



ZUKUNFT
PERSONAL®

ZP EUROPE KOELNMESSE 14-16 SEPTEMBER 2021

DISCOVER ZP EUROPE 2021

March 2021

spring Messe Management GmbH

HIGHLIGHT TOPICS

//RECRUITING
& ATTRACTION

//OPERATIONS
& SERVICES

//LEARNING
& TRAINING

//CORPORATE
HEALTH

//FUTURE
OF WORK

//360°HR EXPERIENCE

1 ZPE 2021 Experience

2 Location

3 Take part as an Exhibitor ● Sponsor ● Partner

4 Special: Future of Work / presenting XR @ ZP Europe

5 ZPE2019 - the numbers

OUR GOAL:

NEXT LEVEL
FOR EUROPE'S
LEADING
EXCO-EVENT
DEDICATED TO
THE WORLD OF
WORK
OUR NEW
EVENT – DNA



- even MORE WIDE-RANGING (HR + transformation)
- even EASIER (visitor guidance)
- even MORE INNOVATIVE (formats)
- even FRESHER (visitor experience)
- even MORE SPECIFIC (communication)



THE STAGE IS SET FOR:

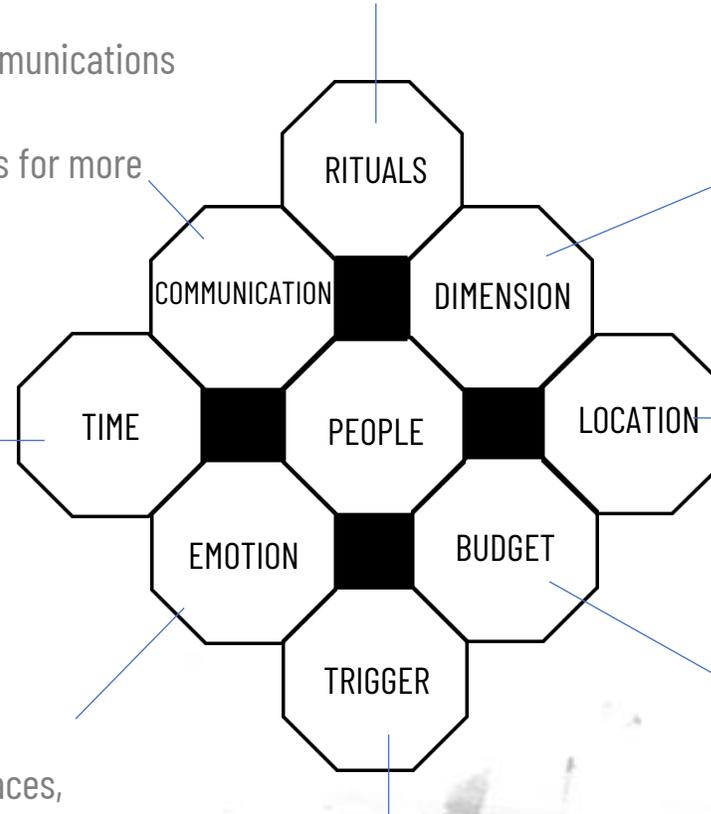
THE MOST
INSPIRING,
MOST DYNAMIC,
MOST
COMPREHENSIVE
EXCO EVENT
SINCE ITS LAUNCH
IN 1999

Marketing and communications
strategy:
individual packages for more
visibility and leads

Date: 15 - 17
September 2020

Food courts,
co-working spaces,
parties, "happy:nings",
interactive platform with
live events

Storytelling
modern working landscapes



5 EVENTS = 1 SHOW
covers entire HR value chain
with touchpoints along the entire employee experience
from 2nd quarter 2020, also digital ZP365

NEW in Halls
4 and 5 in
Cologne

All-inclusive stand concept
Red carpet tour
Sponsorship series and topics

More than an exhibition –
generates interest
The appeal of the unusual

// HIGHLIGHT TOPICS ALONG THE ENTIRE EMPLOYEE EXPERIENCE



//VISITOR EXPERIENCE

EXHIBITION DESIGN & EVENT SPECIALS

new Stages
Highlights in every
hall
Red carpet tours
Visitor specials
e.g. DJ, fitness areas,
healthy food courts,
co-working spaces in all
halls and much more.



A modern working landscape and an interactive platform with live events combine to deliver an impressive all-round experience. From all-inclusive product presentations and company showcasing to parties and "happy:nings".



//MARKETING & COMMUNICATIONS



CROSS-TOPIC & CROSS-EVENT

As an exhibitor, sponsor and partner, you can benefit from extensive umbrella branding, event and topic campaigns – in both printed publications and online.



30+ newsletter campaigns topic-driven & relevant to the touchpoint – and general

- Headings with key topics on the website and umbrella branding page
- Performance campaigns (Google, LinkedIn, XING Social Media etc.)
- Multi-format app

NEW ONLINE TOOL: THE BANNER GENERATOR

Enables you to download individual online graphics, web banners or signatures that you can integrate quickly and easily on your website, in your e-mails or on social media channels. Easy in just a few clicks – according to topic and event !



