



ZP EUROPE
KOELNMESSE
15.-17. SEPTEMBER 2020

DISCOVER ZP EUROPE 2020

september 2019
spring Messe Management GmbH

HIGHLIGHT TOPICS

//RECRUITING
& ATTRACTION

//OPERATIONS
& SERVICES

//LEARNING
& TRAINING

//CORPORATE
HEALTH

//FUTURE
OF WORK

//360°HR EXPERIENCE

1

ZPE 2020 Experience

2

Location & Hall Floor Plan

3

Take part as an Exhibitor ● Sponsor ● Partner

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

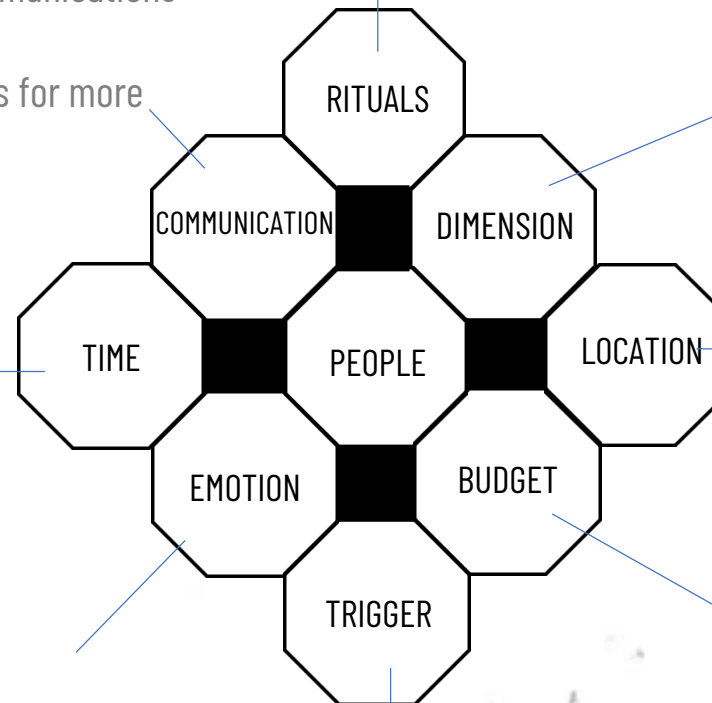
Storytelling
modern working landscapes

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

ORGANISING PRINCIPLE

Halls
&
Topic
are
colour-coded
correspondingly

TEMPORARY WORK / EMPLOYER BRANDING
RECRUITING / ONBOARDING / PERSONNEL MARKETING
/ PERSONNEL PLACEMENT / TALENT MANAGEMENT /
OUTPLACEMENT

DEVELOPING THE INDIVIDUAL /
ORGANISATION DEVELOPMENT /
HUMAN RESOURCES
DEVELOPMENT

SPACES / TOOLS & METHODS /
LEADERSHIP / CULTURE &
MINDSET / SKILLS &
COMPETENCES



RECRUITING &
ATTRACTION



OPERATIONS &
SERVICES



LEARNING &
TRAINING



CORPORATE
HEALTH



FUTURE
OF WORK

STARTUP VILLAGE / BENEFIT MANAGEMENT / PERSONNEL
ADMINISTRATION / HR MANAGEMENT / ELECTRONIC PERSONNEL FILES /
WORKFORCE MANAGEMENT / LABOUR LAW / RELOCATION SERVICES /
LABOUR RELATIONS

CHM / MOVEMENT & NUTRITION / ERGONOMICS &
WORKPLACE DESIGN / OCCUPATIONAL HEALTH
AND SAFETY / COUNSELLING & PREVENTION /
COMPANY PENSION SCHEMES

ZPE 2020 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.



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 !



