



**With us, you reach  
your future students!**

# *Fair review*

*BACHELOR AND MORE + MASTER AND MORE  
Spring 2023 – Düsseldorf, Leipzig, Nuremberg*

# Exhibitor testimonials

“ The BACHELOR AND MORE fair in Düsseldorf convinced us very much this year. The organization and the process were excellent. In particular, we would like to emphasize the quality of the consultations; there were many prospective students with whom we were able to have interesting conversations. ”

Nina Friedrichs, Hochschule Niederrhein



“ The BACHELOR AND MORE fair in Düsseldorf was a successful event for us. We had many and particularly intensive consultation conversations with prospective students. Additionally, the exhibitors were exceptionally well taken care of, and the organization was flawless. We will be participating again next year! ”

Katja Wohlfeil M.A., Studierendenservice, Heinrich-Heine-Universität Düsseldorf



# Exhibitor testimonials

” We greatly appreciated the support provided by the organizers. They took care of all aspects of the event and made sure that we felt comfortable as exhibitors. Just two weeks after the recruitment fair, we had some of the applicants we met on-site in our application process. “

*Maral Amanova, Talent Management, Steinbeis School of Management and Technology*



BACHELOR  
AND  
MORE



MASTER  
AND  
MORE







## Here's why you should be there:

As an exhibitor at the student recruitment fairs organized by BACHELOR AND MORE and MASTER AND MORE, you are on-site when young people make their study choices. Through presentations and personal consultations, you will provide information to prospective students about your study programmes, engaging directly with your target audience.



- ✓ Face-to-face meetings with your target group
- ✓ Motivated visitors due to voluntary attendance
- ✓ Well-prepared students due to online planning prior to the fair
- ✓ Interest-based visitor guidance
- ✓ Advisory conversations of very high quality
- ✓ Full-service exhibitor package

*” Study fairs are an important channel to explore career opportunities. We have all experienced a time when this type of personal information gathering was hardly possible. That is why we are particularly pleased that the fairs can now take place as usual.*

*With the Bachelor and Master Fairs, we create a space for the study orientation of young people and accompany them on their path of study choice. It is our special concern to bring universities and prospective students together on a personal level. Prospective students discover new opportunities and can get to know many universities in one place.*

*It is our constant effort to create a pleasant atmosphere for all participants. Therefore, our exhibitors receive optimal service from our team, enabling them to fully focus on advising the interested visitors and entuse them with their degree programmes.*

*Karel G. Otte, Geschäftsführung border concepts GmbH*



# Here you meet your target audience!



BACHELOR  
AND  
MORE

For high school students  
+ parents

04.11.2023 | Cologne  
11.11.2023 | Vienna  
18.11.2023 | Stuttgart  
26.11.2023 | Frankfurt  
02.12.2023 | Hamburg

20.01.2024 | Munich  
28.01.2024 | Münster  
27.04.2024 | Düsseldorf



MASTER  
AND  
MORE

For bachelor  
students + graduates

03.11.2023 | Cologne  
10.11.2023 | Vienna  
14.11.2023 | Graz  
17.11.2023 | Stuttgart  
25.11.2023 | Frankfurt  
01.12.2023 | Hamburg

19.01.2024 | Munich  
27.01.2024 | Münster  
23.04.2024 | Nuremberg  
26.04.2024 | Düsseldorf



# We connect potential students with institutions!

## Successful student marketing starts with the right matching!

The services include student recruitment fairs and online marketing activities, through which you have the opportunity to expose your branding and raise awareness for your programmes in order to attract the most suitable students.

## Our student recruitment fairs are your event!

As a partner, we provide you with valuable contacts both through the presentation of your institution in direct conversation at the fair space and in lectures. We concentrate the fairs precisely on the target group of higher education institutions: prospective students with the appropriate qualifications. Thanks to the specialization in this one group of visitors, our Bachelor and Master fairs offer universities the advantage of very high-quality and targeted consultations.

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## *border concepts as fair organizer*



### **20 years of experience**

High proficiency in the field of higher education.



### **Enthusiasm**

We strive to provide effective student marketing.



### **Teamwork**

Each team member is a specialist in his/her field and together we are committed to your success.





*You would like to present your institution at the upcoming fairs? We look forward to hearing from you and are happy to assist you with any questions you may have.*



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## Selection of long-standing clients

