

YOUR SPONSORING OPPORTUNITIES

INFO DAY FOR MEDICAL STUDIES FOR HIGH SCHOOL GRADUATES AND SENIOR HIGH SCHOOL STUDENTS

21.02.2026 | FRANKFURT / DARMSTADT

13.06.2026 | MUNICH

04.07.2026 | BERLIN

12.09.2026 | COLOGNE

17.10.2026 | STUTTGART / NÜRTINGEN

14.11.2026 | BERLIN



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The event

In 2024, the Berlin Student Advisory Service planZ will once again be organising information days on studying medicine for high school graduates. The information day on studying medicine is designed as a thematically focussed fair for school leavers. Visitors can expect a programme of lectures on the topic of starting medical studies. The target group is young people who are generally interested in studying medicine and medical professions.

During the breaks between the lectures, guests can obtain more detailed information and hold personal discussions at the sponsors' information stands.

Depending on the location, we expect around 200 to 400 people to attend the upcoming events.

Information and images of past events are available at

www.planz-studienberatung.de/infotaq-medizinstudium



Lecture programme

At the Info Days, visitors can look forward to a programme of lectures with information about

- the university application process and the selection procedures
- public universities in Germany
- Selection tests such as the Medical Test (TMS) and HAM-Nat
- Studying medicine at private universities and medical schools
- Studying medicine in Europe
- Voluntary services, nursing internships and training opportunities (paramedic, MTA, RTA, etc.) before studying medicine
- Alternatives to studying medicine: training opportunities and related subjects
- Financing a medical degree programme and much more...



The current programme information on the upcoming events can be found at

www.planz-studienberatung.de/infotag-medizinstudium

Each lecture will be followed by a moderated Q&A session. During the breaks between the lectures, guests can obtain more detailed information and clarify personal questions at the sponsors' information stands.



Trade fair

A fair with information stands will be held in the foyer of the event rooms, where visitors can obtain more detailed information on specific topics. The lecture programme will include sufficient breaks for the trade fair visit.

Of course, raffles and interactive activities can be organised at the exhibition stands. Please discuss all activities with us in advance so that we can create the appropriate space for them and make reference to them in the event presentation!

For example, microscopes were used at the previous Medical Studies Info Days, models of a human torso could be assembled, the portable equipment used by the emergency services could be inspected and doctors' coats could even be tried on for photo sessions.



Online event magazine

There is an online event magazine for each event so that visitors can look up important information at a later date. All programme items are listed here with the contact details of the speakers.

In addition, sponsors can place further articles (max. 800 words) about their offers, such as experience reports with photos, videos and links.

The link to the event magazine will be displayed as a QR code at the Info Days and will also be sent to all registered guests by follow-up e-mail. In addition, the event magazine will be linked on our website and social media channels to make it accessible to all young people interested in studying medicine.

In order to create added value for the guests, we use non-advertising language in the event magazine and endeavour to provide as much information as possible for future students. Please click here to see an example:

www.planz-studienberatung.de/veranstaltungsmagazin-infotag-medizinstudium-berlin-oct22



Veranstaltungsmagazin zum Infotag Medizinstudium

Liebe zukünftige Studierende, liebe Eltern,

herzlich willkommen zum Infotag Medizinstudium. Die gute Nachricht zuerst:

JEDE ABITURIENTIN UND JEDER ABITURIENT KANN MEDIZIN STUDIEREN!

Aber je nach Abiturnote kann der Weg ins Studium recht anstrengend und steinig werden....

Auch zu diesem Wintersemester haben sich auf die ca. 9.500 Studienplätze in der Humanmedizin über 40.000 Studieninteressierte beworben! Dabei ist es nicht immer ein Notendurchschnitt von 1,0, der den Weg ins Studium ebnet:

Bewerber können durch praktische Vorerfahrung (Krankenpflegepraktika, Freiwilliges Soziales Jahr, Ausbildung in der Pflege oder im Rettungsdienst), die Teilnahme an Jugendwettbewerben oder ein exzellentes Mediziner-test- oder HAM-Nat Ergebnis Zusatzpunkte in vielen Vergabeverfahren sammeln. Allerdings funktioniert das meist nicht ohne gute und langfristig geplante Vorbereitung.

