



## Product Catalogue ArmIT 2023

Corporate Relations - Software Engineering

Revised: January 2024



# Introduction

Hello! We are thrilled to hear that you are interested in marketing your company to software engineering (IT) students in Chalmers University of Technology!

This catalogue contains information and examples of a variety of marketing services aimed towards Chalmers' software engineering students.

If your company prefers another method of reaching out to our students that is not listed on this catalogue, please contact and discuss it with us. Prices and arrangements are negotiable.

## ArmIT

ArmIT is a corporate relations committee that is a part of the Software Engineering student division in Chalmers University of Technology. The committee markets and arranges an assortment of functions and events in collaboration with companies and offer our students the possibility of connecting with both employees and employers.

Lunch seminars, booth events and company visits are only a few examples of different functions in which we have a hand in arranging.

### Student benefit

We in ArmIT have made a commitment to work for the benefit of the students in our student division. This means that in possible future collaborations with companies, our main priority is to ensure that our students will have a positive and helpful experience when attending ArmIT functions.

### Examples of student benefit

1. A company wants to hold a function where free products are also given away to students
  - In this instance we see said products as a benefit to our students and would therefore deduct the total cost of all products from the total price to encourage student benefit.
2. A company wants to hold a course in a subject, programming language or programming framework
  - If the contents of the course is current, relevant and/or preferred by our students then we see it as a benefit to our students and can therefore deduct from the total price of the event.
3. A startup company wants to market to and hire IT-students.
  - If a company closely related to software engineering and programming wants to do marketing on our channels and the price would be a deal breaker for the company. Then negotiations on the price can be made, as the promotion of job opportunities to our students is seen as a benefit to them.

## Customisation

It is best to contact us through our [e-mail](mailto:armit@chalmers.it) (armit@chalmers.it) to discuss the best possible solution for us and your company.

A clear vision and idea of what your company wants to accomplish in our student division when contacting us will help us accommodate your wishes.

# Innehåll

<b>1 Services</b>	<b>5</b>
1.1 In-person events . . . . .	6
1.1.1 In-person lunch seminar . . . . .	7
1.1.2 In-person event . . . . .	8
1.1.3 Booth event . . . . .	9
1.1.4 Giveaway of sponsored items . . . . .	10
1.1.5 Breakfast and studying . . . . .	11
1.2 Marketing . . . . .	12
<b>2 Career fair</b>	<b>13</b>
<b>3 Welcome weeks</b>	<b>14</b>
3.1 NollKIT . . . . .	15
3.2 Services during the welcome weeks . . . . .	16
3.2.1 Insert in reception leaflet . . . . .	17
3.2.2 Lunch hangout . . . . .	18
3.2.3 Lunch seminar . . . . .	19
3.2.4 Sponsor events . . . . .	20
3.2.5 Backdrop . . . . .	22
3.2.6 Welcome weeks event . . . . .	23
<b>4 Become a student division partner</b>	<b>24</b>
<b>5 Become our main sponsor</b>	<b>25</b>
<b>6 Other</b>	<b>27</b>
6.1 Venues . . . . .	28
6.2 Food alternatives . . . . .	29

*The table of contents is clickable!*

# 1 Services

Below are arrangements and prices of all services that our committee offer for your company.

## 1.1 In-person events

Below are examples of in-person events that we offer. If you have a suggestion of another event not listed here, please contact us.

## 1.1.1 In-person lunch seminar

### Description

Lunch seminar with up to 100 students and your representatives

### Time frame

45 min - 1 hour.

### Price

12 000:-

### Included

- Marketing (value 4 000:-).
- Venue.
- Ordering & delivery of food and beverage (no alcohol).
- Preparations and cleaning.

OBS! Price of food will be added to the total price.

See prices below or click [here](#).

### Tips

- Can be combined with marketing directed towards Computer Science students, to reach out to both IT and D students in the same lecture. (+4000:-)
- It is also possible to include photography of the event by our student division's photography committee for the price of 1 500:-.