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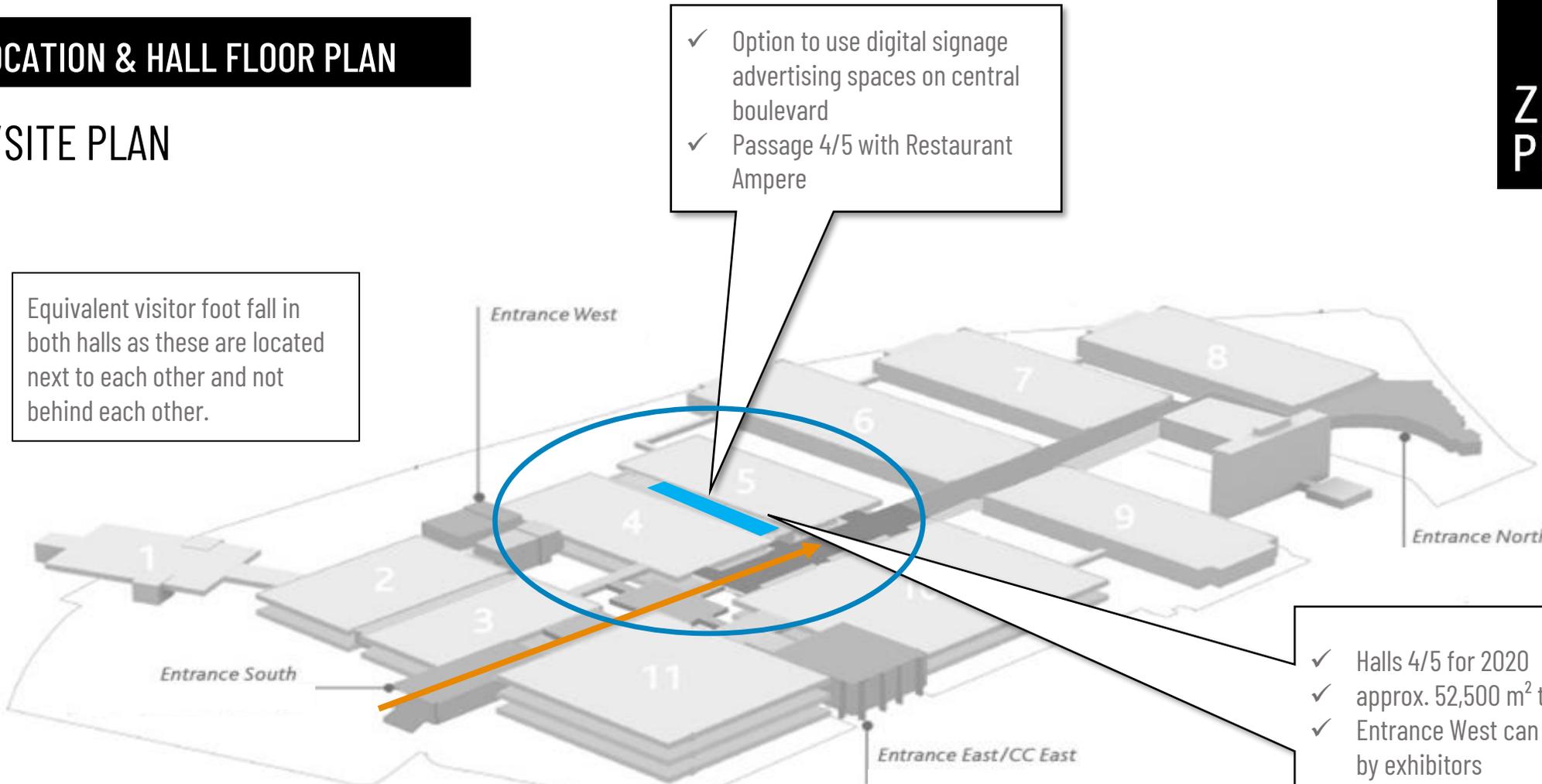
Special: Future of Work / presenting XR @ ZP Europe

5

ZPE2019 - the numbers

LOCATION & HALL FLOOR PLAN

//SITE PLAN



Equivalent visitor foot fall in both halls as these are located next to each other and not behind each other.

- ✓ Option to use digital signage advertising spaces on central boulevard
- ✓ Passage 4/5 with Restaurant Ampere

Visitor flow still via Entrance South
New spacious outside staircase and terrace from Cologne-Deutz via Entrance South. Access via Piazza and central boulevard **between** Halls 4 and 5.

- ✓ Halls 4/5 for 2020
- ✓ approx. 52,500 m² total area
- ✓ Entrance West can be used by exhibitors
- ✓ Ceiling height from 4.75 - 5.85 m
- ✓ two-storey construction normally possible

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// BE PART OF IT! NEW IN 2021:

- ✓ Reduction of m² price by EUR 5 to EUR 290/m² including one open stand side. Further open stand sides can be booked if required (EUR 300 per side for corner stand, peninsula stand and island stand – irrespective of stand size).
- ✓ ZP Service – Package (for EUR 949) with numerous benefits for an even more successful exhibition presence (including lead management app, banner generator as new online marketing tool, e-tickets and registration fee included).
- ✓ Innovative packages for selected topic areas (details to follow).
- ✓ Possibility of cross-topic sponsorship for all Zukunft Personal exhibitions and event sponsorship of HR:motion series.

Take part as an Exhibitor • Sponsor • Partner

// BE PART OF IT! NEW IN 2021:

Choose your exclusive expo event menu

As an exhibitor, sponsor or partner, you can benefit from a "tailored exhibition and event presence". We offer you all the **necessary services and products from a single source - customised to your individual requirements, service-oriented and with a high ROI.**

SIMPLY GIVE US A CALL - WE WOULD BE HAPPY TO ADVISE YOU PERSONALLY TO ENSURE YOUR SUCCESS AT THE EXHIBITION

Stand price
from
EUR 240/m² *
(incl. one open stand side,
*rebooking price)

Maximise your leads on site. Use the high coverage of our visitor promotion specifically geared to your target group. We can help you with your visitor marketing in a whole range of different ways from A for attractive advertising to P for professional invitation campaigns to T for time-saving lead management and follow-up.

