



SPONSORSHIP

ZUKUNFT PERSONAL Series & Events

// 360° HR ERLEBEN

HIGHLIGHT TOPICS

// RECRUITING
& ATTRACTION

// OPERATIONS
& SERVICES

// TRAINING
& LEARNING

// CORPORATE
HEALTH

// FUTURE
OF WORK

ZUKUNFT PERSONAL EUROPE // Cologne // 15 to 17 September 2020

As a leading ex-co event, Zukunft Personal Europe brings together people and markets in the fields of HR management, digitalisation and leadership. Its unique programme attracts more than 770 exhibitors and 18,000 trade visitors.

ZUKUNFT PERSONAL NORD // Hamburg // 21 to 22 April 2020

The HR networking event in the north of Germany. Meet around 4,000 human resources professionals, discover new products and services offered by over 275 exhibitors and enjoy the programme.

ZUKUNFT PERSONAL SÜD // Stuttgart // 12 to 13 May 2020

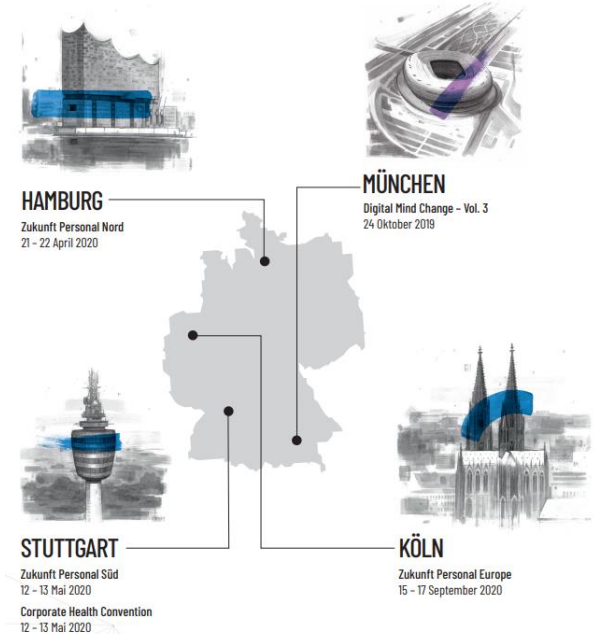
Industry get-together for HR management in the south of Germany. More than 4,800 HR visionaries and 300 exhibitors guarantee a performance show of the highest standard with 160 contributions and interactive formats!

CORPORATE HEALTH CONVENTION // Stuttgart // 12 to 13 May 2020

At the biggest platform on the topic of health in the workplace in Germany, over 170 top exhibitors present their products to more than 2,500 trade visitors. The event also features over 80 presentations and interactive formats.

DIGITAL MIND CHANGE // Munich // tba

The conference for innovative ideas, practical solutions and intensive exchanges on all aspects of digital transformation - digital transformation is a long-term task. The Digital Mind Change conference is also entering the next phase. Discard your old ways of thinking and see how #DigitalMindChange can really work.



360° HR experience - 365 days a year

Experience the complete HR value creation chain along the entire employee experience!

Key topics

- "Recruiting & Attraction"
- "Operations & Services"
- "Learning & Training"
- "Corporate Health"
- "Future of Work"



Visitor Experience

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:ning"s.

Umbrella branding hub Zukunft Personal //ZP365 (from 2nd quarter 2020)

Content marketing on HR topics, grouped under headings (e.g. //ZP News //ZP Highlights //ZP Faces etc.), allows you to exchange ideas with your target group 365 days a year.

1 Reason Why

2 Series sponsorship

3 Topic sponsorship

4 Sponsorship special

5 Contact

Why you should be a sponsor of #ZP?

With around 30,000 decision makers and human resources professionals as well as over 1,500 national and international exhibitors, the ZP series is one of Europe's leading expo and conference events for the world of work. Don't let this opportunity pass you by and make sure you stand out from the crowd with our sponsorship options!

Your reasons why:

- Use the high coverage of the Zukunft Personal expos, events & conferences.
- Position yourself as an HR expert.
- Raise awareness of your business with an additional presence.
- Gain access to specific target groups of interest to you who will experience you as a strong brand.
- Position yourself as a supporter of a specific HR topic area.
- Maximise the leads you generate on site.

1

Reason Why

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Series sponsorship

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Do you want maximum visibility?