Außerdem stehen im Inland und im Ausland spannende Alternativen zum Studium an den öffentlichen Unis in Deutschland zur Verfügung. Doch auch hier bedarf es einer umfangreichen Vorbereitung und Planung – auch in finanzieller Hinsicht – um ans Ziel zu gelangen.

Event rooms

The event rooms are all centrally located with excellent transport links, even for visitors travelling from outside the city..

Berlin | Henry Ford Bau der Universität Berlin

Garystraße 35 | 14195 Berlin

Impressions: www.fu-berlin.de



Köln | Rheinisches Bildungszentrum

Vogelsanger Straße 295 | 50825 Köln

Impressions: www.rbz-koeln.de



Darmstadt | Justus-Liebig-Haus

Große Bachgasse 2 | 64283 Darmstadt

Impressions: www.centralstation-darmstadt.de

Stuttgart-Nürtingen | K3N Stadthalle und Kreuzkirche

Heiligkreuzstraße 4 | 72622 Nürtingen

Impressions: www.k3n.de



Selection of previous sponsors of the Medical Studies Info Day

Institut für Biologie und Medizin im
Rheinischen Bildungszentrum Köln gGmbH
www.ifbm-koeln.de

Medizinische Hochschule Brandenburg
Theodor-Fontane
www.mhb-fontane.de

Kassel School of Medicine
www.ksm-info.de

Karriereberatung der Bundeswehr
www.bundeswehr-karriere.de

Jacobs University Bremen
www.jacobs-university.de

Karl-Landsteiner-Privatuniversität
<https://www.kl.ac.at/>

College Contact GmbH
www.college-contact.com

Studi-Info Magazin
www.studi-info.de

Medizinische Fakultät der Universität Pécs
www.aok.pte.hu/de

Apotheker- und Ärztebank
www.apobank.de

IN VIA Katholischer Verband für
Mädchen- und Frauensozialarbeit e.V.
www.invia-berlin.de

Kassel School of Medicine
www.ksm-info.de

Stipendienprogramm der KV Sachsen
Studieren in Europa, Zukunft in Sachsen
www.kvs-sachsen.de

MEDI-LEARN Verlag
www.medi-learn.de

Stipendienprogramm der KV Brandenburg
<https://www.kvbb.de>

Studymed.at
www.studymed.at

meditrain Institut für Testforschung und
Testtraining Köln
www.ems-eignungstest.ch

Die Johanniter – Regionalverband Münsterland
www.johanniter.de/freiwillig-nrw

Deutsches Rotes Kreuz Kreisverband Münster
www.freiwilligendienste-muenster.de

Visitor comments on the event

'The consultants from planZ presented everything important - in a condensed and organised order - in the first hour. This one hour alone would probably have been worth coming, but there was more on the programme.'

Lukas K., Würzburg

'...The day was very informative and it was a great opportunity to talk to the different representatives in person and get rid of my questions!!! Many thanks for that :)'

Sina W., Cologne

'My dream is to study medicine. With an A-level average of 1.8, I have pretty good chances compared to some others here. But I wanted to know exactly how the TMS and HAM-Nat work so that I can study specifically for them and secure my place to study medicine.'

Maximilian K., 18, Berlin

'First of all, I think the idea of an information day about medicine is very good in principle, because you can get very good insights! These lectures were very helpful and also very authentic, which I really liked! Within a few hours, you got a very good insight into the whole world of medicine and how to get started and everything else! I particularly liked Leontin's lecture because it gave you a really good insight into what studying medicine is like! All in all, it was a really successful lecture, which also encouraged me even more to study medicine! So thank you for offering this information day and I hope that you continue to be successful with this type of information day!'

Sofia G., Brandenburg



'I found the sequence and organisation of the various presentations particularly positive and logically structured. The counsellor, who provided information about the AdH in general and the HamNat, was a convincing speaker and above all realistic, which proved to be very helpful for all applicants.'