ZP Service-
Package
EUR 949

Complete
stand packages
from
EUR 5,199

Complete stand packages make exhibiting easy: all from a single source. There are package stands and new stand concepts for all the topics.

Sponsorship
from
EUR 6,500

Position your brand as a sponsor of the Future of Work, as a promoter of a selected topic area or benefit from our event series HR:motion.

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RETHINK. CREATE. TRANSFORM.

// FUTURE OF WORK

PRESENTING

**XR @
FUTURE OF WORK**

// ABOUT FUTURE OF WORK



ZP 365
Future of Work:
solutions,
products and tips
to successfully
implement
NEW WORK!

The new, thematic focus along the entire employee experience reflects the whole HR value creation chain with five highlight topics:



New professions, organisation models and office landscapes - the Future of Work is dynamic, agile and digital! This revolutionary upheaval in the working world is also a social megatrend. The Future of Work is a trailblazer for new structures and working spaces, offering scope for creativity and flexibility and fuelling innovative technologies.

// ABOUT FUTURE OF WORK



The Future of
Work Village @
Zukunft
Personal Europe
in Cologne!



**ZP EUROPE
KOELNMESSE**
14-16 SEPTEMBER 2021

The ZP Europe is the leading exhibition dedicated to the world of work and celebrated 2020 it's first virtual HR Week: Across five virtual trade fair days, the focus was on innovative product solutions, lectures, and networking. The leading European trade fair links people and markets in the areas of HR management, digitalisation and leadership also in 2021.

SEE YOU THIS YEAR:

14 - 16 September 2021 | Cologne



**Numbers
2019**

// FUTURE OF WORK VILLAGE

AMBASSADOR SPACES
DESIGN OFFICES

AMBASSADOR LEADERSHIP, CULTURE & MINDSET
 MERCER | **promerit**

AMBASSADOR TOOLS & METHODS
 devoteam

**47 EXHIBITORS
ON AN AREA OF
2.500 M²**

**29 PRESENTATIONS
AT THE FUTURE OF
WORK CAMPUS**

**OVER 50
HAPPY-NINGS IN
FESTIVAL STYLE**

**64 SESSIONS AT
THE WORKSHOP &
BLOGGER LOUNGE**

f-o-w.com

// ABOUT THE FUTURE OF WORK VILLAGE



Our working world is facing a fundamental change: Globalization and ever advancing digital transformation are forcing us to seriously question the way we work today.

The Future of Work Village at the Zukunft Personal Europe offers you the opportunity to examine every aspect of the megatrend "New Work". Take advantage of the numerous presentations on offer, experience the activities and happy:nings and enter into a dialogue with innovative companies, New Work pioneers and over 20,000 top decision-makers, digitalisation strategists and HR executives.

LEADERSHIP, CULTURE & MINDSET



What is the significance of leadership? How can it be effective if people and machines collaborate independently of time and place?

SKILLS & COMPETENCES



What skills do employees need today to succeed in a world of work 4.0?

TOOLS & METHODS



The Digital Workplace, as a comprehensive component of strategic transformation, is no longer just an IT project, but an important part of a company's employee experience.

SPACES



Today's workplace has to satisfy many needs. It is a space, more specifically a work environment, that drives innovation, communication and creativity.

// ABOUT XR @FUTURE OF WORK VILLAGE



Extended Reality is set to change the future of work. **VR, AR, MR, and everything in between**, can help workers' performance, improve access to information, aid public speaking engagements and help workers abide by required procedures. **Extended Reality** technologies can help enterprises when it comes to managing their workforce and innovating every aspect of the working day.

The Virtual Workforce

To evolve in these challenging times, businesses must find efficient ways to collaborate and keep the remote workforce productive. Modern companies have now budgeted to handle this sudden transition to a remote work setting.

Companies now need to equip their resources with the remote tools they need to ensure business continuity and to enable communication and collaboration within the remote workforce, where augmented reality and virtual reality are the norm.

The Augmented Workforce

Companies need flexibility in their processes, work platforms, and employee enablement. They must evolve to respond to a rapidly changing environment and shifting customer demands.

XR is already enabling employees to collaborate with one another in new ways, fundamentally shifting the way businesses operate.

XR will allow workers immediate access to such information as forecasts, sales figures, stock data, safety remits and endless other key data sources.

// ABOUT XR @FUTURE OF WORK VILLAGE



RECRUITING

Reason why

Improve businesses hiring process by offering enhanced support.

LEARNING & TRAINING

Reason why

Provide your customers with the required immersive technology to provide workflow optimization. Provide the employee additional information augmented into their daily workflow, saving time, and increasing efficiency.

COLLABORATION

Reason why

By shrinking the distance between remote locations for meetings, conferences and on-site training, improved communications are key.

