

JobTiger

EVENTS



HR Industry is one of the most anticipated HR events in the country and for another year will present the full spectrum of HR services, along with the latest trends and innovations in the field.

HR Industry is a gathering point of the top companies in the market and gives all visitors the opportunity to learn about new developments and trends that will define the work of HR throughout the year in just one day.

HR INDUSTRY

by JobTiger

FEBRUARY 6th 2025
Interpred - WTC Sofia

Meet your prospective customers, announce what's new in your products and services and meet the decision makers in the industry!

EXHIBITOR PACKAGES

COMPANY BOOTH

Branded booth (table and two chairs) in Sofia Hall (2x2 m).

ADDITIONAL OPTION - PRESENTATION

45-minute presentation in addition to booth participation.

*Promotional prices are valid upon registration and payment of the fee by 31 December.

BGN 1300-

BGN 1105

BGN 400

BGN 340

SPONSORSHIP PROPOSAL

ADDITIONAL ADVERTISING OPTION. NOT TIED TO PARTICIPATION.

	GOLD SPONSORSHIP	SILVER SPONSORSHIP
Publication of the company logo in the sponsorship section of the website	●	●
Logo placement on all announcement printed materials (if applicable)	●	●
Logo placement in the title slide of the official opening projection	●	●
Logo placement on the information banners at the event area	●	●
Logo placement on all exhibitor badges	●	●
Announcement as a sponsor in all press releases before and after the event	●	●
Mention as a sponsor in the JobTiger newsletter sent to over 12,000 people	●	●
Mention of the company as a sponsor during the official opening	●	●
Mention as a sponsor in an informative mailing to visitors and companies	●	●
Free publication of company information in the News section of hrindustry.bg for a period of one year	●	●
Free publication of information about company products in the Products section of hrindustry.bg for a period of one year	●	●
In case of a separate purchase of an exhibitor's position - providing a central place in the foyer in front of the hall	●	●
Facebook posts on the official JobTiger and HR Industry page	2	1
LinkedIn posts on the official JobTiger page	2	1
Posting a news article on HRIndustry.bg about the sponsor's services	2	1
Placement of a banner visible during the event and a company banner on stage during the official opening	●	-
Participation of a company representative during the official opening	●	-
Video material of the company in a digital presentation broadcast during the exhibition	●	-
Presentation or thematic lecture on a chosen topic - 45 minutes, with a start time according to the programme	●	-
Company logo on an advertising photowall near the event entrance	●	-
Promotional message included in JobTiger's newsletter targeted at HR audience	●	-
	BGN 5000	BGN 3000

ALL PRICES ARE WITHOUT VAT.

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NATIONAL CAREER DAYS

APRIL 2025

Forum for students and young professionals from all over the country.
Companies from all sectors.



Sofia - April 5th
Veliko Tarnovo - April 8th
Ruse - April 9th
Gabrovo - April 10th
Varna - April 12th
Plovdiv - April 12th

Participation for employers

Sofia:

Booth standard 2x2 m

Top position booth 2x2 m

BGN 4600
BGN 3910

BGN 4800
BGN 4080

*Promotional prices are valid upon registration and payment of the fee by 31 December.

Veliko Tarnovo

Ruse

Gabrovo

Varna

Plovdiv

BGN 1000
BGN 850

BGN 1000
BGN 850

BGN 1000
BGN 850

BGN 1700
BGN 1445

BGN 1700
BGN 1445

SPONSORSHIP PROPOSAL

ADDITIONAL ADVERTISING OPTION. NOT TIED TO PARTICIPATION.

	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
Presentation in the overall advertising campaign: promotion on JobTiger channels and Career Days (JobTiger.tv, LinkedIn, Facebook, Instagram)	●	●	●
Outdoor urban advertising and printed material (where applicable)	●	●	●
Publication of the company logo in the sponsorship section of the website	●	●	●
Logo placement on all announcement printed materials (if applicable)	●	●	●
Logo placement on the wall of official openings	●	●	●
Logo placement on the information banners on the event area	●	●	●
Logo placement on all exhibitor badges	●	●	●
Announcement as a sponsor in all press releases before and after the event	●	●	●
Mention as a sponsor in the JobTiger newsletter sent to over 12,000 people	●	●	●
Mention of the company as a sponsor during all official openings	●	●	●
Mention as a sponsor in an informative mailing to visitors and companies	●	●	●
Opportunity to set up a company area or hall within the event (for an additional fee)	Zone/hall/bar	Zone/hall	Zone
Facebook posts on the Career Days page and Facebook Event	3	2	1
Facebook posts on the official JobTiger page	2	1	-
LinkedIn posts on the official JobTiger page	2	1	-
Article or video/PR material submitted by the client on JobTiger.tv	2	1	-
Opportunity to organize a game with the participants in the event - sponsor prizes	●	●	-
Distribution of advertising materials of the company in all cities where the event is held	●	-	-
Placement of a sponsor banner, visible during the event and the official openings	●	-	-
Participation of a company representative during the official openings	●	-	-
	BGN 9000	BGN 7000	BGN 5000

ALL PRICES ARE WITHOUT VAT.

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CAREER DAYS

IT | Communications | Outsourcing

OCTOBER 2025

Participation for employers:

Career forum for companies looking for candidates in all three sectors.