## 1.1.2 In-person event

### Description

In-person event arranged by your company with our help, at either your company's office or in a rented venue.

Suggestions for events:

- After work
- Study visit
- Workshop/Course
- Food and/or beverage tasting
- Case-night
- Recruitment/Mingle
- Hackathon

### Time frame

1 hour - Full day.

### Price

Starting at the price of 12 000:-

Please contact us for customised arrangements and/or different price proposals.

### Included

- Marketing (värde 4 000:-).
- Potential ordering & delivery of food and beverage (no alcohol)
- Potential preparations.

NOTE: Price of food and venue will be added to the total price.

See price of food below or click [here](#).

See price of venues in Chalmers below or click [here](#).

### Tips

- Can be combined with marketing directed towards Computer Science students, to reach out to both IT and D students in the same lecture. (+4000:-)
- It is also possible to include photography of the event by our student division's photography committee for the price of 1 500:-.
- Students appreciate free food and attendance increases greatly when food is offered at the event.



### 1.1.3 Booth event

#### Description

Stand in our student division premises or outside it, where many IT-students frequent primarily during lunchtime from 11:45 - 13:15.

#### Time frame

90 min. - 135 min.

#### Price

Starting at the price of 6 000:-

The price may vary depending on the setup of the event.

Please contact us for customised arrangements and/or different price proposals.

Factors that influence the price:

- A potential giveaway of free products.
- The student benefit of the event or potential products.
- What message is to be emphasized at the event.
- Location and props.

#### Included

- Marketing on Facebook (värde 2 000:-).
- Booth in or close to our student division premises
- Possible preparations.

#### Tips

- Students often appreciate extra motivation during exam periods through a giveaway of goodiebags or other articles that can cheer them up.
- By positioning the event outside the student division premises, more students other than IT-students are able to see the company's booth.
- It is also possible to include photography of the event by our student division's photography committee for the price of 1 500:-.

## 1.1.4 Giveaway of sponsored items

### Description

We in ArmIT offer to stand and give away your sponsored articles and, if agreed upon, deliver a message to our IT-students. This would be inside or close to our student division premises.

### Time frame

90 min - Full day.

### Price

Starting at the price of 4 000:-

The price may vary depending on the setup of the event.

Please contact us for customised arrangements and/or different price proposals.

### Factors that influence the price:

- The student benefit of the product.
- The products total worth.
- How long the give away is.
- What message is to be emphasized.
- Location and props.

### Included

- Marketing on Facebook (värde 2 000:-).
- ArmIT representatives that will give away your sponsored articles and deliver your message.
- Possible preparations.

### Tips

- Students often appreciate extra motivation during exam periods through items such as candy/snacks, "exam period"-kits, or other articles that cheer them up.
- Examples of often appreciated articles:
  - "Exam period"-kits (e.g. Pencils, erasers, rulers).
  - Gadgets (e.g. USB, powerbank, etc.).
  - Candy/snacks/beverage
  - Goodiebags.
- By positioning the event outside the student division premises, more students other than IT-students are able to see the give away.

## 1.1.5 Breakfast and studying

### Description

In collaboration with our student educational committee (snIT), a "pluggfrukost" is held one morning every exam period where many students attend to study and eat breakfast. Your company will be able to attend and sponsor the breakfast and may have your logo and optional text in conjunction with the event.

### Time frame

Approximately 4 hours.

### Price

5 000:-

### Included

- Marketing on Slack. (värde 2 000:-).
- Banner, logo and text in conjunction with the event.
- Preparation and management of the breakfast.

### Tips

- A great event to reach out to many ambitious students.

## 1.2 Marketing

ArmIT has a many different channels to reach out to our students, the alternatives are listed below.

We will need as a minimum a short description and a picture of what your company wants to market, preferably in both English and Swedish, for us to provide a better and faster marketing service.

A finished poster, video or web link would also be helpful.