// ABOUT XR @FUTURE OF WORK VILLAGE



Required XR Solutions

- Content Development
- Agencies and studios
- Video game developers
- B2B and B2C single application businesses
- Service
- UX and UI design experts for VR/AR applications
- Event management for VR/AR events
- VR/AR headset branding
- Recruitment for VR/AR talent
- Consultancy on VR/AR activity
- Professional (legal, tax and investment) advisers
- Consumer research using VR/AR technology
- News providers on the VR/AR market
- IP consultancy
- Kit hire
- Service
- VR/AR headset manufacturers
- 3D audio design
- Haptic solutions
- Consumer research using VR/AR technology
- News providers on the VR/AR market
- IP consultancy
- Kit hire
- Service
- VR/AR headset manufacturers
- 3D audio design
- Haptic solutions
- AR optics hardware
- In-VR 3D modelling solutions
- VR live streaming platforms
- VR/AR controller solutions
- Gaming platforms
- VR/AR controller solutions

// ABOUT XR @FUTURE OF WORK VILLAGE



Sectors represented

Hardware

- Lens and optical solutions
- Cabling
- Visor and control framework
- File - User interface
- Head-Mounted Displays
- Gesture-Tracking Devices
- Projectors and Display Walls
- Sensors
- Displays and Projectors
- Position Trackers
- Cameras

Software

- Environment Mapping
- 3D build
- 3D render
- Animation and compositing
- Program and broadcast interface
- Coding and formatting
- Software Development Kits
- Cloud-Based Services
- VR Content Creation

Production Areas

- 3D camera solutions
- Live video rendering
- Edit and composite solutions
- Connectivity Solutions

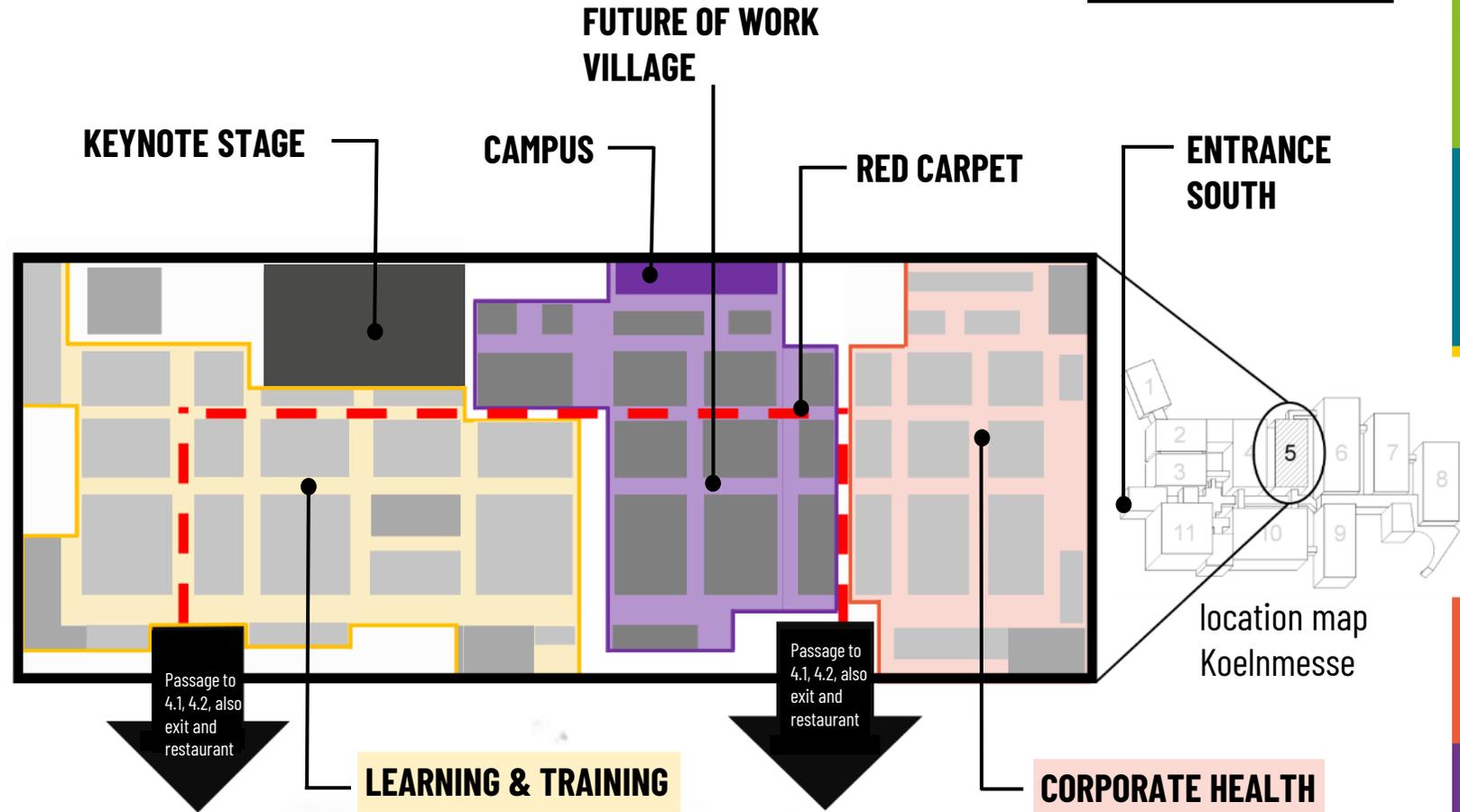
// HALL 5.2 – THE NEW WORKING WORLD IS HERE!