Marie M., 19 - Potsdam

'The lecture programme was excellent, all the important topics were covered. We are going home today with the good feeling that our daughter will be able to realise her dream job in the near future.'

Franziska F., Berlin

'My daughter really wants to study medicine, but with her A-level average of 1.9, we haven't seen any chance of her actually making it. After Patrick Ruthven-Murray's presentation, we know that she can still work towards her chances and we think that's wonderful and will support her.'

Frau K., 44, Kassel

'I'm a German and PE teacher and work at my school as a careers counsellor for pupils. I took part in the Medicine Info Day to find out about the opportunities for studying medicine. The selection of speakers was excellent. I can pass on the information from the experts present directly to my pupils.'

Michael S., Neuruppin



Your advertising opportunities

Large trade fair package with information stand

The trade fair package includes

- An exhibition stand on an exhibition area of approx. 2 x 2 m² in the event room, if required, including a seminar table and two chairs
- Mention of the sponsor with logo and contact details in the online event magazine
- An article of max. 800 words in the online event magazine incl. images, videos and links
- Inclusion in the lecture programme (presentation time approx. 10 minutes) (Vortragszeit ca. 10 Minuten)
- Mention of the sponsor with a link in the mail follow-up that all registered guests receive a few days after the event.

Use the trade fair package to draw the attention of high school students interested in studying medicine to your offers at an early stage.



As the event is aimed at young people and parents, we recommend having testimonials (students, trainees) at the stand and in the presentation!

The large trade fair package costs 1.300 Euro.

All prices are subject to VAT at the statutory rate..

***Small trade fair package:
Display of your advertising brochures and editorial contribution
in the online event magazine***

We are happy to display your advertising brochures, discount coupons for courses, etc. Of course, we will also mention you as a sponsor during the introduction and closing of the event and integrate an advertising banner for your organisation and an article (see online event magazine) in the online event magazine.

Of course, we will clarify with you in advance where it makes sense to mention you in the event presentation so that guests can recognise and absorb the added value of your advertising.

The small trade fair package costs 700 Euro.

All prices are subject to VAT at the statutory rate.

**Please send your advertising brochures and other advertising material
to at least 2 weeks before the date of the event:**

Petra Ruthven-Murray
planZ Studienberatung
Carl-Herz-Ufer 31 in 10961 Berlin

Guidelines for the article in the online event magazine:

Your contribution can contain general information but also experience reports (e.g. from your pupils or students). Please use non-promotional language and endeavour to provide as much information as possible for future students. Please send the contributions in electronic form on time so that we have enough time for revisions if necessary. We reserve the right to reject editorial contributions.



Banner advertising and advertorial in the online event magazine

There will be an online event magazine for each event so that visitors can refer to important information at a later date. The link to the event magazine will be displayed as a QR code at the Info Days, sent to all registered guests by follow-up e-mail and linked on our website and social media channels to make it accessible to all young people interested in studying medicine.

Here you can place an advertising banner and an editorial article with a maximum of 800 words about your offers, such as experience reports as well as photos, videos and links.

Please click here to see an example:

:

www.planz-studienberatung.de/veranstaltungsmagazin-infotag-medizinstudium-berlin-oct22



Veranstaltungsmagazin zum Infotag Medizinstudium

Liebe zukünftige Studierende, liebe Eltern,
herzlich willkommen zum Infotag Medizinstudium. Die gute Nachricht zuerst:
JEDER ABITURIENTIN UND JEDER ABITURIENT KANN MEDIZIN STUDIEREN!
* je nach Abkürzung kann der Weg ins Studium recht anspruchsvoll und schwierig werden...
...diesem Wintersemester haben sich auf die ca. 8.500 Studienplätze in der Humanmedizin über 40.000 Studienbewerber*innen
* Dabei ist es nicht immer ein Nebenfachschicht von 1,0, der den Weg ins Studium ebnet.
...durch praktische Vorerfahrung (Krankenpflegepraktika, Freiwilliges Soziales Jahr, Ausbildung in der Pfle-
ge, Teilnahme an Jugendwettbewerb oder ein exzellentes Medizinfest- oder PAM-Nat-Ergebnis.?
...weil... Allerdings funktioniert das meist nicht ohne gute und langfristig geplante Vor-
...sind spannende Alternativen zum Studium an den öffentlichen*
...weil... und Planung - auch in 10er**

The advertorial incl. banner advertising costs 500 Euro.