Become a ZP series sponsor and benefit from the greatest possible level of awareness across all events and channels – all year long!

Step into the premium league and choose from three individual sponsorship packages: Depending on your objective, you put together your very own sponsorship package – we would be happy to assist you!

GOLD

SILVER

BRONZE

Alternatively, you can deliberately emphasise key aspects with our specific sponsorship packages:

- Topic sponsorship (p.13)
- Sponsorship special (p. 39)

Be individual! Our sponsorship packages are just as individual as you are. Depending on your personal objectives, you can add a selection of individual services at the basic price. Put together your very own distinctive package.

Make it your own:

GOLD

GOLD sponsorship

Basic price: € 25,000

+ individual performance package
with a value of at least € 30,000

= your total price

SILVER

SILVER sponsorship

Basic price: € 17,500

+ individual performance
package with a value of at
least € 20,000

= your total price

BRONZE

BRONZE sponsorship

Basic price: € 12,000

+ individual performance
package with a value of at least
€ 12,000

= your total price

Only the best of the best! Secure the most prominent places with the Gold Series sponsorship.

GOLD Sponsorship from €55,000: Basic price €25,000 + individual performance package of at least € 30,000

BASIC PACKAGE

Cross-series services:

- Logo on the title page of the high-circulation print and online media
- Logo on the home page and under “Sponsors & Partners” on the Zukunft Personal website
- Logo on advertisements (full-page if there are no objections from the publisher)
- Monthly promotions on social media channels

Event-related services:

- Extensive ticket allocation (unlimited free tickets to the exhibitions, 5 free tickets to the HR:motion events, 5 free tickets to Digital Mind Change)
- Logo on the exhibition floor plans
- Logo on the sponsorship wall and display presentations at every exhibition
- Individual screen saver on all stages at every exhibition
- Logo and company description (600 characters) on the exhibition website and the multi-app under “Sponsors”, plus logo on the home page
- 2 hostess licenses per exhibition

You are in the top category! Benefit from our coverage and a continuous media presence.

SILVER sponsorship from €37,500: Basic price €17,500 + individual performance package of at least € 20,000

BASIC PACKAGE

Cross-series services:

- Logo in the high-circulation print and online media
- Logo on the home page and under “Sponsors & Partners” on the Zukunft Personal website
- Bimonthly promotions on social media channels

Event-related services:

- Extensive ticket allocation (750 free tickets to the exhibitions, 3 free tickets to the HR:motion events, 3 free tickets to Digital Mind Change)
- Logo on the hall floor plans of the exhibitions
- Logo on the sponsorship wall and display presentations at every exhibition
- Sponsorship screen saver on all stages at every exhibition
- Logo and company description (600 characters) on the exhibition website and the multi-app under “Sponsors”, plus logo on the home page
- 1 hostess license per exhibition

Become one of the top 3 and inspire decision-makers, HR professionals and influencers of the working world.

BRONZE sponsorship from €24,000: Basic price €12,000 + individual performance package of at least € 12,000

BASIC PACKAGE

Cross-series services:

- Logo in the high-circulation print and online media (depending on availability)
- Logo on the home page and under “Sponsors & Partners” on the Zukunft Personal website
- Trimonthly promotions on social media channels

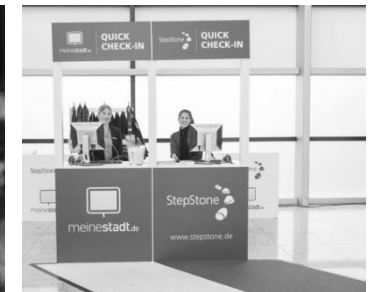
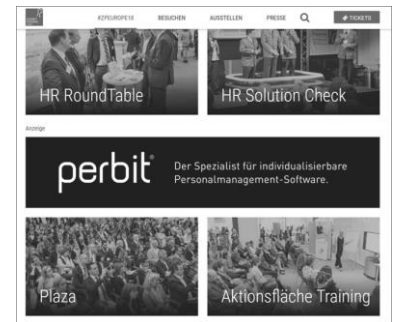
Event-related services:

- Extensive ticket allocation (500 free tickets to the exhibitions, 2 free tickets to the HR:motion events, 2 free tickets to Digital Mind Change)
- Logo on the hall floor plans of the exhibitions
- Logo on the sponsorship wall at every exhibition
- Sponsorship screen saver on all stages at every exhibition
- Logo and company description (600 characters) on the exhibition website and the multi-app under “Sponsors”, plus logo on the home page
- 1 display per exhibition

SERIES SPONSORSHIP

You can put together your very own sponsorship package with these **individual services**! Book exactly what suits you and your objectives, e.g.:

- // Exhibition bags
- // Advertisement in exhibition catalogue
- // Advertisement in the event app
- // Branding of the registration counter
- // Ticket sponsorship
- // Keynote sponsorship
- // Quick check-in sponsorship
- // Advertisement in newsletter
- // Lanyards
- // Wi-Fi sponsorship
- // Floor advertising
- // Wall banners
- // Online banners
- // Zeppelin sponsorship
- // Voucher booklet
- // Wall advertising



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Reason Why

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Series sponsorship

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Topic sponsorship

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Contact

Present yourself as an expert, driving force and thought leader in your own particular field! As a topic sponsor, you choose targeted communication and so minimise wastage.

You have the choice: You can place the focus on individual exhibitions or immediately take advantage of all the benefits of year-round promotion across all exhibitions. The services available are listed from page 14 onwards.

Tip: Benefit from a wider coverage through the cross-series services from spring 2020.

All the benefits at a glance:

- Highest relevance for you and your target group.
- Position yourself as an expert on the topic and make sure you won't be forgotten.
- Benefit from an outstanding presence in your particular field.
- Boost your image with lasting effect and enhance your profile on the market.



// RECRUITING
& ATTRACTION

// WHAT MATTERS TO YOU?

War for Talents | Employer Branding | Talent Acquisition
Active Sourcing | Social Recruiting | Strategic Sourcing
Digital Recruiting | Recruiting Technology
Talent Scouting | Talent Management | Outplacement



BE PART OF IT!

Recruiting & Attraction topic sponsorship from €11,000

Zukunft Personal Europe: €13,000 | Zukunft Personal Nord: €11,000 | Zukunft Personal Süd: €11,000 | **Series bundle: see next page**

PERFORMANCE PACKAGE

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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on the sponsorship wall and topic-related display presentations of the exhibition booked
- Logo on topic-related print media of the exhibition booked
- Sponsorship screensaver on all stages of the exhibition booked
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the exhibition booked
- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Branding of Recruiting & Attraction stage
- Participation as jury member in an award ceremony in the Recruiting area. e.g. "Active Sourcing Award" // alternatively participation in HR TEC pitch

ZUKUNFT PERSONAL SÜD

- Branding of Recruiting stage
- Sponsorship of a Recruiting keynote

ZUKUNFT PERSONAL NORD

- Sponsorship of the HR lounge including Best Practice Panel on the topic of recruiting
- Sponsorship of a Recruiting keynote



Series bundle on Recruiting & Attraction topic sponsorship

includes the topic sponsorships at all exhibitions (Zukunft Personal Europe | Zukunft Personal Nord | Zukunft Personal Süd)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per exhibition (45 min.)
- 2 product index entries

€ 30,000



// OPERATIONS
& SERVICES

// WHAT MATTERS TO YOU?

HR Management and Administration | Workforce Management | Electronic Personnel Files | Access Control Systems | Cloud Solutions and ERP Systems | SaaS solutions | Time Management | AI in Human Resources | Compensation & Benefits | Payroll Accounting



BE PART OF IT!

Operations & Services topic sponsorship from €11,000

Zukunft Personal Europe: €13,000 | Zukunft Personal Nord: €11,000 | Zukunft Personal Süd: €11,000 | [Series bundle: see next page](#)

PERFORMANCE PACKAGE

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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on the sponsorship wall and topic-related display presentations of the exhibition booked
- Logo on topic-related print media of the exhibition booked
- Sponsorship screensaver on all stages of the exhibition booked
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the exhibition booked
- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Branding of Operations & Services stage
- Branding of a digital signage unit for visitor guidance

ZUKUNFT PERSONAL SÜD

- Branding of IT Solution stage
- Pre-pitch for HR Tech Night

ZUKUNFT PERSONAL NORD

- Sponsorship of expert area including "Meet the Expert" presentation
- Sponsorship of a charging station



Series bundle on Operations & Services topic sponsorship

includes the topic sponsorships at all exhibitions (Zukunft Personal Europe | Zukunft Personal Nord | Zukunft Personal Süd)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per exhibition (45 min.)
- 2 product index entries



€ 30,000



// WHAT MATTERS TO YOU?