Sofia - October 18th

Gabrovo - October 23rd

Varna - October 25th

Plovdiv - October 25th

Sofia:

Booth standard 2x2

BGN 2500
BGN 2125

Gabrovo

BGN 750
BGN 637.5

Varna

BGN 1100
BGN 935

Plovdiv

BGN 1100
BGN 935

Top position booth 2x2 m

BGN 2600
BGN 2210

*Promotional prices are valid upon registration and payment of the fee by 31 December.

SPONSORSHIP PROPOSAL

ADDITIONAL ADVERTISING OPTION. NOT TIED TO PARTICIPATION.

	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
Presentation in the overall advertising campaign: promotion on JobTiger channels and Career Days (JobTiger.tv, LinkedIn, Facebook, Instagram)	●	●	●
Outdoor urban advertising and printed material (where applicable)	●	●	●
Publication of the company logo in the sponsorship section of the website	●	●	●
Logo placement on all announcement printed materials (if applicable)	●	●	●
Logo placement on the wall of official openings	●	●	●
Logo placement on the information banners on the event area	●	●	●
Logo placement on all exhibitor badges	●	●	●
Announcement as a sponsor in all press releases before and after the event	●	●	●
Mention as a sponsor in the JobTiger newsletter sent to over 12,000 people	●	●	●
Mention of the company as a sponsor during all official openings	●	●	●
Mention as a sponsor in an informative mailing to visitors and companies	●	●	●
Facebook posts on the Career Days page and Facebook Event	3	2	1
Facebook posts on the official JobTiger page	2	1	-
LinkedIn posts on the official JobTiger page	2	1	-
Article or video/PR material submitted by the client on JobTiger.tv	2	1	-
Opportunity to organize a game with the participants in the event - sponsor prizes	●	●	-
Distribution of advertising materials of the company in all cities where the event is held	●	-	-
Placement of a sponsor banner, visible during the event and the official openings	●	-	-
Participation of a company representative during the official openings	●	-	-
	BGN 5000	BGN 4000	BGN 3000

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CAREER DAYS

Economy | Finance | Marketing
HR | Customer Service

NOVEMBER 18th 2025

Career forum for companies seeking candidates in the economics, finance, marketing, human resources and customer service sectors.

Participation for employers

Stand 2x2 m

BGN 1600
BGN 1360

*Promotional prices are valid upon registration and payment of the fee by 31 December.

SPONSORSHIP PROPOSAL

ADDITIONAL ADVERTISING OPTION. NOT TIED TO PARTICIPATION.

	GOLD SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
Presentation in the overall advertising campaign: promotion on JobTiger channels and Career Days (JobTiger.tv, LinkedIn, Facebook, Instagram)	●	●	●
Outdoor urban advertising and printed material (where applicable)	●	●	●
Publication of the company logo in the sponsorship section of the website	●	●	●
Logo placement on all announcement printed materials (if applicable)	●	●	●
Logo placement on the wall of official opening	●	●	●
Logo placement on the information banners on the event area	●	●	●
Logo placement on all exhibitor badges	●	●	●
Announcement as a sponsor in all press releases before and after the event	●	●	●
Mention as a sponsor in the JobTiger newsletter sent to over 12,000 people	●	●	●
Mention of the company as a sponsor during the official opening	●	●	●
Mention as a sponsor in an informative mailing to visitors and companies	●	●	●
Facebook posts on the Career Days page and Facebook Event	3	2	1
Facebook posts on the official JobTiger page	2	1	-
LinkedIn posts on the official JobTiger page	2	1	-
Article or video/PR material submitted by the client on JobTiger.tv	2	1	-
Opportunity to organize a game with the participants in the event - sponsor prizes	●	●	-
Placement of a sponsor banner, visible during the event and the official opening	●	-	-
Participation of a company representative during the official opening	●	-	-
	BGN 5000	BGN 4000	BGN 3000

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EMPLOYER BRANDING

by JobTiger.bg

The Employer Branding service of JobTiger.bg follows the global trends for the development of the employer brand and supplements the overall strategy of a company.

We can tell the story of what you do as an employer, present you fully and shorten the distance between you and the candidate.

The Employer Branding profile combines marketing and HR benefits:

- ▶ Independent and trustworthy communication channel
- ▶ In depth information for the company and the recruitment process
- ▶ Structured, modern, well-ordered, and interactive content
- ▶ Easy and dynamic management
- ▶ Well set search indexing
- ▶ Social media presence
- ▶ Additional ad campaigns

Employer Branding profiles have 13 more visitors than basic profiles.

Visitors are spending 50% more time in the Employer branding profiles.



80% of talent acquisition managers believe that employer branding has a significant impact on the ability to hire great talent (LinkedIn).

This is why to your Employer branding you receive:

- ▶ Unlimited number of branded job ads on JobTiger.bg
- ▶ Advertising campaigns on social networks and SEO content optimization
- ▶ Branding tool with a full and visual profile of the company

75% of active job seekers are likely to apply to a job if the employer actively manages its employer brand. (Public Insight).

The profile presents:

- ▶ Detailed information about the company and the recruitment
- ▶ External links and social networks
- ▶ Presenting your business in visual gallery
- ▶ Additional benefits – graphically labeled
- ▶ Photos and visualizations
- ▶ Section for team members interviews and Virtual mentor

Order by December 31st in combination with event participation and keep the price from 2024:

2400 BGN excluding VAT (for a period of one calendar year).

Contacts

Contact our team and we will answer all your questions!

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