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

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

1

ZPE 2020 Experience

2

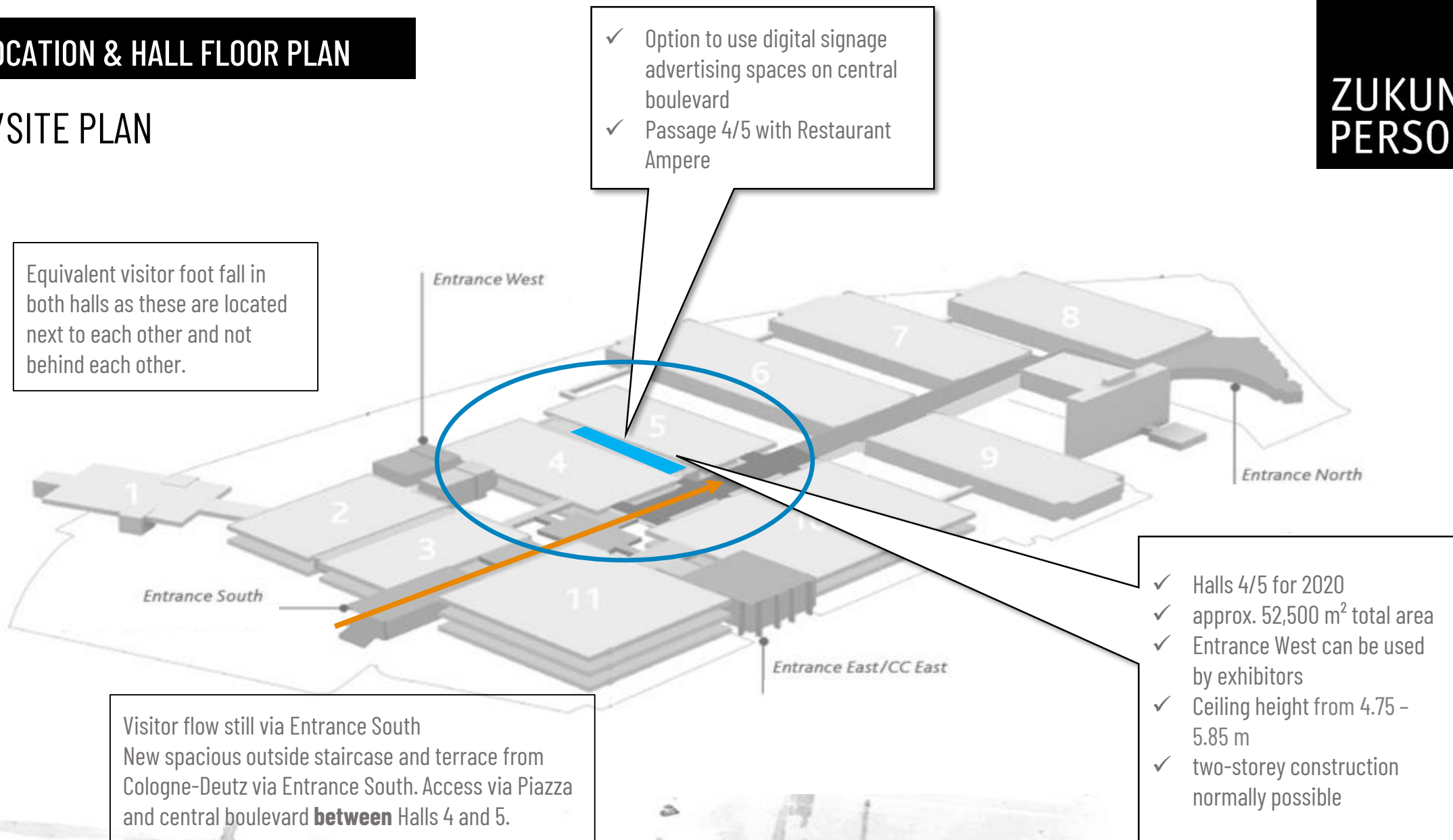
Location & Hall Floor Plan

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Take part as an Exhibitor ● Sponsor ● Partner

