadline	June 30, 2024
Fair dates	October 9 & 10, 2024
Visitors	~3,000
When buying this product a two-sided spread in our Pejling catalogue is included	
The deadline for being included in Pejling in the autumn is August 5, 2024	

DSE Fair Aalborg is held at Gigantium, which is located within walking distance from Aalborg University campus in Aalborg, making it a perfect location for the fair.

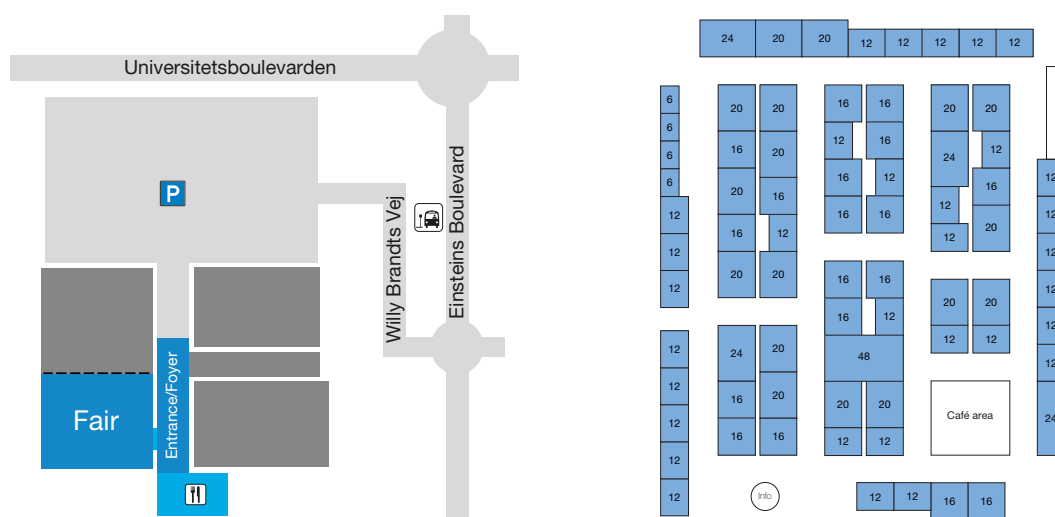
Gigantium leaves lots of room for your company to display yourself to engineering students and other students with scientific fields of study.

The layout of the fair area ensures that all stands are well exposed to the visitors.

If your company is a small or medium-sized enterprise you can get a smaller stand for a reduced price. Contact [salg@studerende.dk](mailto:salg@studerende.dk) for more information.

It is possible to secure a corner stand by buying our corner stand guarantee. The corner stand guarantee optimizes your opportunity to get in contact with students. There is a limited supply of corner stand guarantees.

Example of the floor plan\*



\* The floor plan changes each year

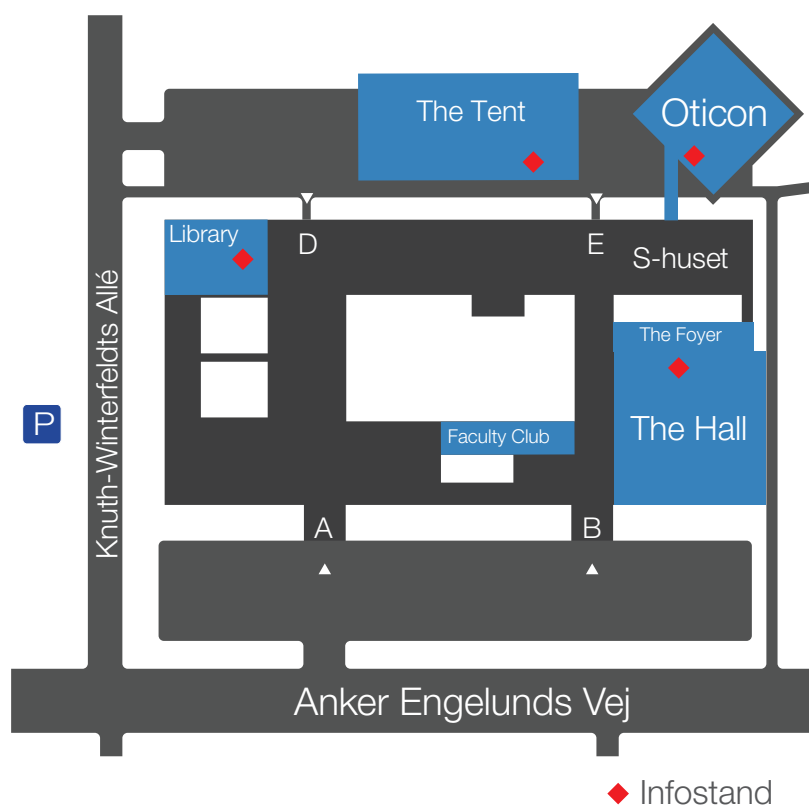
Size of stand	Dimensions	Price
24 m <sup>2</sup>	6 m x 4 m	40,000
20 m <sup>2</sup>	5 m x 4 m	35,000
16 m <sup>2</sup>	4 m x 4 m	30,000
12 m <sup>2</sup>	4 m x 3 m	25,000
Corner stand guarantee		+5,000
SMV (6 m <sup>2</sup> )	3 m x 2 m	12,000
Prices in DKK excl. VAT		