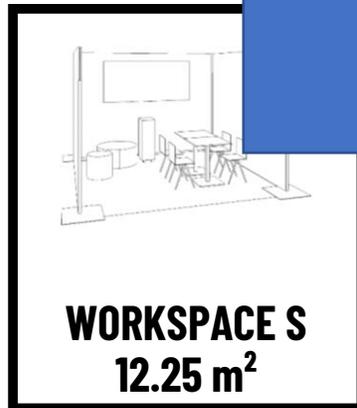
Experience at first hand all the facets of New Work in hall 5.2 with technical scenarios, flexible space solutions and exciting happy:nings.

Visit the neighbouring Corporate Health area and browse the services offered by numerous providers of holistic health systems, occupational health advisors and health insurance funds.

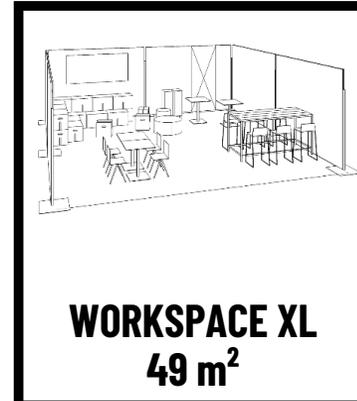
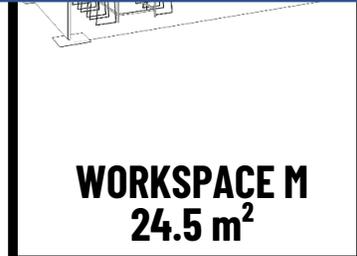
In Learning & Training, you can try out interactive formats, listen to exciting presentations and discover innovative tools on the latest trends such as immersive learning technologies with AR & VR and artificial intelligence, while exploring the key factors for successful further training.



// YOUR WORKSPACE PACKAGE



New package to include!



We would be happy to provide you with other design ideas! Just give us a call!

A WORKSPACE OF YOUR CHOICE, INCLUDING:

- Presentation of your product/service in the Future of Work Village on an area of more than 2,500 m²
- ZP Service Package and power connection (approx. 2,5 KW incl. electricity flat rate)
- Floor covering: carpet
- Access to general Village Wi-Fi (basic)
- Free entry product index "Future of Work"
- Back wall graphic for one wall (dimension vary on each Workspace Package, you provide print data)
- Logo on "Future of Work" wall
- Involvement in the "Happy:ning" activities
- Mention and logo presence in press communication on "Future of Work" and in the high-circulation print and online media

// HAPPY:NING – BRING YOUR WORKPLACE TO LIFE



As an exhibitor in the Future of Work Village, you have the exclusive opportunity to offer “Happy:ning” activities to attract the attention of exhibition visitors. You could give an innovative product presentation, stage agile games, organise a raffle or a gin tasting – the possibilities are virtually endless.

All the activities are advertised free of charge both before and at the exhibition. You are welcome to send us your planned activity including title, a brief descriptive text and the time you would like it to take place.

Do you have any individual requests?

Take advantage of the numerous ways to get involved and achieve maximum visibility for your company! We would be happy to advise you personally on how to showcase your company and achieve the best possible exhibition presence in accordance with your need and wishes.

Simply give us a call!

f-o-w.com

// FUTURE OF WORK – SPONSORSHIP PACKAGE*



ZPSeries – Cross-series services:

- Logo on topic-related print media
- Logo on topic page of Zukunft Personal website
- Bimonthly promotions on the topic via social media

Services at Zukunft Personal Europe 2020:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the floor plans, on the sponsorship wall and topic-related display presentations and print media
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the Zukunft Personal Europe
- 1 product index entry
- Branding of the Future of Work Campus
- Participation in a panel discussion on the topic Future of Work

Price: € 13,000



*A total of maximum 4 x bookable.

f-o-w.com

// FURTHER SPONSORSHIP- & ADVERTISING OPPORTUNITIES



With around 20,000 decision-makers and HR professionals as well as over 770 exhibitors, partners and sponsors, ZPEurope is Europe's leading ExCo event dedicated to the world of work. Take advantage of this opportunity to stand out from the crowd! Attract attention with distinctive services, increase your reach and generate more leads!

Guided Tours | from € 555.00

Become an active part of the themed Guided Tours at Zukunft Personal Europe and give information about your product and/or service to potential customers. Position yourself as an HR topic expert and stand out from your competitors.

Workshops | from € 1,690.00

A different approach to interaction: why not engage with your potential customers as an expert with innovative methods?

Presentation options on the Future of Work Campus | from € 875.00

More information on booking presentations and on the individual stages will be available from March 2020.

Interested?

We would be happy to advise you personally and send you a no obligation quote. Simply give us a call!

// ZPE 19 | IMPRESSIONS FUTURE OF WORK VILLAGE



HIGHLIGHT TOPIC
// FUTURE OF WORK
We are shaping the Future of Work

21ZONE **CO:X** **declaree** **DBA**
DESIGN OFFICES **dub** **devteam** **Effectory**
eko **EUROGRES** **everide** **FAIRCOACH**
Great Place to Work **HAUFE+Group** **Honestly** **IFS**
ITA **peter kenkel** **Kinnarps** **hunu**
hunu **merTens** **RESRESSO** **Peakon**
SAMSUNG **SAP** **selecta** **shyftplan**
Spencer **Studydrive** **SPS** **tisteps**
TANDIPLAY **TCJG** **THE ORGANIZATION PLAYGROUND** **Topcom**
viadesk **WACHSTUMS** **Wilkahn**

AMBASSADOR SPACES | AMBASSADOR LEADERSHIP, CULTURE & MINDSET | AMBASSADOR TOOLS & METHODS
DESIGN OFFICES | **MERCER** | **promerit** | **devteam**