LOCATION & HALL FLOOR PLAN

//SITE PLAN

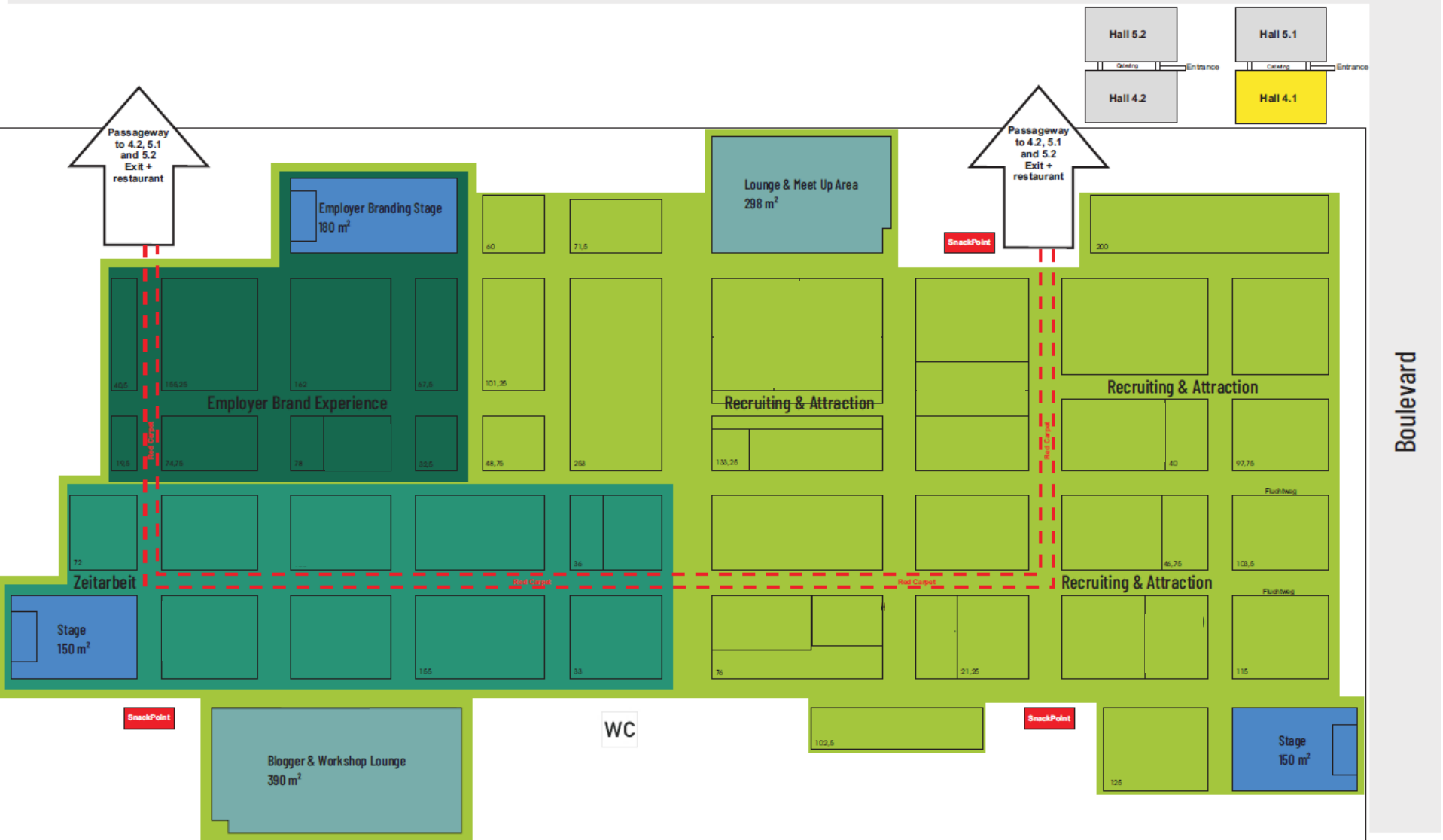


LOCATION & HALL FLOOR PLAN



//HALL 4.1

Passage 4-5 with catering area



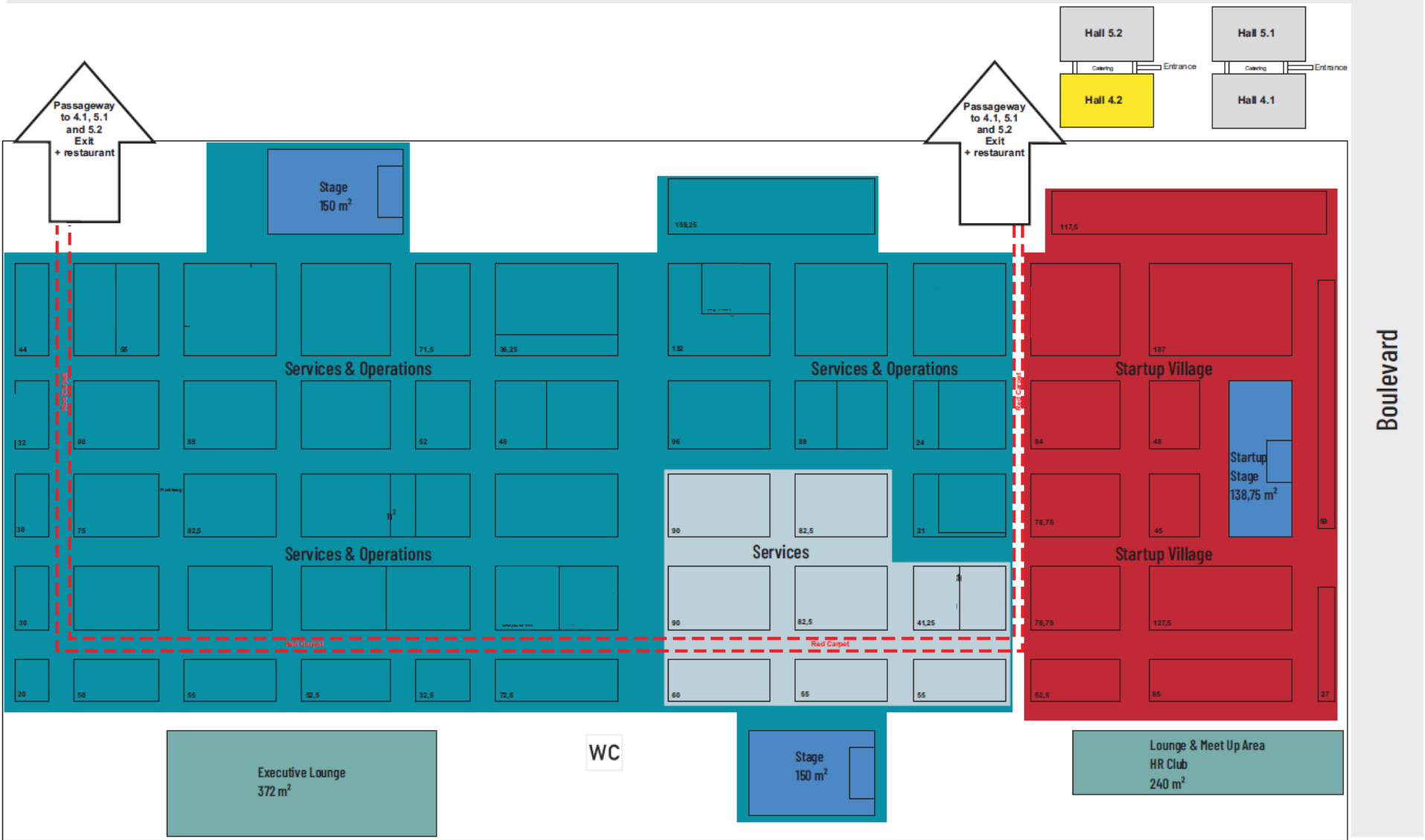
Recruiting & Attraction Hall with special zones for Employer Branding, Personnel Placement and the highlights: **BLOGGER & Workshop Lounge**

LOCATION & HALL FLOOR PLAN



//HALL 4.2

Passage 4-5 with catering area



Operations & Services Hall and Startup Village, with the highlights Executive Lounge and HR Club

LOCATION & HALL FLOOR PLAN

//HALL 5.2



Learning & Training Hall with Corporate Health and Future Of Work Village

with the highlights:

Keynote Stage, Media Lounge, Healthy Food Court



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Take part as an Exhibitor • Sponsor • Partner

// BE PART OF IT! NEW IN 2020:

- ✓ Rebooking price: EUR 240/m²
- ✓ 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.
- ✓ Events in Stuttgart and Hamburg will be adapted accordingly at the end of the rebooking period for ZPE 2020 to simplify the system.

Take part as an Exhibitor • Sponsor • Partner

// BE PART OF IT! NEW IN 2020:

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)

ZP Service-
Package
EUR 949

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.

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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Unternehmensgruppe



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