# DSE Fair Lyngby 2024

Registration start	April 13, 2023
Cancellation deadline	November 30, 2023
Fair dates	March 20 & 21, 2024
Visitors	~13,000
When buying this product a two-sided spread in our Pejling catalogue is included	
The deadline for being included in Pejling in the spring is mid January, 2024	

DSE Fair Lyngby is the largest job and career fair in Denmark and is located around the main building at the Technical University of Denmark. The fair areas includes The Tent, Oticon, The Hall, The Library

The price for a stand is differentiated with regards to stand size, and expected exposure to visitors.



Size of stand	Dimensions	Class 1	Class 2
20 m <sup>2</sup>	5 m x 4 m	50,000	45,000
16 m <sup>2</sup>	4 m x 4 m	45,000	40,000
12 m <sup>2</sup>	4 m x 3 m	40,000	35,000

Prices in DKK excl. VAT



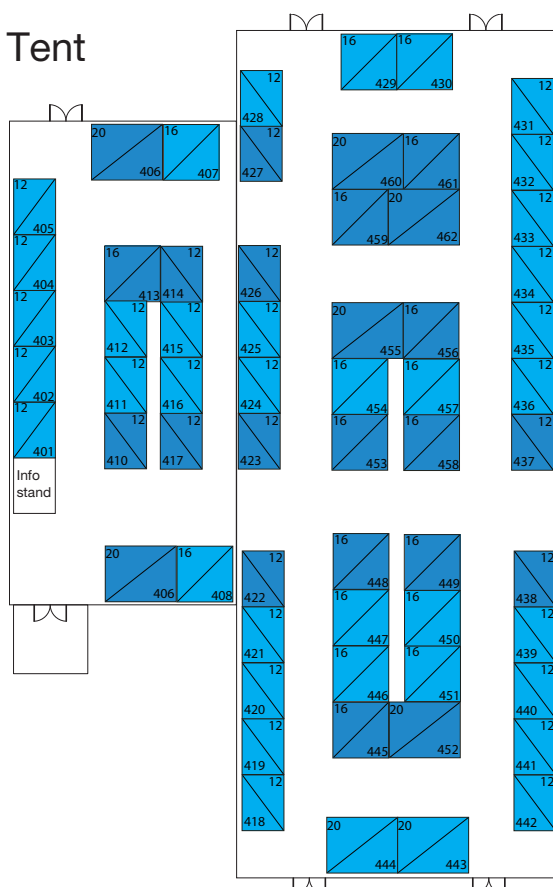
# DSE Fair Lyngby 2024

Class 1	Class 2
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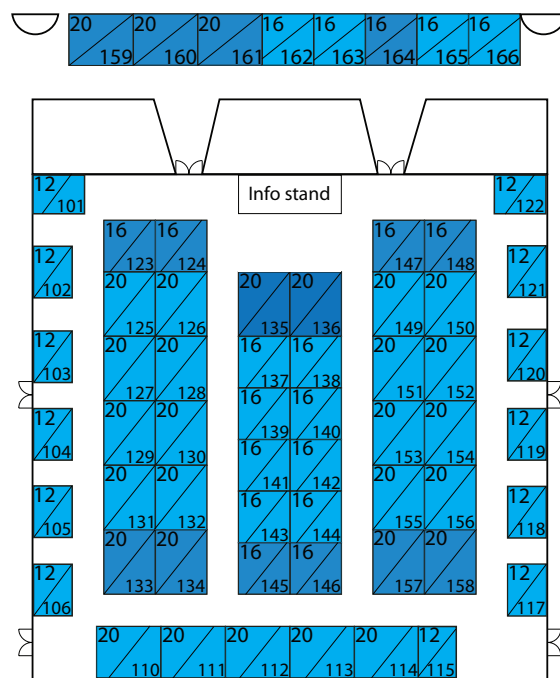
The number inside each square indicates the stand area in m<sup>2</sup> and the stand number.