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„The largest Zukunft Personal Europe ever –
on the occasion of the 20th anniversary“

Ralf Hocke, CEO spring Messe Management GmbH

**LEADING IN
PERMANENT BETA**

20,7k

VISITORS

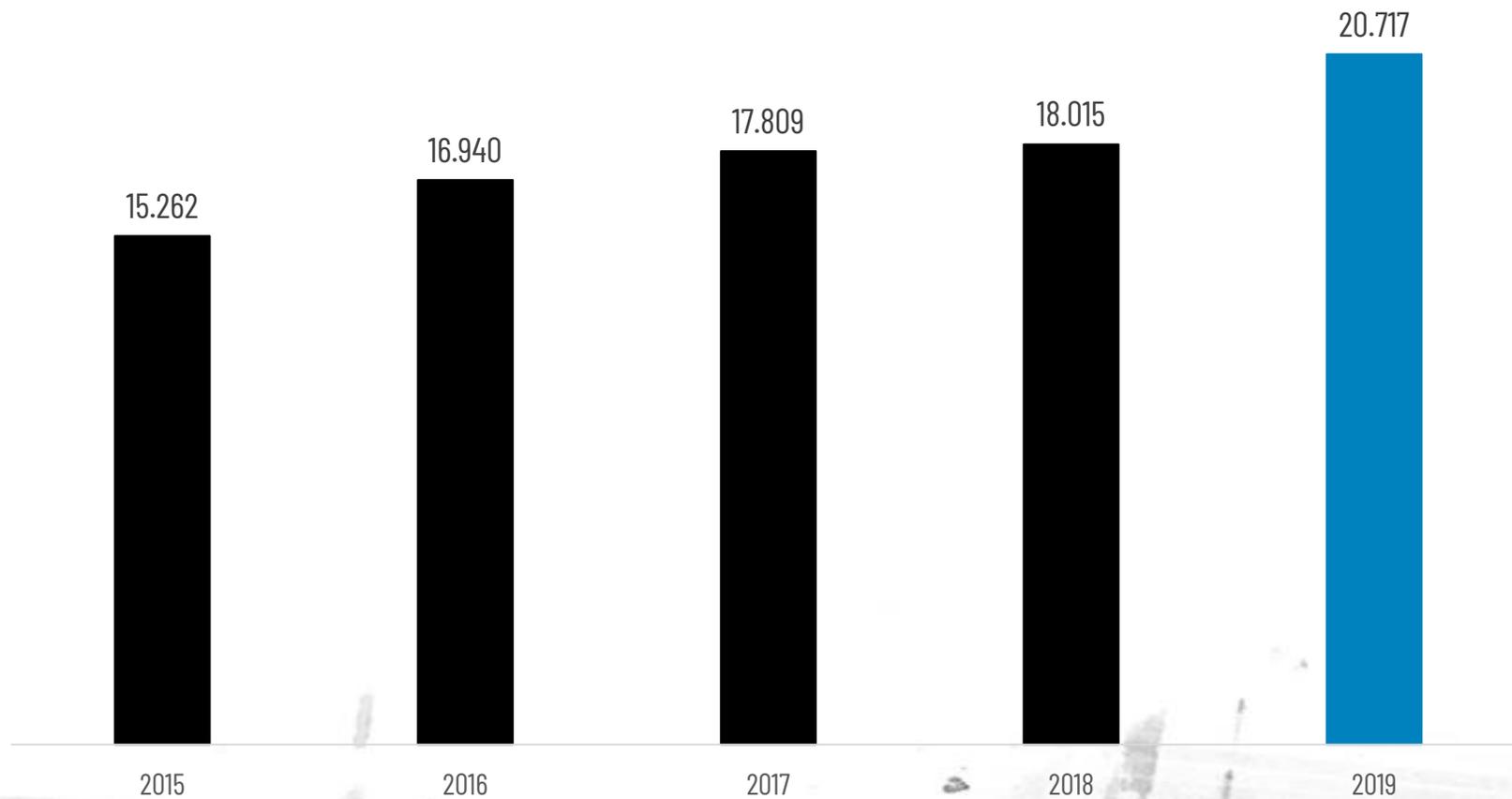
770

EXHIBITORS

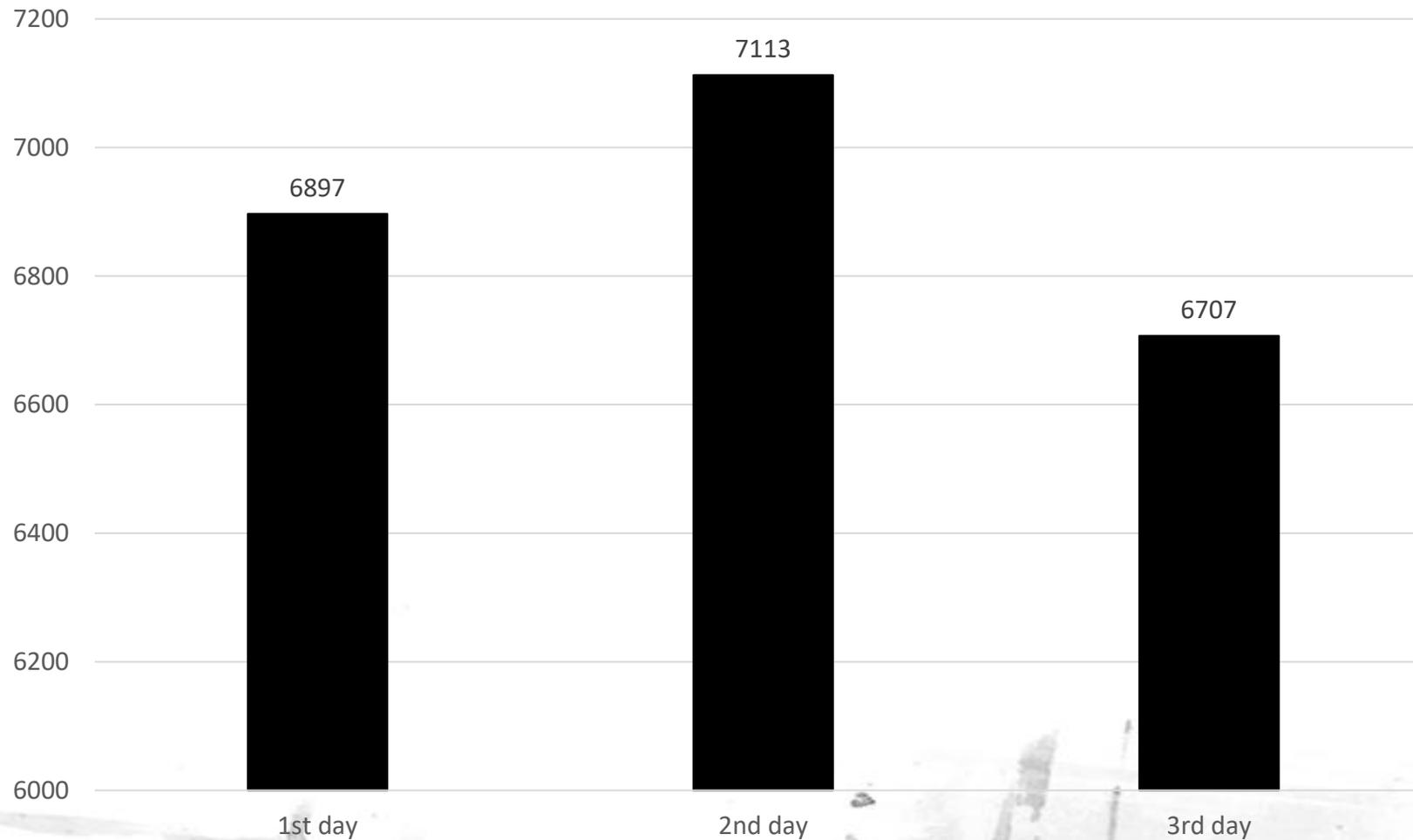
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PRESENTATIONS

