



**ZP Europe 2020**  
Koelnmesse  
15 – 17 September 2020

# MARKETING & SPONSORSHIP OPPORTUNITIES

**January 2020**

spring Messe Management GmbH

## HIGHLIGHT TOPICS

//RECRUITING  
& ATTRACTION

//OPERATIONS  
& SERVICES

//LEARNING  
& TRAINING

//CORPORATE  
HEALTH

//FUTURE  
OF WORK

//360°HR EXPERIENCE

# Overview

Marketing & Sponsorship Opportunities

1	Marketing Opportunities - Print
2	Marketing Opportunities - Digital
3	Marketing Opportunities - On Site
4	Marketing Opportunities - Presentation
5	Sponsorship Opportunities - Main Sponsorings
6	Sponsorship Opportunities - Products
7	Sponsorship Opportunities- Highlight Topics
8	Information
9	Contact

# MARKETING OPPORTUNITIES

*#ZPEurope 20*

# Print

Marketing Opportunities #ZPE20



## Print media advertising

Display advertisement in ExpoEvent Catalogue  
(Print run: 10,000)  
Price: from 1,900.-€

Display advertisement in ExpoEvent Map **sold**  
Exclusive: only one premium position  
(Print run: 10,000)  
Price: 4,485.-€

Coupon in Voucher Booklet  
Promote a show offer and attract visitors to your stand  
(Print run: 10,000)  
Price: from 785.-€

Bookmark  
(Print run: 10,000)  
Price: 3,680.-€





### Logo on floor plans | 6,900.-€

Floor plans are found as follows:

On-site floor plan boards at all hall entrances

ExpoEvent Map (Print run: 10,000)

ExpoEvent Catalogue (Print run: 10,000)

Zukunft Personal Multi App



### Quick & Easy Package I 1,150.-€

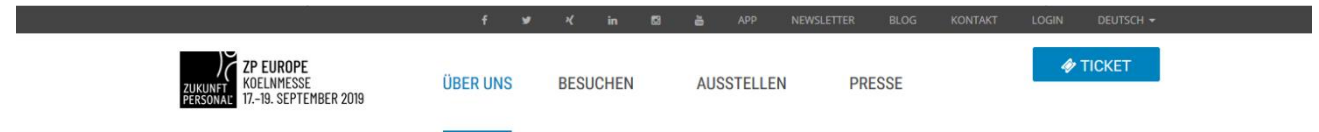
The Quick & Easy Package makes it easy for you to get started with a great appearance at Zukunft Personal Europe for little money.

Coupon in Voucher Booklet (690.-€)  
(Print run: 10,000)

Company description in Catalogue, 600 characters (330.-€)

Product Index, product directory entry in Catalogue (105.-€)

Website banner (750.-€)



Zukunft Personal > ÜBER UNS > Programm

### DAS PROGRAMM DER ZUKUNFT PERSONAL EUROPE 2019



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### Newsletter advertising

300 x 200 pixel

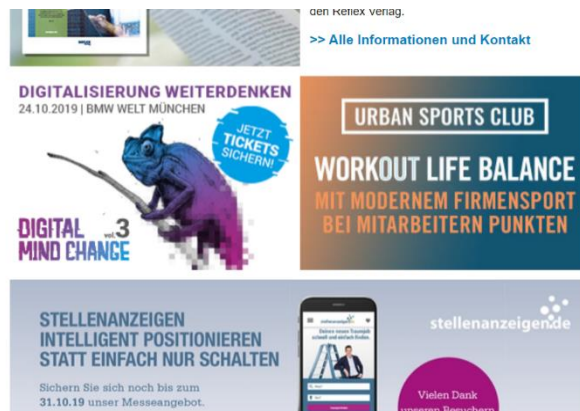
Price: 1,750.-€ per newsletter

300 x 200 pixel + 200 characters copy

Price: 1,897.-€ per newsletter

600 x 200 pixel

Price: 1,897.-€ per newsletter



### Website advertising

560 x 320 pixel (rectangle ad)

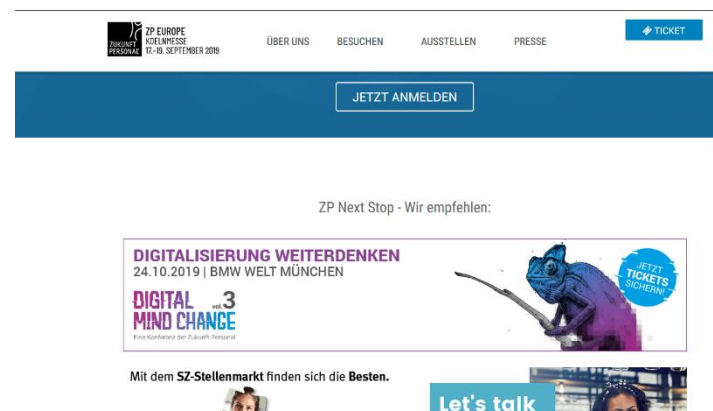
865.-€/week, 3,200.-€/month

260 x 560 pixel (side box)

1,150.-€/week, 4,125.-/month

1600 x 320 pixel (big size ad)

1,850.-€/week, 5,275.-/month



### Multi App advertising

1 ad: 1,025.-€

2 ads: 1,980.-€

5 ads: 4,580.-€



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## NEw: DIGITAL SIGNAGE

Marketing Opportunities #ZPE20

### LED Screen Passage Entrance South

This highly visible advertising space welcomes your visitors coming from the South Entrance impressively.