All prices are subject to VAT at the statutory rate.

Please send your editorial contribution, advertising banner, photos and videos no later than 14 days before the event date to petra.murray@planz-studienberatung.de.

Guidelines for the advertorial:

Your contribution can contain general information about your programmes as well as testimonials from your students. Images, videos and links can of course be embedded. Please discuss the topic briefly with us in advance! Please use non-promotional language and endeavour to provide a high level of information for future students. Please send the contributions in electronic form at least 14 days before the date of the event so that we have enough time for revisions if necessary. We reserve the right to reject editorial contributions.

Registration and booking

We hereby book (please mark with an where applicable!)

INFODAY MEDICAL STUDIES	Large trade fair package	Small trade fair package	Advertorial and banner advertising in the online event magazine
21.02.2026 Darmstadt	1.300 Euro	700 Euro	500 Euro
13.06.2026 Munich	1.300 Euro	700 Euro	500 Euro
04.07.2026 Berlin	1.300 Euro	700 Euro	500 Euro
12.09.2026 Cologne	1.300 Euro	700 Euro	500 Euro
17.10.2026 Stuttgart	1.300 Euro	700 Euro	500 Euro
14.11.2026 Berlin	1.300 Euro	700 Euro	500 Euro

Company / Organisation

Contact person

Phone and Mail

Billing Adress

Date / Signature / Stamp

Your signature confirms that you have taken note of the following terms and conditions!

planZ – the organiser

Since 2004, the professional team of advisors at the planZ student advisory service has been providing individual, client-centred and independent help to sixth form students and school leavers with career and study guidance and the choice of a suitable degree course.

For some years now, we have also specialised in advising young people who wish to study medicine. As part of our fee-based study counselling service for school leavers who wish to study medicine, we help them to precisely assess their chances in the various university selection procedures, to plan sensible timetables for preparatory years with FSJ, a nursing internship, early training, preparation for test procedures, lateral entry into studies and a possible start to studies abroad. Our team supports prospective students until they have successfully started their studies. Over the past few years, this has resulted in a high level of expertise for starting a degree in medicine.

Because private study counselling is primarily aimed at families with a high level of education and some groups of people are therefore unable to find a contact person in private study counselling, the guidebook 'Erfolgreich ins Medizinstudium - Wie ich mir einen Studienplatz in Deutschland oder im Ausland sichere' (Successfully studying medicine - How to secure a place to study in Germany or abroad) was published by Hogrefe-Verlag in 2013 under the leadership of our co-founder Patrick Ruthven-Murray. We also launched the YouTube channel Studienwahl.TV, on which we interview various experts to provide information about access to medical studies, among other things.

Since 2012, we have also been offering free information evenings for parents and pupils on the subject of entering medical school. Finally, as entrepreneurs, we also want to fulfil our social responsibility and make the expertise we have gathered over the years available to as many interested parties as possible.

As the response to the information evenings has always been very good and we are always surprised at the myths that persist at the events - especially on the subject of university place allocation - we came up with the idea of expanding the information evenings into a larger information day. After all, we are very familiar with the questions that young people send us every day by email, on the social web and by phone and are able to assess very well which topics are in urgent need of information.

It is particularly important to us to keep the event free of charge for visitors - also to show that medical studies are open to all: Studying medicine is open to everyone, not just young people from financially well-off families. According to a study conducted by the University of Konstanz in the winter semester

of 2010, almost three quarters of medical students have parents with a university degree. There is also an above-average incidence of traditional specialist reproduction, i.e: Medical students often come from families of doctors. It is well known that children from families with an academic background already receive more family support during their school career and thus on their way to university. When it comes to studying medicine, in addition to good school grades, there are also many organisational hurdles to overcome, because the admission procedures are complicated to navigate and sometimes long preparation periods - voluntary internships, preparation for test procedures - have to be financially supported and bridged.