Examples of the floor plan:

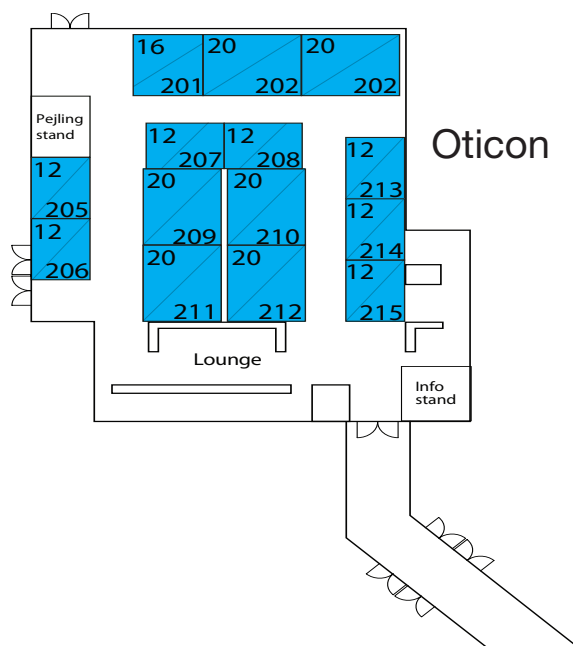
## The Tent



## The Hall



## Oticon



The floor plan and stand positions are approximate and can be subject to change. The tent standplans might be changed for the DSE Fair Lyngby 2024.

# Pejling

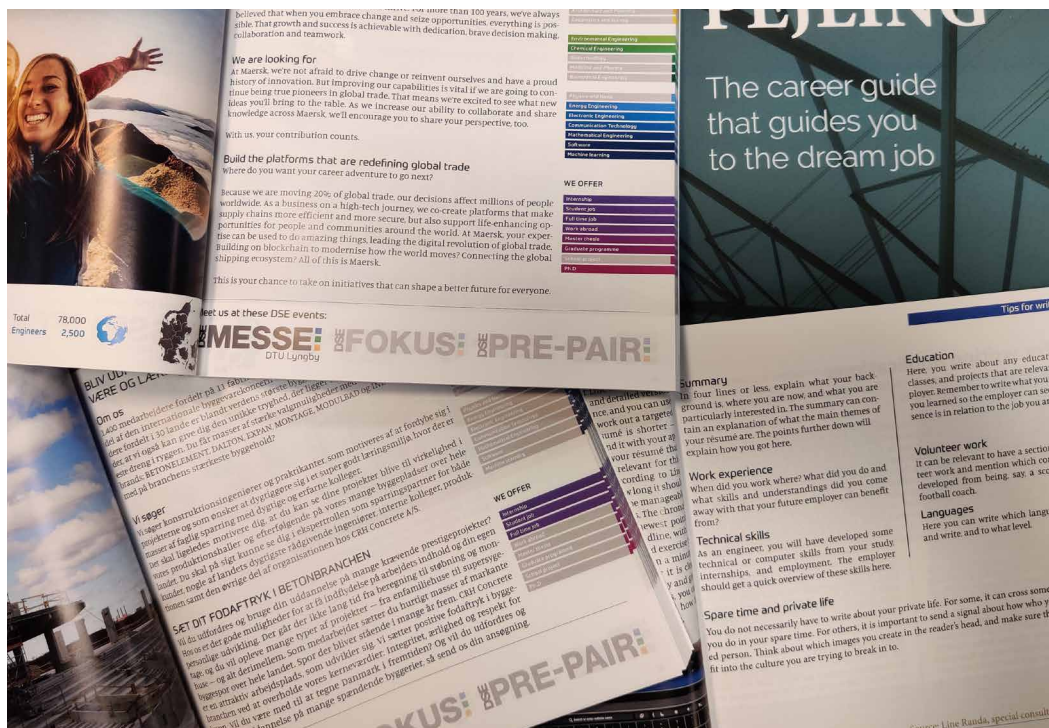
Publishing time	March & September
Registration fee	7,500 DKK excl. VAT
Impressions	7,000

A two-sided spread in the Pejling catalogue is included with the purchase of any of our other products but can also be purchased seperately. The deadline for being included in Pejling in the spring is mid January, 2024, and for the autumn, the deadline is August 5th, 2024.