Coming from the south entrance  
Content: 24:9 (full-surface)  
Resolution: 1920 x 1080px  
Dimension: 4,8 x 2,7m

Total price every 10 minutes  
(for all 3 exhibition days)  
30 seconds: 2.742,34 €



# NEW: DIGITAL SIGNAGE

Marketing Opportunities #ZPE20



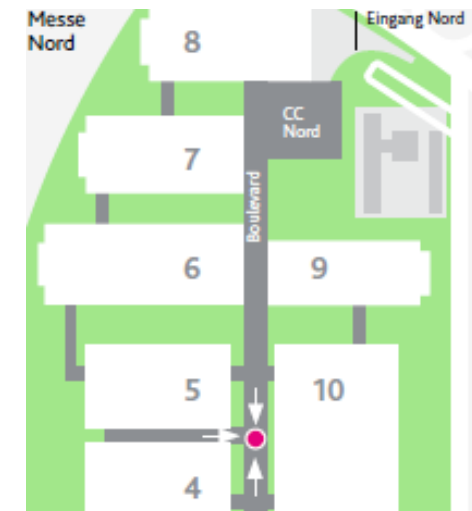
## LED Screen Cube

Get maximum attention with our new LED advertising cube in the heart of the Mittelboulevard and Passage 4-5! By radiating your advertising message from three sides, the perception of your content from all directions is guaranteed.

Coming from the south  
Content: 24:9 (full-surface) 1080 x 2880px  
7,2 x 2,7m

Total price every 10 minutes  
(for all 3 exhibition days)  
30 seconds: 4.113,50 €

Fotos: ©spring Messe Management GmbH



## NEW: DIGITAL SIGNAGE

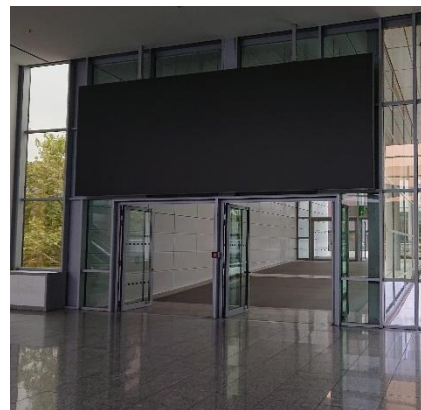
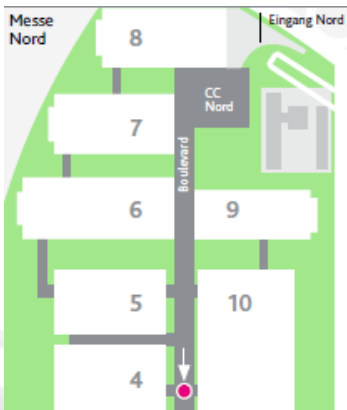
Marketing Opportunities #ZPE20

### LED Screen

Place your advertising efficiently at the popular transition between Passage 4-10 southbound. Spread your advertising message to the visitor shortly before a small break in the outdoor area of the fair.

Transition Passage 4-10 | Content: 24:9 (full-surface)  
1080 x 2880px | 7.2 x 2.7m

Total price every 10 minutes (for all 3 trade fair days)  
30 seconds: 4.113,50 €



### LED Screen

Directly above the entrance from the Piazza to Passage 4-10 a fullscreen LED advertising space is placed for you. The full-screen display gives your content maximum attention. Ideal for guiding your visitors to your stand in the halls.

Transition Piazza | Passage 4-10 | Content: 16:9 (full-surface)  
1080 x 2880px | 7.2 x 2.7m

Total price every 10 minutes (for all 3 trade fair days)  
30 seconds: 2.742,34 €





## NEW: DIGITAL SIGNAGE

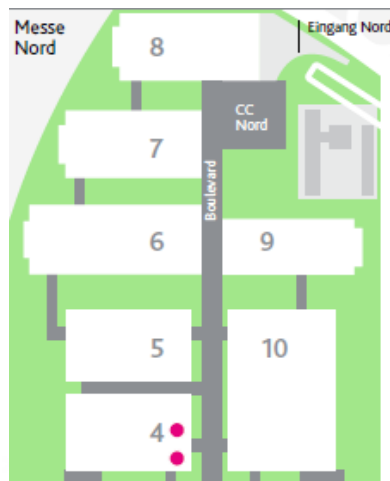
Marketing Opportunities #ZPE20

### LCD Displays

Use the strong effect of the LCD screens in the entrance area of Hall 4 to bring your advertising message for your trade fair stand directly into the focus of the visitors!