Please contact us well in advance before you want the advertisement to be published, preferably 1-2 weeks ahead of time.

### Posters in the student division premises

A poster on the bulletin board in the IT student division premises where many IT-students passes many times daily.

**Price** 1 500:-

### Facebook

An entry and the creation of an event on our [Facebook page](#) that is followed by over 900 students and alumni.

**Price** 2 000:-

### Internal IT student division channels

A news entry on [chalmers.it](#), the IT student division's website and intranet. A news entry on the website also generates an entry on the student division's slack channel with over 1800 members including alumni.

**Price** 2 000:-

### Marketing bundle

A package price for all alternatives above, including an entry on ArmIT's Instagram.

**Price** 4 000:-

### Tips

- Additional posts regarding the same marketing can be done on Facebook or [chalmers.it](#) for the additional cost of 1 000:- per entry

## 2 Career fair

DatE-IT is a yearly career fair arranged by the IT student division in collaboration with the D (computer science) division and the E (electrical engineering) division.

For more information, please refer to [date-it.se](http://date-it.se)

If you have other questions regarding DatE-IT, feel free to e-mail us at [armit@chalmers.it](mailto:armit@chalmers.it) or e-mail the DatE-IT committee directly at [info@date-it.se](mailto:info@date-it.se)!

## 3 Welcome weeks

The "Welcome weeks" on Chalmers and the IT student division is a four week reception arranged every year for all newly admitted IT students and starts in the middle of August. The "Welcome weeks" are arranged separately student division wise and is mainly arranged by a committee ("nollK" swe.). In the IT student division, this committee is called [NollKIT](#).

Every year 150 new students are admitted to the IT student division and engages over 130 older students that guide the newly admitted students in a role called "phadder" (or "fadder").

### Exclusive first impressions

Many students refer to the "Welcome weeks" on Chalmers as one of the most memorable periods of their time on Chalmers and often after Chalmers as well.

The "Welcome weeks" is therefore a perfect situation for companies to make a good first impression on all newly admitted IT students and will help contribute to creating happy memories for life.

### A significant attendance

The turnout during the "Welcome weeks" is very high for all types of events and company events are no exception. All events during the four weeks are usually fully booked, despite there being an event every day for the newly admitted to attend.

## **3.1 NollKIT**

NollKIT is the IT student divisions "Welcome weeks"-committee, also known as a "nollkommitté" in Swedish. They are responsible for arranging a reception as good as possible for all newly admitted IT students.

NollKIT is an ideal organisation and all events during the receptions weeks are financed largely by the student division and its other committees.

Through sponsorship from companies, NollKIT is able to create a better and inexpensive reception with more extravagant and memorable events.

## **3.2 Services during the welcome weeks**

We offer unique marketing during the "Welcome weeks" that create long lasting relations between companies and student. The first weeks after the summer are full of memorable events and experiences on Chalmers, for all IT students regardless of age. It is therefore desirable to be seen in conjunction with the reception. We offer everything from entries in the reception leaflet to lunch seminars and sponsoring of events.



### **3.2.1 Insert in reception leaflet**

#### **Description**

Possibility to be seen in the reception leaflet ("Nollmodul" swe.) that is sent to around 130 newly admitted IT students before the start of the school year.

#### **Half page**

Price: 2 000:-

#### **Full page**

Price: 3 750:-

#### **Two pages**

Price: 7 000:-

#### **Included**

- Text, information or advertisement of your choice in "Nollmodulen"

#### **Tips**

- Keep in mind that many new students come from different parts of the country and many would have newly moved to Gothenburg, it is therefore favourable to have information for that target group included.
- This is a perfect opportunity for your company to make a first impression before the start of the school term and be recognisable by the newly admitted during the reception weeks.
- We recommend all companies aiming for long-term collaboration to participate in "Nollmodulen"!

## 3.2.2 Lunch hangout

### Description

A possibility to hang out with the newly admitted students during lunch and have a time slot of about 15 minutes where you are able to discuss your company and other information of your choice. Food for about 75 students has to be bought.