With our events, we would therefore also like to contribute to the public debate on equal opportunities in the allocation of medical study places.

Contact:

Petra Ruthven-Murray
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Carl-Herz-Ufer 31
10961 Berlin

Tel.: 030 / 61286923
petra.murray@planz-studienberatung.de
www.planz-studienberatung.de/infotag-medizinstudiuml

General Terms and Conditions

§ 1 SCOPE

- 1) These General Terms and Conditions for the Medical Studies Info Days form the contractual basis between the exhibitor and planZ Petra und Patrick Ruthven-Murray GbR - hereinafter referred to as the organiser.
- 2) The following General Terms and Conditions in the version valid at the time of the trade fair event shall apply exclusively to the legal relationships established between the organiser and exhibitor. They govern the conclusion of the contract between the organiser and exhibitor, the execution of concluded contracts and the mutual rights and obligations.
- 3) Any deviating general terms and conditions of the exhibitor are rejected. These shall only become effective if they are expressly confirmed in writing by the organiser.

§ 2 CONCLUSION OF CONTRACT

- 1) The application is a legally binding and irrevocable offer for the exhibitor. Amendments, cancellations and/or additions are invalid. By submitting the application, the exhibitor recognises the General Terms and Conditions of Trade Fair as binding for himself and all persons employed by him at the trade fair.
- 2) The organiser is not obliged to accept the exhibitor's offer. The Organiser alone shall decide on the admission of the exhibitor (acceptance of the offer). The binding rental agreement shall come into effect upon written acceptance of the exhibitor by the organiser. The exhibitor has no legal claim to the conclusion of a rental agreement.
- 3) The organiser is entitled to exclude individual exhibitors from participation in the trade fair for objectively justified reasons, in particular if the available space is insufficient, or to restrict the group of exhibitors with regard to the interests of the trade fair. If it is necessary to fulfil the purpose of the event, the organiser

may restrict the trade fair to certain groups of exhibitors, suppliers and visitors. Exclusion of competitors may neither be demanded nor promised.

§ 3 PRICES AND TERMS OF PAYMENT

- 1) The costs incurred/stand rental depending on the package selected are specified in the respective current concepts. These are binding. Any discounts granted will be made in writing by the organiser and will be cancelled if payment is not received on time.
- 2) Invoices will be issued after the trade fair has been booked. The amounts invoiced must be paid by the exhibitor within 14 days of the invoice date, unless otherwise stated on the invoice.
- 3) Interest on arrears shall be charged from the due date. This amounts to eight percentage points above the respective base rate of the ECB (§ 247 BGB).

§ 4 CANCELLATION

- 1) The organiser may withdraw from the contract concluded with the exhibitor with immediate effect if the conditions in the person of the exhibitor on which the rental contract is based are not or are no longer met. In particular, the organiser is entitled to withdraw from the contract if, after a reminder has been issued, the exhibitor fails to settle the advance invoice within the period set by the organiser. If, in this case, the cancellation is made up to eight weeks before the start of the trade fair, the exhibitor shall reimburse the organiser with an amount equal to 75% of the agreed stand rental (selected trade fair package). If the cancellation occurs after this date, the exhibitor must reimburse the organiser for the agreed stand rental (selected trade fair package) in full. The exhibitor reserves the right to prove that the costs demanded are too high.

2) If the exhibition stand is not used by the exhibitor, the agreed stand rental fee (selected trade fair package) must be paid in full.

3) The exhibitor can withdraw from the contract if the organizer agrees in writing. Withdrawal can only be declared by the exhibitor in writing by registered letter. It is only legally valid if the organizer gives his consent in writing. If the withdrawal on the part of the exhibitor occurs with the written consent of the organizer, the exhibitor must pay the organizer compensation amounting to 25% of the agreed stand rent (selected trade fair package).

The exhibitor can name a replacement exhibitor, but this can be rejected without giving reasons.