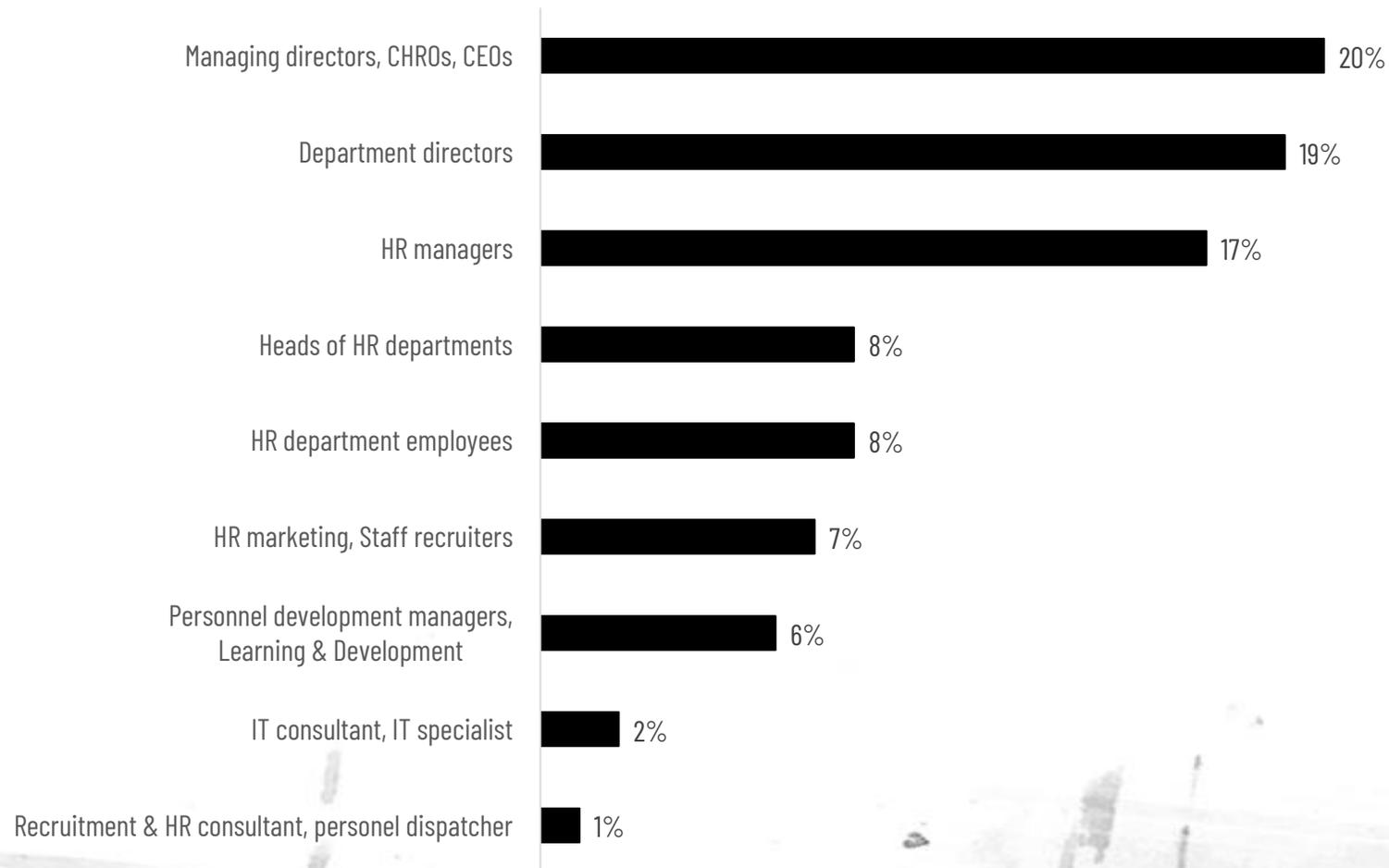
Trade visitors - quantity



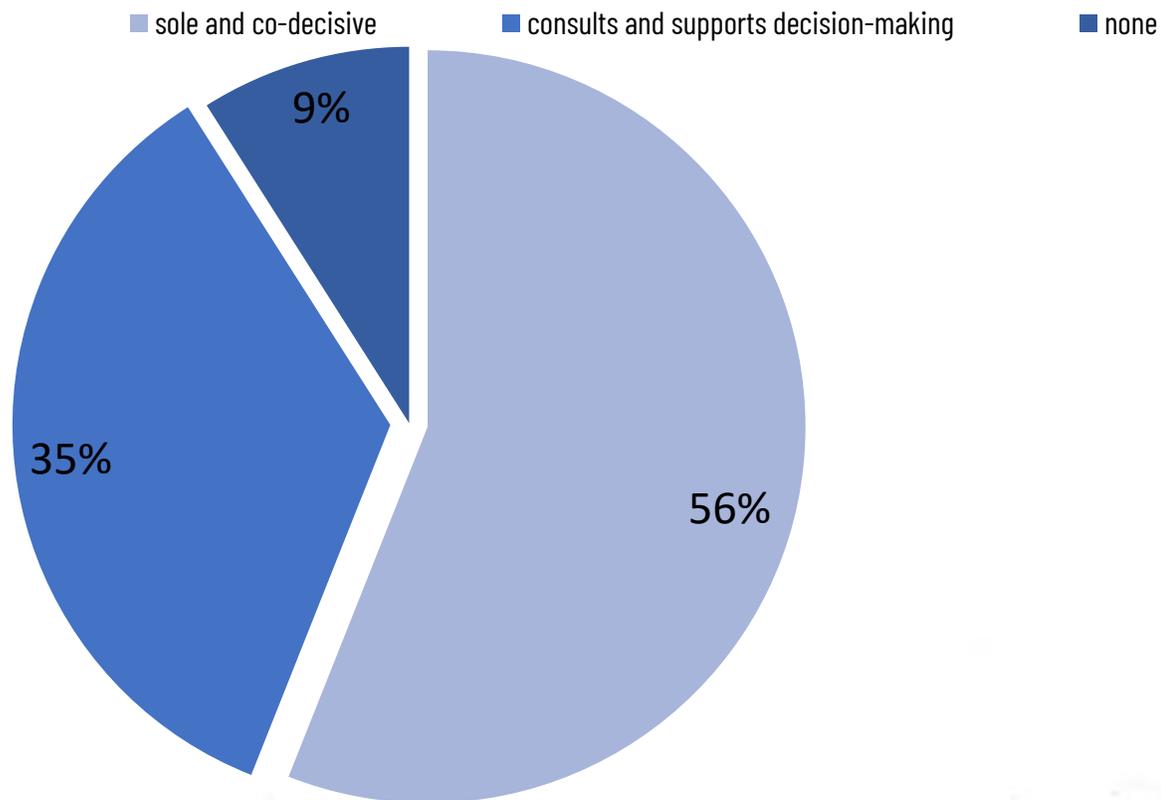
Trade visitors - daily distribution



Trade visitors – profiles



Trade visitors – purchasing authority, satisfaction rating



of visitors will recommend a visit to Zukunft Personal Europe to their peers.

of exhibitors intend to return the following year.

Excerpt attendee list

- AbbVie Deutschland GmbH & Co. KG
- ALDI SÜD Dienstleistungs-GmbH & Co. oHG
- BASF SE
- BAUHAUS AG
- Birkenstock GmbH & Services GmbH & Co. KG
- CHECK24 Vergleichsportal Mobilfunk GmbH
- Covestro Deutschland AG
- Daimler AG
- Deloitte GmbH
- E.ON Energie Deutschland GmbH
- engelbert strauss GmbH & Co. KG
- Eurowings Aviation GmbH
- Finger Haus GmbH
- Fraport AG
- GRIMME Landmaschinenfabrik GmbH & Co. KG
- Henkel AG & Co. KGaA
- Huawei Technologies
- Krombacher Brauerei
- Landal GreenParks GmbH
- L'Oreal Deutschland
- McDonald's Deutschland Inc
- Nintendo of Europe GmbH
- R+V Allgemeine Versicherung AG
- Vapiano SE
- Zalando SE
- Zentis GmbH & Co. KG



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Unternehmensgruppe



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