### Time frame

1 hour - 90 min.

### Price

12 500:-

### Included

- Venue.
- Ordering & delivery of food and beverage. (no alcohol)
- Preparations and clean up.

NOTE! Cost of food will be added to the total price.  
See prices below or click [here](#).

### Tips

- It is also possible to include photography of the event by our student division's photography committee for the price of 1 500:-.
- A give away of sponsored articles is allowed.

### **3.2.3 Lunch seminar**

#### **Description**

Lunch seminar with lunch for 120 newly admitted students and your representatives.

#### **Time frame**

45 min - 1 hour.

#### **Price**

12 000:-

#### **Included**

- Venue.
- Ordering & delivery of food and beverage. (no alcohol)
- Preparations and clean up.

NOTE! Cost of food will be added to the total price.

See prices below or click [here](#).

#### **Tips**

- Many new students are often curious about life after university and what it is like to work in a software engineering related company.

## 3.2.4 Sponsor events

### Description

Become a sponsor of an event that is arranged by NollKIT for our newly admitted students. Over 15 events are arranged by NollKIT that is mainly financed by ticket prices. NollKIT would use the sponsorship money to add an extra touch to the event or make ticket prices cheaper. Your company will be seen and heard at the event and make it unforgettable for our students!

*Prices may vary depending on the size and popularity of the event.*

## Alternatives

### Have the company mentioned as a sponsor

The company will be mentioned as a sponsor both before and during the event.

**Price:** From 3 000:-

### Banner/flagga/logga at events

NollKIT will set up your banner/flag/logo in conjunction with the event so that your company is clearly visible.

**Price:** From 2 000:-

### Sponsor with food

All new students need to eat every day and nothing pleases a student more than a free meal. As a thank you, NollKIT will emphasize that the food is provided by your company. A banner/flag/logo of your company could also be set up if sent to us!

**Price:** From 5 000:-

### Give away sponsored items/goodiebags

Companies wishing to distribute free items during the reception are more than welcome to do so. Either NollKIT can distribute them for you or you can distribute the items yourself for an additional cost. The price can also vary depending on the message and the value of the item

**Price:** From 0:-

**Package price**

By buying the sponsor package, all the alternatives above will be included and will guarantee a lavish and fun event that hopefully will be remembered by our newly admitted students for a long time. Your company will be seen and heard in conjunction with the event!

**Price:** From 9 000:- (10% discount)

## 3.2.5 Backdrop

### Description

Buy a part of NollKIT's backdrop ([example](#)) which will be used at several events where our photography committee will use professional photo equipment to take photos of willing participants. Many of these pictures will be shared on social media and used as profile pictures. A "part" corresponds to your logo being visible on 10% of the backdrop's surface. Max 4 parts per company!

### Price

5 000:- per part

### Included

- Your logo will take up 10% of NollKIT's backdrop (per part).

## **3.2.6 Welcome weeks event**

### **Description**

Physical event in a limited format.

Examples of available events:

- The Gothenburg tour (A short visit to the company's office or near the premises of it)
- The IT tour (A station that is a part of the competition on Chalmers)
- An evening with ArmIT
- Mingle
- Breakfast study session/"Pluggfrukost"

### **Time frame**

1 hour - a whole day.

### **Price**

From 8 000:-

Please contact us for customised arrangements and/or different price proposals.

### **Included**

- Marketing.
- Possible preparations.

### **Tips**

- It is also possible to include photography of the event by our student division's photography committee for the price of 1 500:-.

## 4 Become a student division partner

For our partners, we in ArmIT always offer at least a 10% discount on all our products in the product catalogue. As a partner, you will also be assigned a dedicated company contact from ArmIT who handles all communication with your company and tailors to your wishes.

### Student division partner

Partners of ArmIT and the IT student division are companies that are keen to maintain their relationship with IT-students and want to be seen and heard in the student division by arranging multiple events every year and reaching out to our students in our communication channels.