Lifelong Learning | Gamification | Upskilling + Re-Skilling |
Leadership Training | Agile Learning | Social Digital
Learning | Blended Learning | Virtual and Augmented
Reality | Development as a Service | AI for Development |
Machine Learning

BE PART OF IT!

Learning & Training topic sponsorship from €11,000

Zukunft Personal Europe: €13,000 | Zukunft Personal Nord: €11,000 | Zukunft Personal Süd: €11,000 | **Series bundle: see next page**

PERFORMANCE PACKAGE

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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on the sponsorship wall and topic-related display presentations of the exhibition booked
- Logo on topic-related print media of the exhibition booked
- Sponsorship screensaver on all stages of the exhibition booked
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
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- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Branding of Learning & Training stage
- Sponsorship of L&T party on second day of exhibition

ZUKUNFT PERSONAL SÜD

- Branding of Professional Training stage
- Sponsorship of the Ten Talk “Digital Learning”

ZUKUNFT PERSONAL NORD

- Workshop sponsorship
- Sponsorship of the Ten Talk “Digital Learning”



Series bundle on Learning & Training topic sponsorship

includes the topic sponsorships at all exhibitions (Zukunft Personal Europe | Zukunft Personal Nord | Zukunft Personal Süd)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per exhibition (45 min.)
- 2 product index entries

€ 30,000



// WHAT MATTERS TO YOU?

Operational integration | Corporate well-being | Fitness and movement | Generations Y,Z meet over 50s | Healthy leadership | Reducing sickness levels | Mental health | Psychological risk assessment | Work-life balance

BE PART OF IT!

Startup/Corporate Health topic sponsorship from €8,000:

Zukunft Personal Europe: €13,000 | Zukunft Personal Nord: €8,000 | Corporate Health Convention €12,000 | **Series bundle: see next page**

PERFORMANCE PACKAGE

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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on the sponsorship wall and topic-related display presentations of the exhibition booked
- Logo on topic-related print media of the exhibition booked
- Sponsorship screensaver on all stages of the exhibition booked
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the exhibition booked
- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Sponsorship of Healthy Food Court, including display
- Sponsorship of get-together in the XING exhibition lounge

ZUKUNFT PERSONAL NORD

- Branding of Activity Stage
- Stay Healthy Sponsorship: distribution of healthy fruit or smoothies with your logo

CORPORATE HEALTH CONVENTION

- Branding of Main Stages
- Forest therapy sponsorship: branding of a chill-out area with green plants and lounge music



Series bundle on Corporate Health topic sponsorship

includes the topic sponsorships at all exhibitions (Zukunft Personal Europe | Zukunft Personal Nord | Zukunft Personal Süd | Corporate Health Convention)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per exhibition (45 min.)
- 2 product index entries



€ 30,000



// FUTURE OF WORK - FACETS

LEADERSHIP,
CULTURE &
MINDSET

SKILLS &
COMPETENCES

TOOLS &
METHODS

SPACES

BE PART OF IT!

Startup/Future of Work topic sponsorship from €9,000:

Zukunft Personal Europe: €13,000 | Digital Mind Change €9,000 | **Series bundle: see next page**

PERFORMANCE PACKAGE

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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on sponsorship wall & topic-related display presentations of the event booked
- Logo on topic-related print media of the event booked
- Sponsorship screensaver on all stages of the event booked
- Logo & company description on the event website, home page & multi-app
- 1 display per event
- 1 presentation unit (30 min.) at the event booked
- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Branding of Future of Work Campus
- Participation in a panel discussion on the topic Future of Work

DIGITAL MIND CHANGE

- Branding of a BMW i8 for test drives
- BarCamp session at the pre-event the previous evening



Series bundle on Future of Work topic sponsorship

includes the topic sponsorships at all events (Zukunft Personal Europe | Digital Mind Change)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per event (45 min.)
- 2 product index entries



€ 20,000



// WHAT MATTERS TO YOU?