Content: 16:9 (full surface) 2160 x 3840px  
2,16 x 1,21m

Total price every 10 minutes  
(for all 3 exhibition days, one display)  
30 seconds: 480,90 €



## NEW: WALL BANNERS

Marketing Opportunities #ZPE20

### Wall Banners Boulevard

**A:** W 7.00 m x H 5.00 m | 9,740.-€

**B:** W 17.50 m x H 5.00 m | 19,350.-€ **sold**

**C:** W 5.00 m x H 3.50 m | 3,870.-€

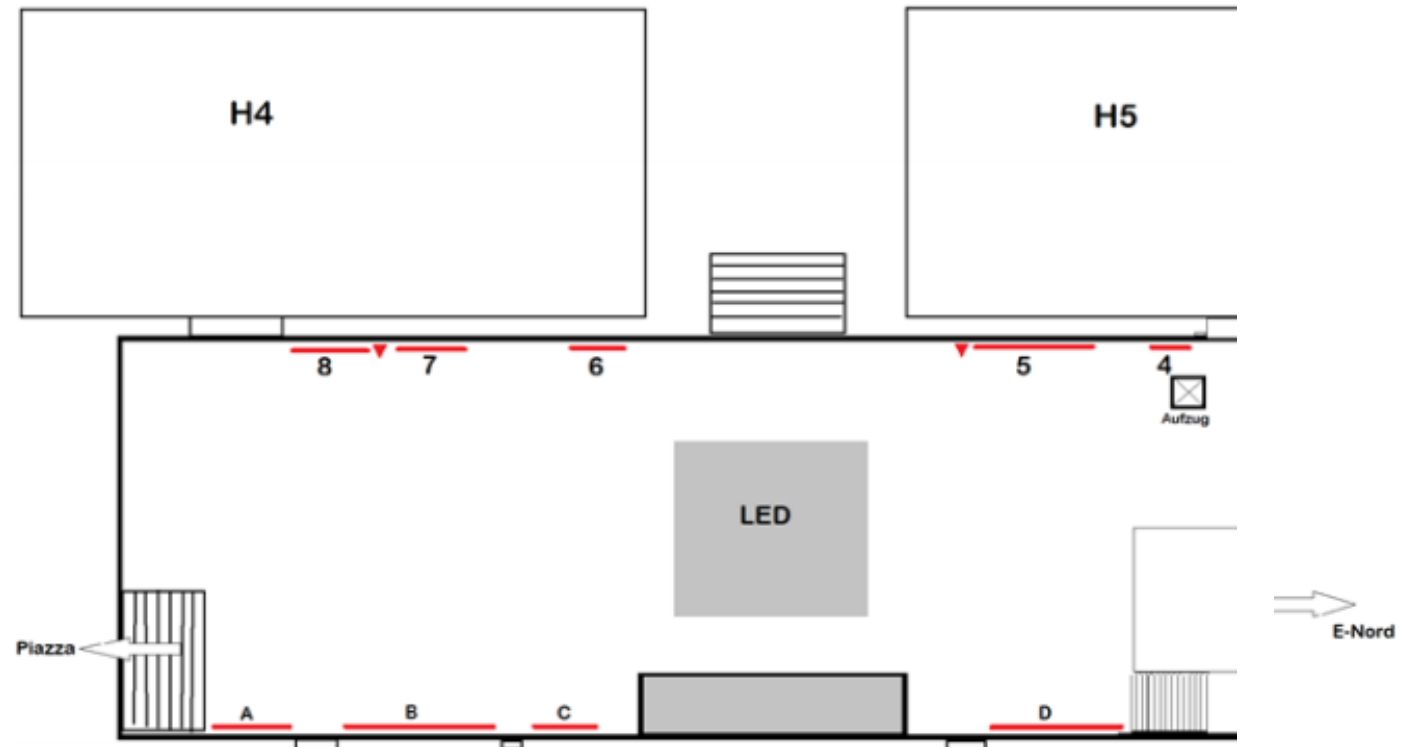
**D:** W 20.00 m x H 5.00 m | 21,115.-€

**8:** W 7.50 m x H 3.50 m | 7,800.-€ **sold**

**7:** W 7.50 m x H 3.50 m | 7,800.-€ **sold**

**6:** W 5.00 m x H 3.50 m | 3,870.-€ **sold**

**5:** W 17.00 m x H 3.50 m | 11,150.-€





## NEW: WALL BANNERS

Marketing Opportunities #ZPE20



## On Site

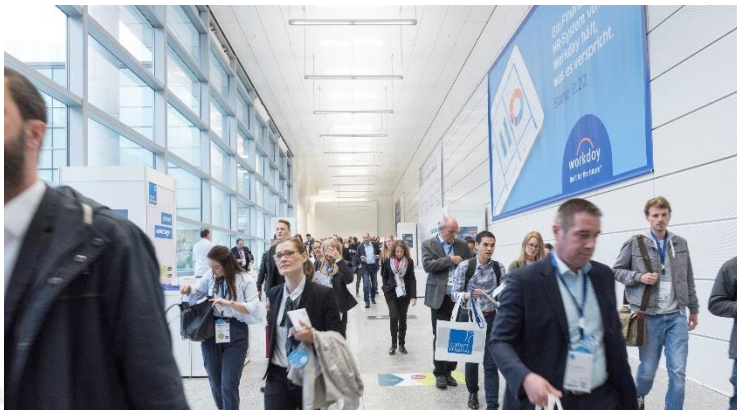
Marketing Opportunities #ZPE20



### Behind the turnstiles (30 m<sup>2</sup>)

W 7.50 m x H 4.00 m

Price: 7,650.-€



### Window graphic (140.76 m<sup>2</sup>)

Foyer south:

42 panels at 2.94 m x 1.14 m each

Price: 45,350.-€



### Mega banner (210 m<sup>2</sup>)

Foyer south:

W 30.00 m x H 7.00 m

Price: 34,320.-€



## On Site

Marketing Opportunities #ZPE20

### Banner side surface | 12m<sup>2</sup>

W 6.00 m x H 2.00 m  
Price: 3,950.- €



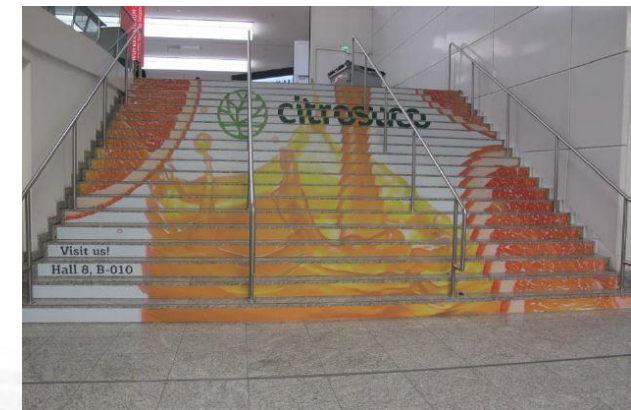
### Facing wall staircases | 2,5 m<sup>2</sup>

W 2.50 m x H 1.00 m  
Price: 3,105.-€



### Stair taping

Price: on request





## On Site

Marketing Opportunities #ZPE20



### Giga Banner Wall Facade

Format: W 12.00 m x H 7.50 m

Price: 28.150,- €



## On Site

Marketing Opportunities #ZPE20



### **Outdoor advertising | 7,450.-€ sold** **Promotion on the exhibition forecourt**

Start your promotion before your competitors.

Hand out give-aways or vouchers to attract potential customers.

Welcome all visitors early!





### Shuttle Bus Branding | 3,550.-€

#### On the road!

Welcome the trade visitors on their way to the fair and draw attention directly to yourself! Bus Shuttle Branding, consisting of:

Bus column branding

Dimensions:

Width: 0.90 m x Height: 3 m

Posters in the shuttle bus

2 busses

each 6 posters, A3



### Lanyards | 18,650.-€ **sold** (exkl. production)\*

Secure this exclusive marketing opportunity for your company and design the #ZPEurope20 lanyards.



\*Booking cannot be made two years in a row.



### **Exhibition bags | 21,500.-€ sold (exkl. production)\***

With your logo on the #ZPEurope20 exhibition bags you will be at the visitors' side during the entire fair day - and beyond!

\*Booking cannot be made two years in a row.

Fotos: ©spring Messe Management GmbH



### Multimedia Wall I 6,850.-€

Reach your potential customers with digital messages and interact with them at the large multimedia wall, equipped with the latest media technology.

5.00 m x 2.50 m  
incl. technical equipment (2x iPads, 42 inch monitor for videos, electricity), graphics, build and rental costs.

Location to be agreed with spring.



### **Gent's restrooms | 1,950.-€/per facility**

Maximise your visibility by placing your advertisement in the gent's restrooms. Every male visitor is bound to see you.

Facility available per hall:

1 x hall 4.1 – Recruiting & Attraction

1 x hall 4.2 – Operations & Services | Startup Village

2 x hall 5.2





### Waste bins I from 2,000.-€

Maximize your visibility and place advertisements on up to 10 waste bins. You are guaranteed to be noticed by all visitors of Zukunft Personal Europe.

Price:

8 waste bins entrance south:	2,000.- €
10 waste bins per hall:	2,500.- €



## On Site

Marketing Opportunities #ZPE20



### Screensaver | 2,850.-€

Empty screens or your professional advertising? Use the time between presentations to invite visitors to your talk or to your exhibition stand.

On all 3 days

On all stages







### Footsteps | 4,350.-€

Lead potential customers step-by-step to your stand!

25 Footsteps\*  
Max. 6 companies per hall

100 cm x 50 cm

\*The placement of the floor stickers will be agreed in liaison with spring Messe Management.

Fotos: ©spring Messe Management GmbH





## On Site

Marketing Opportunities #ZPE20



### Aisle distribution | 1,950.-€ per aisle distribution/hall

Find your customers throughout the hall! Hand out flyers and give-aways in the aisles and entice visitors to your exhibition stand.