Pejling is a company handbook for engineering students made by DSE. It consists of a wide range of company profiles, useful guides, and relevant articles for students.

The main purpose of Pejling is to assist engineering students with the transition from being a student to employed engineer. Therefore, Pejling contains articles which aim to guide the reader through the job seeking process, guides that help prepare for job interviews and writing their resume. Furthermore, Pejling includes spreads with information about companies, for the students to find their job possibilities.

Pejling is a year-round product, published twice a year, but always available to students at multiple locations at The Technical University of Denmark and Aalborg University and on our website.

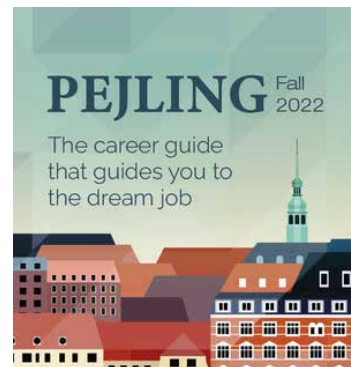
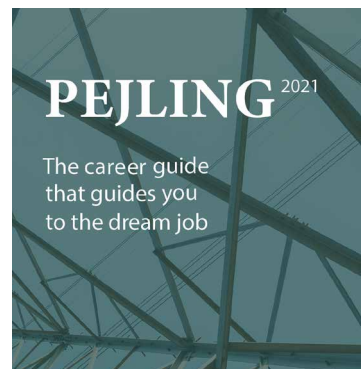
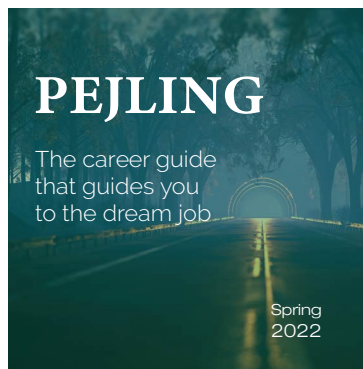


# Pejling 2024

The Pejling catalogue and webpage will be promoted over the entire year at DSE's events.

DSE, in cooperation with AAU, arranges handout events around the campus in Aalborg East and center.

Similarly, every graduate at DTU receives a copy of Pejling alongside their diploma.



Pejling exposes your company to a large number of competent students all over Denmark. Consequently, Pejling presents a unique opportunity in branding and communicating your company profile through the approximate 7,000 copies distributed each year and through our web page.

# DSE Focus Night

As opposed to the two DSE fairs, DSE Focus Nights focus on a few companies dealing with specific areas of engineering, thereby attracting students interested in that area or company. This format creates a stronger connection between the students and companies with the same professional interest.

## Why should you participate?

- The unique possibility to meet students centered around one field of study.
- Extensive advertising through posters and social media to attract students to the different nights. You just have to show up at the given night.
- Network with the students in a relaxed environment and complete the first screening process for one of your job openings.

Each Focus Night starts with a short pitch from each participating company. The students can then choose which two company sessions they would like to attend. Afterwards students and company representatives set off to allocated rooms for the first of the one-hour sessions.

The second session proceeds as the first, but with a different group of students.

Focus Night is the DSE product that provides your company with freedom to choose the form of interaction with the students.

Focus Night puts your company in the spotlight through two one-hour sessions with interested engineering students and should be informative to students. How your company decides to present itself is for you to decide, whether it is through a company presentation, workshop, or other activities.



# DSE Focus Night Lyngby 2024

## DSE Focus Night Lyngby 2024 is unfortunately cancelled.

DSE Focus Night at the Technical University of Denmark in Lyngby runs over a two week period. There are 4-6 nights in total, each with a distinct engineering field as overall theme.

You as a company will usually arrive at 16:45 and have time to prepare for your presentations in the room assigned to you. The students will arrive at 17:30 at which time the Focus Night begins.

When both one-hour presentations are over, DSE provides participating students and company representatives with a light meal, giving you a chance to talk to the students one-on-one.



