



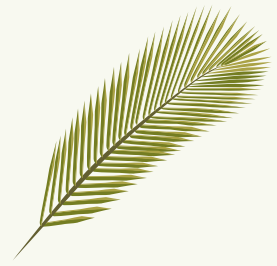
INFORMATION BROCHURE

VLK Public and Business Relations





ABOUT US



VLK

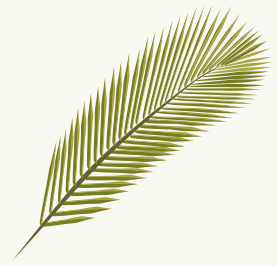
The VLK, or Flemish Biotechnological Society, is the student association of and for the Bioengineering students at Ghent University. With over a thousand members, the VLK is one of the largest student associations in Ghent. Through the organization of a wide range of activities such as sports, parties, cultural events, and book sales, the VLK has a broad reach among Ghent's student population.

PBR

The Public and Business Relations (PBR) team is part of the VLK praesidium and consists of Eline Deblander, Nora Parmentier, Sien Decoene and Lisanne De Roo. On the one hand, the PBR team aims to prepare 2nd master Bioengineering students as well as possible for their future work or further studies. On the other hand, they serve as the point of contact for all sponsorship and advertising.



ABOUT US



BIOENGINEER

The Bioengineering program at Ghent University is a five-year program, consisting of two general Bachelor years, a direction-specific third Bachelor year, and a two-year Master's program with the following possible majors: Ecosystem Management; Cell and Gene Biotechnology; Environmental Technology; Chemistry and Bio-Process Technology; Food Science and Nutrition; Agricultural Sciences.

SERVICES

To bring students and companies together, our activities consist of three parts:

Recruiting

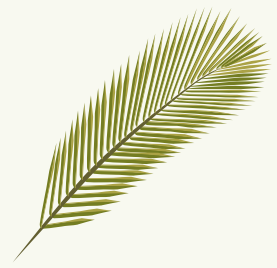
Advertising & Sponsorships

Events

In doing so, we take great care to address both the needs of the company as well as the interests of the students.



ADVERTISING & RECRUITING



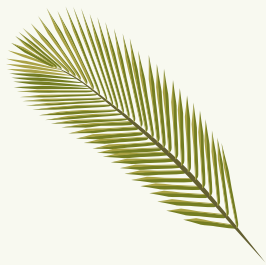
Add your job vacancy to our monthly newsletter for **last-year students of bio-engineering and industrial engineering in bio-sciences**. Your job vacancy will also be posted on the job vacancy center on our website.



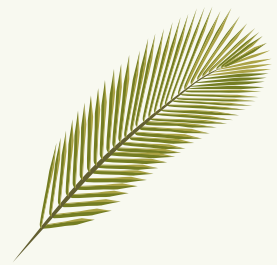
We can directly reach the **third-year and first-year master's students in bio-engineering** through email. We will send an email that can contain various attachments from different companies.



Each month, we send out one **exclusive sponsored email**, which your company can purchase. The content and layout of the email are entirely determined by the company. However, you cannot avail this option for two consecutive months.



ADVERTISING & RECRUITING



As a company, you can organise a 'takeover' of the VLK Facebook and VLK Instagram for one day. Throughout the entire day, you will have the freedom to post your desired content on the stories of both channels.



Your logo will be featured in all editions (6 editions) of our magazine 'Groei' in black and white. This magazine is distributed in print on the campus and you can find it on our site.



Your logo will be placed on our website (www.boerekot.be) with a link to your website for the entire academic year.



ADVERTISING & SPONSORING



To showcase your company to the students, we have two types of packages:
the advert package and the event package.
For each of these packages, there is a choice between small, medium, and large.

SMALL

- ◆ advertisement on
VLK PBR LinkedIn
- &
- ◆ advertisement on
VLK PBR Facebook
- &
- ◆ story on
VLK Instagram

MEDIUM

- ◆ advertisement on
VLK PBR LinkedIn
- &
- ◆ advertisement on
VLK PBR Facebook
- &
- ◆ story on
VLK Instagram

LARGE

- ◆ advertisement on
VLK PBR LinkedIn
- &
- ◆ advertisement on
VLK PBR Facebook
- &
- ◆ story on
VLK Instagram



- ◆ post on
VLK Facebook

- ◆ post on
VLK Facebook

ADVERT PACKAGE

Providing content is the responsibility of the company.