\*Please note, licences for aisle distribution are limited. The hostesses will be provided by you.

Fotos: ©spring Messe Management GmbH



### **Napkins | 4,850.-€**

Present yourself as host with the branded napkins on all catering areas of Zukunft Personal Europe.

Napkins on all catering areas.  
Number: 24,000 pieces





### Leadmanagement

Capture contact information quickly and easily via app. You receive relevant data from the visitor registration such as sector affiliation or company size! Generate valuable information on the basis of individualized lead sheets during the conversation directly at your exhibition stand.

Depending on the number of users, the system is available in three different packages:

Package 2 App-User	included in your package
Additional 3 App-User	154.-€
Additional 8 App-User	339.-€

Further licenses are possible. Please contact us!



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## HR Tec Night - Pitch I 685.-€

Have you developed THE technical solution for the HR industry? On 15 & 16 September 2020 a maximum of 5 companies will compete against each other in moderated rounds. Each company has 11 minutes to do this.

### Procedure:

Present your company in 8 minutes and explain for which HR area your solution is intended.

For this you may use a maximum of 3 slides.

In the remaining 3 minutes, the moderator will ask you 2 questions that will arise from the context of your presentation.

The audience decides!



# Presentation

Marketing Opportunities #ZPE20

## Guided Tour Stop | 555,-€/Start up | 495,- €

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.

During the one hour tour, approx. 5 exhibitors will be visited.

The themed tours take place on all days of the fair. All participants (max. 20 persons) will be equipped with headphones to follow all information from the tour guide and the exhibitors in a clear and understandable way.

3 Stops (1 Stop per day)

5 min. presentation + 5 min. Q&A at your stand

### Available Tours:

Recruiting & Attraction

Operations & Services

Future of Work

Corporate Health

Learning & Training





### Workshops I from 1,690.-€

The best interaction: get into direct exchange with your potential customers and present yourself as an expert with innovative methods.

Knowhow transfer in the new work style: work interactively and in dialogue with your target group on future topics and innovation techniques, such as:

- LEGO serious play training
- Agile basics
- Process control using kanban
- New work design workshops
- Creative leadership
- Artificial intelligence
- Robotics -working with colleague robot
- Virtual reality (VR) learning experience design
- Behavioral design
- Scrum training
- Design thinking



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# SPONSORSHIP OPPORTUNITIES

*#ZPEurope 20*

## Why become a **sponsor** of #ZPEurope20?

- Take advantage of the high reach of Zukunft Personal Europe
- Increase your level of awareness through additional presence
- Gain access to specific and interesting target groups that you will experience as a strong brand.
- Position yourself as an HR expert at Europe's largest personnel management trade fair
- Appear as a sponsor of one of the following topics
- Maximize your generated leads on site



## Main Sponsorings

### Sponsorship Opportunities



### **Make the most of your ExpoEvent presence and draw attention to your brand!**

The details of your package can be chosen to match your objectives! Do it yourself, or let us make suggestions based on your needs analysis. Every company is different after all!

## GOLD

### Sponsorship Package

Basic price: 10,000.-€

- + Price 1x A marketing opportunity
- + Prices 3x B marketing opportunity
- + Prices 3x C marketing opportunity

= Total Cost:

Basic price + prices (A, B, C)

## SILVER

### Sponsorship Package

Basic price: 6,000.-€

- + Prices 3x B marketing opportunity
- + Prices 3x C marketing opportunity

= Total Cost:

Basic price + prices (B, C)

## BRONZE

### Sponsorship Package

Basic price: 4,000.-€

- + Prices 2x B marketing opportunity
- + Prices 2x C marketing opportunity

= Total Cost:

Basic price + prices (B, C)



# Main Sponsorings

## Sponsorship Opportunities

### **GOLD** Sponsorship

Basic price 10,000.-€ + price A, B, C opportunities

1 x A opportunity

3 x B opportunity

3 x C opportunity

Included in price:

- Logo on the cover pages of print media and on online media
- 1,000 free exhibition tickets (1 Day)
- Logo in hall plans
- Logo on the sponsors'-wall during the event
- Logo on all display presentations
- Screensaver at all stages all 3 days
- Social media promotion
- Logo and company description (600 characters incl. spaces) on exhibition website in section „Sponsors“, plus on home page





# Main Sponsorings

## Sponsorship Opportunities

### SILVER Sponsorship

Basic price 6,000.-€ + price B, C opportunities

3 x B opportunity

3 x C opportunity

Included in price:

- Logo on inside pages of print media and on online media
- 750 free exhibition tickets (1 Day)
- Logo in hall plans
- Logo on the sponsors'-wall during the event
- Logo on all display presentations
- Screensaver on all stages all 3 days
- Social media promotion
- Logo and company description (600 characters incl. spaces) on website in section „Sponsors“



# Main Sponsorings

## Sponsorship Opportunities



### BRONZE Sponsorship

Basic price 4,000.-€ + price B, C opportunities

2 x B opportunity

2 x C opportunity

Included in price:

- Logo on inside pages of print media and on online media
- 500 free exhibition tickets (1 Day)
- Logo in hall plans
- Logo on the sponsors'-wall during the event
- Logo on all display presentations
- Screensaver on all stages all 3 days
- Social media promotion
- Logo and company description (600 characters incl. spaces) on website in section „Sponsors“





# Main Sponsorings

## Sponsorship Opportunities



### A-Marketing opportunities

- Advert catalogue (U6)\* | 4,600.-€
- Banner Turnstiles | 7,650.-€
- Window graphic | 43,350.-€
- Keynote Sponsorship | 11,950.-€
- Lanyards | 18,650.-€ **sold**
- Mega banner | 34,320.-€
- Zukunft Personal App | 16,500.-€
- Exhibition bags | 21,500.-€ **sold**
- Multimedia Wall | 6,850.-€
- Quick Check-In Sponsorship | 9,085.-€ **sold**
- LED Screen Cube | 4,113.50€
- Digital Signage | from 2,742.34€
- Wall Banners Boulevard | from 3,870.-€
- Stair taping | Price on request
- Promotion on the exhibition forecourt | 7,450.-€ **sold**
- WIFI Sponsorship | 13,500.-€
- Ticket Sponsorship | 19,450.-€
- Logo on floor plans | 6,900.-€
- Giga Banner Wall Facade | 28,150.-€

### B-Marketing opportunities

- Advert ExpoEvent Map | 4,485.- €
- Advert ExpoEvent Catalogue:
  - U2 Frontcover, inside 4c | 4,100.-€
  - U3,U4,U5 Covers, inside 4c | 3,500.-€
  - ½ page, bw unplaced | 1,900.-€
  - ½ page 4c unplaced | 2,100.-€
  - 1/1 page bw unplaced | 2,400.-€
  - 1/1 page 4c unplaced | 3,200.-€
- Newsletter Advert:
  - 300 x 200px | 1,750.-€
  - 300 x 200px + 200 characters | 1,897.-€
  - 600 x 200px | 1,897.-€
- Aisle distribution | from 1,950.-€
- Footsteps | 4,350.-€
- Bookmark | 3,680.- €
- Workshops | from 1,690.-€
- Banner Lightbox | 3,950.-€
- Banner facing wall staircases | 3,105.-€
- Gent's restrooms | from 1,950.-€
- Screensaver | 2,850.-€
- Bus Shuttle Branding | 3,550.-€
- Napkins | 4,850.-€
- Waste bins | from 2,000.-€

### C-Marketing opportunities

- Voucher in Voucher Booklet | 785.-€
- Advert on the website | from 865.-€
- Guided Tour Stopp | 555.-€
- Product Index ExpoEvent Catalogue | 105.-€
- Additional text ExpoEvent Catalogue | from 245.-€
- HR Tec Night Pitch | 685.-€
- Advert in the Multi App | from 1,025.-€
- Wall of Startups | 175.-€
- Lead Management App add. user



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# Products

## Sponsorship Opportunities



### Keynote Sponsorship | 11,950.-€

- Sponsor a keynote speaker
- Feature as „powered by“ in high-circulation print and online media of the Zukunft Personal Europe
- Participation of the keynote speaker at a Meet & Greet (to be confirmed with the keynote speaker)
- Logo on the sponsors'-wall during the event

#### Criteria of a keynote speaker:

- Charismatic, rhetorically well-versed speaker with strong stage presence, a certain degree of prominence as well as media profile
- Presents topics that are well-founded in terms of content and fit the trade fair (also controversial / polarizing / interdisciplinary) and trends in the overall HR area or socially relevant topics.
- A CHRO of a larger company, politician or a person of public life is preferred

The final selection of the speaker has to be made in close coordination with spring.



### APP Sponsorship I from 16,500.-€

Be the Multi-App or App-Event Sponsor of any or all #ZP Expos

- Branded app header „powered by“ and your logo on the timeline
- Dedicated menu „Sponsor“
- Push messages
- Sponsored posts
- Upload PDF documents
- Link in the interactive hall plan
- Promotion on site in connection with the app
- Logo on the sponsors'-wall during the event
- Presence of the logo on all high circulation print material, on online media, on-site posters and in all newsletters in connection with the app



## Aktivitäten-Stream



**Cornerstone OnDemand**

35Tg.

Halle 3.2 | B.24

!!!NICHT VERPASSEN!!! Begeben Sie sich mit Cornerstone auf eine Reise durch die wichtigsten Meilensteine der Employee Journey von heute.





# Products

## Sponsorship Opportunities



### WiFi Sponsorship | 13.500,-€

Get on the mobile phones! Lead the digital expo way.

- Create your individual WiFi password
- Logo on inside pages of print media in connection with WiFi
- Logo on exhibition website, in the newsletters, print and promotion of WiFi
- Promote with posters, login cards, roll-ups etc. and be seen throughout the fair (excludes production)
- Logo on the sponsors'-wall during the event



### Quick Check-In Sponsorship | 9,085.-€ sold

Get your branded VIP Check-In Counter!