# DSE Focus Night On Tour - Aalborg

Instead of attending the usual Focus Night, you can choose to host a Focus Night On Tour for the same price. If you choose this version of the Focus Night, we will arrange a tour for students to be shown around your company site.

The duration of the visit is determined by the hosting company, but DSE recommends a 2-3 hour visit. At the Focus Night On Tour your company is responsible for the program and events, giving you a high degree of flexibility regarding what you want to present to the students. DSE will gladly arrange bus transportation for the students to your company site. This service will be charged separately. Focus Nights are free of charge for all participating students.

## Why should you participate?

- An opportunity to target with interest in your company.
- Promotion of the Focus Night through extensive PR campaigns using posters, events, and relevant social media platforms.
- A great opportunity to present your company's facilities.



## DSE Focus Night Aalborg 2024 is unfortunately cancelled.

DSE Focus Night at Aalborg University takes place in March. There are 2-4 nights in total, each with a distinct engineering field as overall theme.

You as a company will usually arrive at 16:00 and have time to prepare for your presentations in the room assigned to you. The students will arrive at 16:30 at which time the Focus Night begins.

When both one-hour presentations are over, DSE provides participating students and company representatives with a light meal, allowing students and representatives to socialize and follow up on questions and discussions.





# DSE PRE-PAIR 2024

In collaboration with DTU Career Center

Cancellation deadline

June 30, 2024

Date

November 6 & 7, 2024

Location

DTU Lyngby & Ballerup Campus

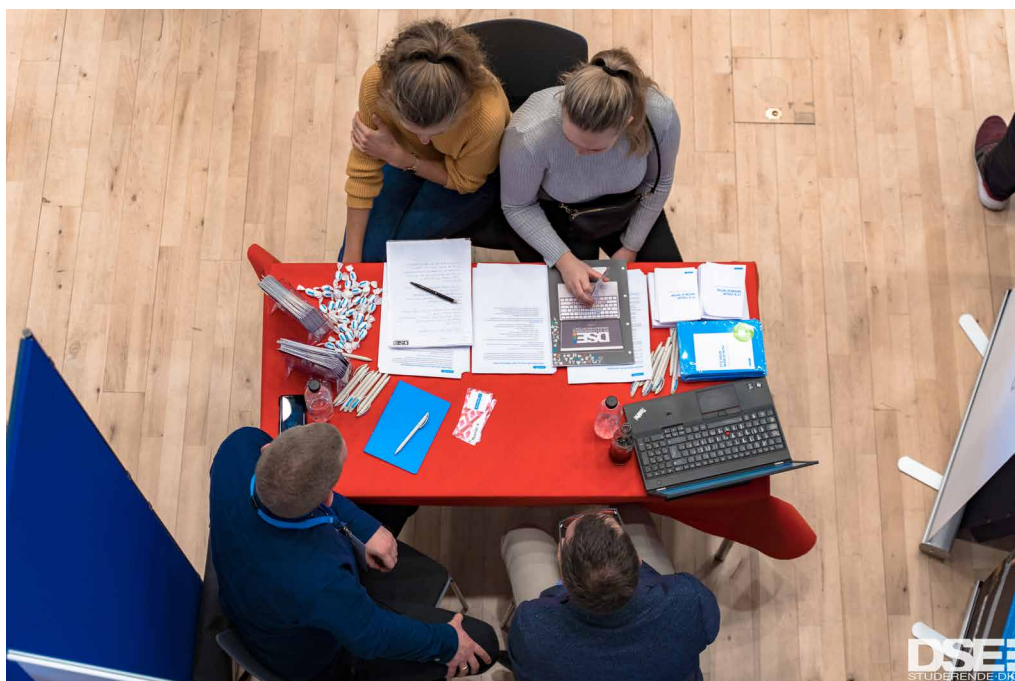
Price

12,000 DKK excl. VAT

When buying this product a two-sided spread in our Pejling catalogue is included

The deadline for being included in Pejling in the autumn is August 5th, 2024

At DSE PRE-PAIR, you and your company get a unique opportunity to speed date Bachelors of Engineering students, who can be possible candidates for internships in your company. The interested students are usually studying on their 3rd - 5th semester during which they are looking for an internship. You have the opportunity to “date” up to 12 different students, who you believe have just the right profile.