§ 5 TERMINATION

The organizer has the right to terminate the contract without notice for good cause. An important reason is, in particular,

- if the exhibitor does not comply with the contractual obligations or grossly violates them. In this case, the organizer can immediately exclude the exhibitor from the trade fair with all the consequences.
- if the contract is unenforceable.
- if the exhibitor defaults on a not insignificant part of the remuneration,
- if the exhibitor becomes insolvent or insolvency proceedings are opened against his assets or the application to open insolvency proceedings is rejected due to a lack of assets.
- if the stand allocation was made due to incorrect information/requirements provided by the exhibitor.
- The termination must be in writing to be effective.

In all of these cases, the exhibitor's obligations regarding payment of the agreed stand rentals (selected trade fair package) remain.

§ 6 CHANGES/FORCE MAJEURE/CANCELATION

1) In the event that force majeure or unforeseeable events for which the organizer is not responsible make it impossible to hold the trade fair as planned, the organizer is entitled to cancel the trade fair or to hold it on another date or if the event occurs during the trade fair to cancel or shorten it. The organizer must announce such decisions as early as possible. In all cases, claims for damages by the exhibitor are excluded.

2) If the trade fair is canceled before the opening, the following rule applies: If the cancellation occurs more than 6 weeks, but at the latest three months before the scheduled start, the exhibitor must pay the organizer 25% of the agreed stand rent (selected trade fair package) as compensation. If the cancellation occurs in the last 6 weeks before the planned start, the compensation increases to 50% of the agreed stand rent (selected trade fair package). In addition, the costs already incurred at the instigation of the exhibitor must be paid by the exhibitor in any case.

3) If the trade fair is held on a different date, the following rule applies: In principle, the exhibitor is obliged to participate and pay the agreed stand rental (selected trade fair package) based on the existing contract. However, this does not apply to exhibitors who provide proof that participation in the trade fair results in a date overlap with another trade fair/exhibition that they have already booked. In this case, release from the contract can be requested by registered letter. If you can provide proof of the necessary requirements, you will not be entitled to stand rental.

4) If the organizer has to shorten or cancel the trade fair that has already begun due to force majeure or by official order, the exhibitor is not entitled to a refund or waiver of the agreed stand rental fee (selected trade fair package). In this case, the exhibitor must pay the agreed stand rental fee (selected trade fair package) as well as all costs to be borne in full.

5) In all of the above cases, the exhibitor reserves the right to prove that the costs demanded are too high.

§ 7 LIABILITY

- 1) Unless otherwise agreed below, claims for damages by the exhibitor against the organizer are excluded. The above exclusion of liability also applies to the organizer's legal representatives and vicarious agents.
- 2) The organizer's liability for a specific advertising success is excluded.
- 3) The exhibitor is liable for damages of any kind caused by him, his legal representatives or his vicarious agents.
- 4) The exhibitor is also liable to ensure that no industrial property rights, copyright and/or trademark rights or other rights of third parties are impaired by his trade fair appearance. If claims are made against the organizer by third parties for violation of rights, the exhibitor shall release the organizer from all related liabilities and claims.

§ 9 FORFEITON CLAUSE

Claims by exhibitors against the organizer that are not reported in writing no later than two weeks after the end of the trade fair are excluded.

§ 10 CHANGES

Agreements that deviate from the General Terms and Conditions of the Trade Fair must be in writing to be legally valid.

§ 11 APPLICABLE LAW AND JURISDICTION

- 1) The law of the Federal Republic of Germany applies exclusively to the contractual relationships between the organizer and the exhibitor.
- 2) For entrepreneurs, the place of performance and place of jurisdiction is the organizer's registered office in Berlin, without prejudice to the organizer's right to bring legal action at another legally permissible place of jurisdiction.

§ 12 SEVERABILITY

- 1) Should a provision of these General Terms and Conditions of the Trade Fair be invalid, the validity of the remaining provisions will not be affected.
- 2) Instead of the invalid provision, regulations should apply that come closest to the economic purpose of the contract and the appropriate protection of the interests of both parties.