Invite your customers by offering a quick, easy and smooth entrance to the halls.

- Place foot steps (if footsteps in the hall are booked), Roll-ups or welcome hosts at the entrance
- 1,000 free voucher codes for 1-day tickets
- Logo on the sponsors'-wall during the event



### Ticket Sponsorship | 19,450.-€

Your logo is included on the registration badges that all visitors, all exhibitors and also all potential customers get when registering. In addition, your advert is also on every registration terminal directly in the entrance area of the Zukunft Personal Europe!

Your advert features on every:

- Visitor registration
- Exhibitor registration
- Press & blogger registration
- Speaker registration
- VIP registration
- Registration terminal

(Print at home & printed on site)





## Products

### Sponsorship Opportunities



### Highlight-Topic Guided Tour Sponsorship | 4.950,- €

Benefit from additional attention and present yourself as an exclusive highlight topic sponsor of Guided Tours at Zukunft Personal Europe.

#### Available Tours:

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

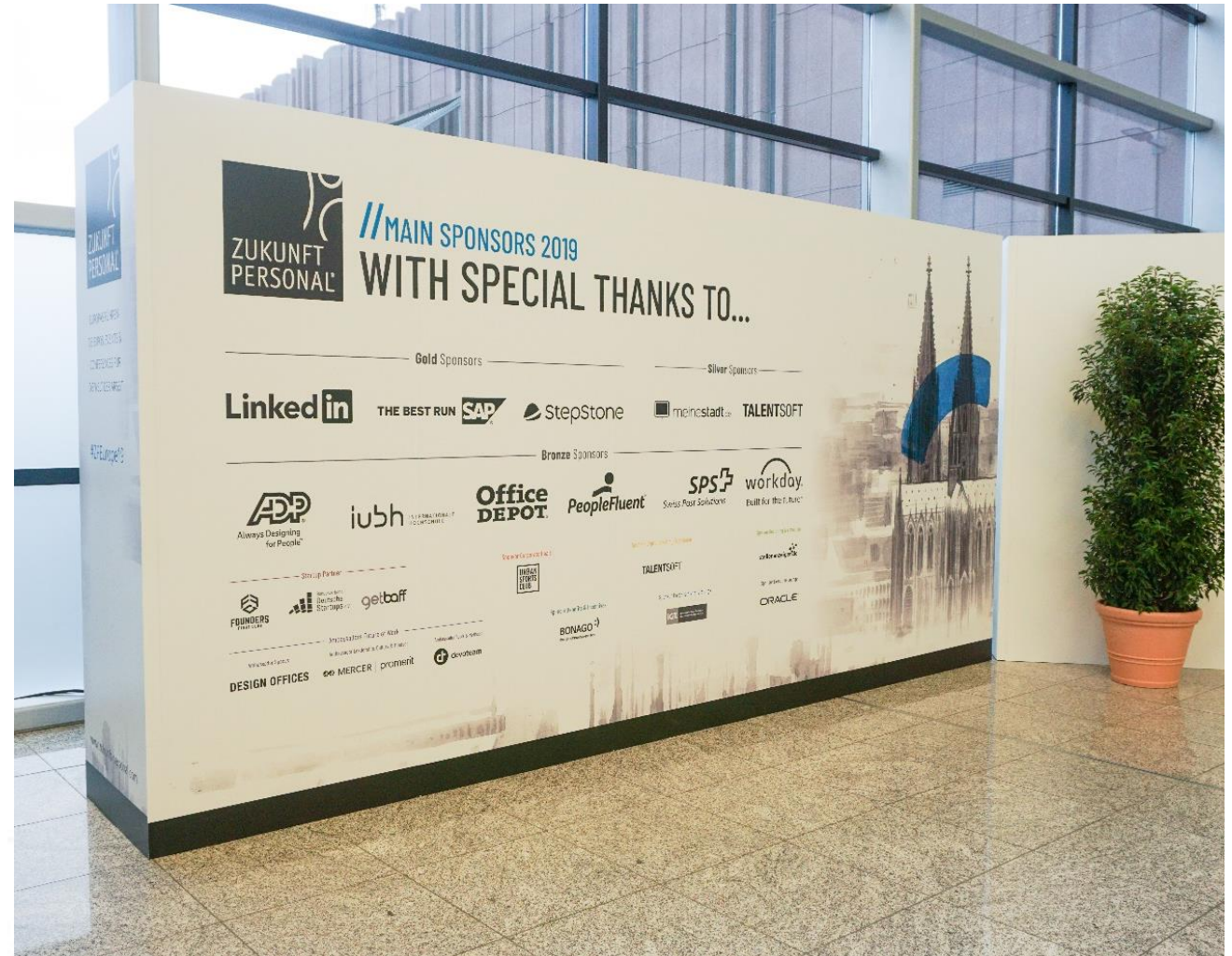
#### Package contains:

- 3 Stops (1 Stop per day)
- 10 min. presentation + 5 min Q&A at your stand
- Guaranteed 1st stop of tour
- Logo on Guided Tour wall, website, newsletter, social media
- Coupon in Voucher Booklet
- Flyer display at Guided Tour meeting point
- Tour guide provided by sponsor and dressed in sponsor's branding (in agreement with spring Messe Management GmbH)



### Talent and Staffing Services Sponsorship | 13,000.-€

- Mention as sponsor of the Special Area in Zukunft Personal Europe print and online material
- Logo on the sponsors'-wall on site
- Logo in hall plans
- Screensaver on all stages on all 3 days
- 1 Newsletter advert
- 1 product index and company description (600 characters incl. spaces) in the ExpoEvent Catalogue
- Logo on ceiling and stage banner of the Special Area
- Placement of Roll-ups in the presentation areas





# Products

## Sponsorship Opportunities



### Startup Village | 13,000.-€

#### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of Zukunft Personal Europe
- Logo on topic-related print media of Zukunft Personal Europe
- Sponsorship screensaver on all stages of Zukunft Personal Europe
- 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 Startup stage
- Provision of a juror for the Founders' Fights





# Products

## Sponsorship Opportunities



### HR:MOTION meets HR-NIGHT

#### Party Series Sponsor | 80,000.-€ **sold**

- HR:MOTION "powered by you" (industry exclusive)
- (Logo as #ZP Party Series Sponsor online and offline)
- Logo on all party tickets for the event
- VIP lounge at each event
- 100-500 free tickets per event
- Logo on admission wristbands

#### Main Sponsor | 10,000.-€

- 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 | 4,500.-€

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





# Products

## Sponsorship Opportunities



### HR:MOTION meets HR-NIGHT

#### Bar Sponsorship | 5,500.-€

- Branding of a drinks bar
- Branding of the T-shirts of the barkeepers (exclusive production)
- Display of your flyers & give-aways

#### VIP Table | 1,350.-€

- Reserved Table incl. 10 Tickets
- Your logo on a table display

#### Photo Booth Sponsor | 2,400.-€

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

#### Teledisko | 3,300.-€

- Your logo on all print & online photos & video-download page
- Logo on the screen of the Teledisko

#### Speed Networking Sponsor | 1,900.-€

- Logo as Speed Networking Sponsor online and offline
- Speed Networking „powered by you“
- Display of your flyers or give-aways in the Speed Networking Area



# Overview

Marketing & Sponsorship Opportunities

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2	Marketing Opportunities - Digital
3	Marketing Opportunities - On Site
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## Highlight Topics

### Sponsorship Opportunities



## Recruiting & Attraction Sponsorship | 13,000.-€

### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of the Zukunft Personal Europe
- Logo on topic-related print media of the Zukunft Personal Europe
- Sponsorship screensaver on all stages of the Zukunft Personal Europe
- 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 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

A maximum of 3 bookings can be made in total.

Fotos: ©spring Messe Management mbH





## Highlight Topics

### Sponsorship Opportunities



## Operations & Services Sponsorship | 13,000.-€

### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of the Zukunft Personal Europe
- Logo on topic-related print media of the Zukunft Personal Europe
- Sponsorship screensaver on all stages of the Zukunft Personal Europe
- 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 Operations & Services stage
- Branding of a digital signage unit for visitor guidance

A maximum of 3 bookings can be made in total.





## Highlight Topics

### Sponsorship Opportunities

## Learning & Training Sponsorship | 13,000.-€

### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of the Zukunft Personal Europe
- Logo on topic-related print media of the Zukunft Personal Europe
- Sponsorship screensaver on all stages of the Zukunft Personal Europe
- 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 Learning & Training stage
- Sponsorship of L&T party on second day of exhibition

A maximum of 3 bookings can be made in total.





# Highlight Topics

## Sponsorship Opportunities

### Corporate Health Sponsorship | 13,000.-€

#### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of the Zukunft Personal Europe
- Logo on topic-related print media of the Zukunft Personal Europe
- Sponsorship screensaver on all stages of the Zukunft Personal Europe
- 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
- Sponsorship of the Healthy Food Court, including display
- Sponsorship of a get-together in the XING exhibition lounge

A maximum of 3 bookings can be made in total.



## Highlight Topics

### Sponsorship Opportunities

### Future of Work Sponsorship | 13,000.-€

#### 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 at #ZPEurope20:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the hall plans, on the sponsorship wall and topic-related display presentations of the Zukunft Personal Europe
- Logo on topic-related print media of the Zukunft Personal Europe
- Sponsorship screensaver on all stages of the Zukunft Personal Europe
- 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

A maximum of 4 bookings can be made in total.



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- All services can be booked online in the exhibitor manual. You will receive the log-in data after stand approval.
- All prices are subject to VAT at the applicable rate, incl. production and installation.
- If applicable to the marketing opportunity, bookings allocated „first come first served“.
- Print-ready artwork to be provided by you.
- Further information such as technical details will be sent after booking.
- All information in this document is correct at the date of publication but may be subject to change at any time without notice. No assumption of liabilities.

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