Before the event students are able to apply for a speedating session. The application consist of the answers of 3 questions which will be formulatedet in collaboration with the paticipating companies. Based on the applicants the companies will chose 12 students which will get an interview.



# DSE PRE-PAIR 2024

In collaboration with DTU Career Center

## Why should you participate?

- The opportunity to easily find your next intern and hopefully coworker.
- Advertisement at DTU Lyngby and Ballerup Campus as well as online promotion.
- A stand and a table for speed dating followed by networking.
- Food and drinks during the event.

The speed dating works by having 12 rounds of approximately 8 minutes with a short break in between for rotation. Here your representatives sit one-on-one with a student who might be your next intern or employee. We recommend that each company has 2-3 company-representatives, with 1 or more engineers.

The speedating will consist of 2 sections, containing 6 speedating interviews. Between the sections there will be networking section with food and drinks. This will be hosted in the lunch break.

This year, PRE-PAIR is held both at Lyngby and Ballerup Campus to give you the best opportunity to find the perfect candidate for your internship.

To make sure to get a diverse composition of companies attending the event, everyone has to register at: [studerende.dk/prepair/](https://studerende.dk/prepair/). June 1st the companies which are given a spot will get an email.

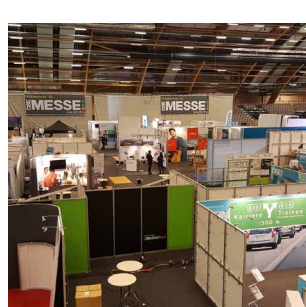
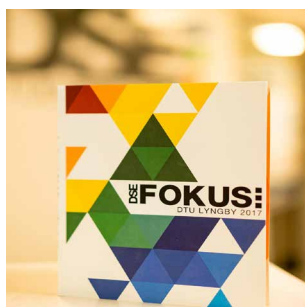


# Get more visible!

## Borrow our Instagram

When buying a DSE product your company have the opportunity to get a company-takeover of DSE Aalborg's Instagram profile @DSE.Aalborg or DSE Lyngby's Instagram profile @DSE.dtu. A takeover can be a great way for you to show the students your projects, visions, working environment, or anything you would like to communicate to the students on a more day-to-day basis.

For more information about how your company can be part of a company-takeover, contact DSE Aalborg at [instagramaalborg@studerende.dk](mailto:instagramaalborg@studerende.dk) or DSE Lyngby at [instagramlyngby@studerende.dk](mailto:instagramlyngby@studerende.dk).



# Important information

## Registration

Registration is done via our website **produkter.studerende.dk**, where the products located in both Lyngby and Aalborg can be found. In case of technical problems during registration, please contact one of our offices where we will be pleased to help you. Our contact information is located at the bottom of this page. Registration for a DSE event is on a “first come, first served” basis. The additional terms of sale are available on the registration pages of our website. All prices are in DKK and exclusive VAT.

## Cancellation

DSE requires all cancellations in writing. Please note that the fee for participating in a DSE event includes an administration fee of 5,000 DKK excl. VAT. The administration fee will not be reimbursed if participation is cancelled. If a cancellation is received after the cancellation deadline, the entire participation fee will not be reimbursed.

## Invoices

DSE handles billing for DSE Focus Night, DSE Fair, Pejling and PRE-PAIR. Invoices from DSE are shipped within a week after the cancellation deadline. The payment deadline is the end of the month + 30 days.

## Disclaimer

DSE reserves the right to change prices and products illustrated and described in this publication at any time. Although every effort is taken to ensure the accuracy of the information contained within these pages, this material may contain typographical errors, and DSE is not responsible for any reliance you may place on the content. Always consult one of our offices for the most up-to-date information. DSE reserves the right to change these terms and conditions at any time at its sole discretion.

## Further Information

For further information please visit our website **produkter.studerende.dk** or contact one of our offices.

### Lyngby office

De Studerendes Erhvervskontakt  
Anker Engelunds Vej 1  
DTU - Bygning 101E, 1. sal  
2800 Kgs. Lyngby  
Tlf.: +45 4593 2223  
E-mail: salg@studerende.dk  
salg.studerende.dk

### Aalborg office

De Studerendes Erhvervskontakt  
Fibigerstræde 15, 2.209  
Aalborg Universitet  
9220 Aalborg Øst  
Tlf.: +45 9815 6077  
E-mail: salg@studerende.dk  
salg.studerende.dk