### Requirements

To become a partner of ArmIT and the IT student division, you must fulfill the following requirements:

- A written agreement to hold at least one lecture and order 3 or more additional products from the ArmIT product catalogue that can be distributed at any time during the contract period (Maximum period is 1 year)
- Pay a one-time fee of 5 000:- to have the company's logo with an associated link on the IT student division's website during the contract period and be mentioned as a partner.
- Payment is made in a lump sum and must be paid within the contract period.

### Benefits

What ArmIT offers in return:

- A dedicated company contact from ArmIT who handles all communication with your company and customises your requests.
- At least a 10% discount on the total price of the products in the agreement.
- A possibility of additional orders during the contract period with the same discount rate.
- The company's logo and mentioning as a partner on [chalmers.it](http://chalmers.it).

### Tips

- We recommend to purchase at least one page in the welcome leaflet so that you can showcase yourself to our newly admitted students and make a lasting impression on our new students right from the start.



## 5 Become our main sponsor

For our main partner, we in ArmIT always offer at least a 15% discount on all our products in the product catalogue. As a partner, you will also be assigned two dedicated company contacts from ArmIT who handles all communication with your company and tailors to your wishes.

### Main sponsor

Main sponsors of ArmIT and the IT student division are companies that care about their relationship with our software engineering students and favour long-term recruitment. Companies of our student division want to make a long lasting impression on our students' study life and their future working life!

### Requirement

To become a main sponsor of ArmIT and the IT student division, you must fulfill the following requirements:

- A written agreement to hold at least one lecture and order 4 or more additional products from the ArmIT product catalogue that can be distributed at any time during the contract period (Maximum period is 1 year)
- Pay a one-time fee of 10 000:- to have the company's logo with an associated link on the IT student division's website during the contract period and be mentioned as our main partner.
- Pay 30 000:- for our customised package for the ceremonial dinner of our newly graduated students.
- Payment is made in a lump sum and must be paid within the contract period.

### Benefits

What ArmIT offers in return:

- Up to two dedicated company contacts from ArmIT that handles all communication with your company and customises your requests.
- A 20% discount on the total price of the products in the agreement.
- A possibility of additional orders during the contract period with the same discount rate.
- The company's logo and mentioning as our main partner on [chalmers.it](http://chalmers.it).
- A possibility to market on our communication channels for a lower price.

**Tips**

- We recommend to purchase at least one page in the welcome leaflet so that you can showcase yourself to our newly admitted students and make a lasting impression on our new students right from the start.

## 6 Other

## 6.1 Venues

### Hubben 2.2

- No liquor license.
- Clean up included.
- Capacity: 75 persons.
- Price: 4 000:-

### Bulten

- With liquor license.
- Clean up included.
- Available at 18:00 earliest.
- Capacity: 150 persons.
- Price: 6 000:-

### J.A. Pripps arcade

- With liquor license.
- Shuffleboard, Air-hockey and Dart.
- Clean up included.
- Available at 16:00 earliest.
- Capacity: 150 persons.
- Price: 2 500:- per hour.

### Chalmers conference & restaurants

- Chalmers konferens & restauranger has many types of venues you cant rent depending on the number of guests and specific requests.
- Different alternatives and requests for quotations are available [here](#).

### Egen lokal

- You are responsible for the venue.
- Price: 0:-

### Tips

- It is easier for students to get to events that are at or near Chalmers, which usually results in better attendance.

## 6.2 Food alternatives

Prices are per person for an order of 100 portions.

*When ordering less than 100 portions, prices may be subject to change.*

1. Baguettes\*
  - Price: 60:- / person
2. Digital lunch coupon\* (Kårrestaurangen)
  - Price: 75:- / person
3. Lunchbox\* (Linsen)
  - Price: 90:- / person
4. Digital coupon for Foodora
  - Price: 100:- / person

*\*Including beverage*