Innovative Products and Services | Disruptive Companies | Advancing HR Practices | Entrepreneurship | Out-of-the-box-thinking | Recruiting | Digital Learning Experience | Consulting | Corporate Health | HR Tech | Employer Branding | Next Learning, Development & Benefits | New Thinking | HR Trends | Investors, Business Angels & Venture Capitals

BE PART OF IT!

Startup topic sponsorship from €9,000:

Zukunft Personal Europe: €13,000 | Zukunft Personal Nord: €9,000 | Zukunft Personal Süd: €10,000 | **Series bundle: see next page**

PERFORMANCE PACKAGE**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

Event-related services:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:motion)
- Logo on the hall floor plans, on the sponsorship wall and topic-related display presentations of the exhibition booked
- Logo on topic-related print media of the exhibition booked
- Sponsorship screensaver on all stages of the exhibition booked
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the exhibition booked
- 1 product index entry

SPECIALS

individual according to event booked

// YOUR SPONSORSHIP HIGHLIGHTS AT A GLANCE

ZUKUNFT PERSONAL EUROPE

- Branding of Startup stage
- Provision of a juror for the Founders' Fights

ZUKUNFT PERSONAL SÜD

- Branding of Startup stage
- Sponsorship of a Startup keynote

ZUKUNFT PERSONAL NORD

- Branding of Startup stage
- Sponsorship of a Startup keynote



Series bundle on Startup topic sponsorship


includes the topic sponsorships at all exhibitions (Zukunft Personal Europe | Zukunft Personal Nord | Zukunft Personal Süd)

+ YOUR ADDITIONAL BENEFITS IN THE BUNDLE +

- Logo in the high-circulation print and online media
- Logo on topic-related advertisements
- Monthly promotions on the topic via social media

Event-related services:

- Unlimited exhibition ticket allocation
- Individual sponsorship screensaver on all stages
- 1 hostess licence
- 1 workshop unit per exhibition (45 min.)
- 2 product index entries



€ 28,000

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Reason Why

2

Series sponsorship

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Topic sponsorship

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Sponsorship special

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Contact

As a sponsor of specific events or particular activities, you will have a positive effect on visitors and leave a lasting impression. At the same time, you can be sure that you alone are the focus of attention.

Become a sponsor of a really special experience!

- Sponsorship with a difference - stand out from the crowd.
- The stage is yours - the sponsorship special is only awarded once.
- Benefit from the positive image effect.
- Interact direct with your target audience.
- Create a memorable brand experience.

// HR:MOTION

HR:MOTION is the series of party & network events supporting the ZUKUNFT PERSONAL exhibitions & conferences. Guests can expect an evening of cool beats, drinks and networking in a stylish atmosphere. You can expect an event sponsorship with a difference! Transform the evening into YOUR party and create lasting memories.

For more information on the party, click here: <https://www.hr-motion.com/>



// PACKAGES

Party Series Sponsor | €80,000

- HR:MOTION “powered by you” (industry exclusive)
(Logo as #ZP Party Series Sponsor online and offline)
- Logo on all party tickets for event
- VIP lounge at each event
- 100-300 free tickets per event
- Logo on admission wristbands

Main Sponsor | ZPE €10,000 | ZPN / ZPS €8,000

- Logo as #ZP Main Sponsor online and offline
- 50 free tickets
- Prominent logo placement on welcome banner & sponsor wall
- Welcome drink “powered by you”
- 3 VIP tables for a total of 24-30 people

Party Supporter | ZPE €4,500 | ZPN / ZPS €3,500

- Logo as #ZP Supporter online and offline
- Logo placement on sponsor wall
- 20 free tickets
- Tbd

// SINGLES

Bar sponsorship | €5,500

- Branding of a drinks bar
- T-shirts of the barkeepers
- Display of your flyers

VIP Table | €1,300

- 10 admission tickets
- Your logo on a table display

Special per event

- We would be happy to put your own idea into practice. Simply give us a call!

Photo booth sponsor | €2,400

- Your logo on all print & online photos of the photo booth
- Your logo on the back wall

Disco streaming | €3,300

- Your logo on all print & online photos & video-download page
- Logo on screen of streamed disco

Band - DJ Sponsorship

- On request

- You can book all services online in the exhibitor handbook. You will be sent the login data following approval.
- All prices include production and assembly and exclude statutory VAT.
- Print data will be supplied by you.
- You will receive further information such as technical details after booking.
- Errors and omissions excepted. Subject to change.



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