- ◆ one-time
advertisement in
the magazine Groei

ADVERTISING & SPONSORING

To showcase your company to the students, we have two types of packages:
the advert package and the event package.
For each of these packages, there is a choice between small, medium, and large.

SMALL

♦ logo on poster,
Facebook banner, and tickets of
'Paviljoen' parties (parties at the
faculty itself, with 300+ visitors)

OR

♦ logo on poster,
Facebook banner, and visible
presence at all cultural events
(including faculty quiz,
Christmas market, ...)

MEDIUM

♦ logo on poster,
Facebook banner,
and tickets of
'Paviljoen' parties
(parties at the
faculty itself, with
300+ visitors)

♦ logo on poster,
Facebook banner,
and visible presence
at **all cultural events**
(including faculty
quiz, Christmas
market, ...)

LARGE

♦ logo on poster,
Facebook banner,
and tickets of
'Paviljoen' parties
(parties at the
faculty itself, with
300+ visitors)

♦ logo on poster,
Facebook banner,
and visible presence
at **all cultural events**
(including faculty
quiz, Christmas
market, ...)

Interested in an
option but not in
the complete
package? Or want
to customize your
own package?
That's possible!
Contact us!

EVENT PACKAGE

♦ logo on poster,
Facebook banner,
and tickets for
"Paashaas" (annual
party at Vooruit,
Gent, with 1000+
visitors).

ADVERTISING & SPONSORING

Furthermore, there are 2 major events that you can sponsor: the Gala Ball of Bioengineers in the first semester and 'Paashaas' in the second semester. The gala ball takes place at campus coupure in Ghent, and 'Paashaas' is our annual big party at Vooruit. Both events attract not only many bioengineers but also a diverse audience of other Ghentian students.

Gala Ball of Bio- engineers (600+ visitors)



◆ logo on poster,
Facebook banner, and tickets

◆ projection of
company logo in the venue.

Paashaas (1000+ visitors)



◆ logo on poster,
Facebook banner, and tickets

◆ post in the
Facebook event



ADVERTISING & SPONSORING



There are also several alternative options available for advertising.

**Sponsoring of
barrels of beer**

**Sponsoring
in natura**

For example,
relevant material to
include in the book
package.

**Logo sponsor
VLK cargo bike**

Have your logo
placed on the VLK
cargo bike. The
cargo bike is used
multiple times per
week for shopping,
events, and more.

**Logo on the front
or back of the
sports jerseys**

The jerseys are
worn during the
interfaculty
tournaments and
championships
throughout the
semester (every
Monday and
Wednesday).

EVENTS

BIOSCIENCE ENGINEERING CAREER EVENT 03/03/2027 - @ Eskimofabriek

BECE is a joint organization by the student association VLK and the alumni association ABIG. This job fair aims to connect companies with graduating and interested students in bio-engineering and life sciences.

Throughout the day, there will be company pitches, a fair with company booths, and a networking reception.

Contact us via companies@becareerevent.be or visit www.becareerevent.be for prices and more information.



A DAY IN THE LIFE OF A BIOSCIENCE ENGINEER 09/11/2026 - @ CAMPUS COUPURE GHENT

A graduated bio-engineer will provide a very concrete explanation of what his/her job entails and share what he/she does throughout a typical day. This is not just a company presentation; it's a real opportunity for the students to get an idea of what a day in the life of a bio-engineer at your company looks like. Free networking reception afterwards. *



YOUR OWN EVENT OR WORKSHOP

Can you organize a relevant event or workshop for the bio-engineering students? Contact us!



* We will make a selection from the interested companies with the aim of featuring companies from as many different sectors as possible.



PBR@BOEREKOT.BE

WWW.BOEREKOT.BE

**COUPURE LINKS 653
9000 GHENT**

ELINE – NORA – SIEN – LISANNE

