



25
YEARS

TIME^{FOR} NEW BEGINNINGS

SALES
INFORMATION
2025 / 2026

The leading platform for
people and organisational
performance



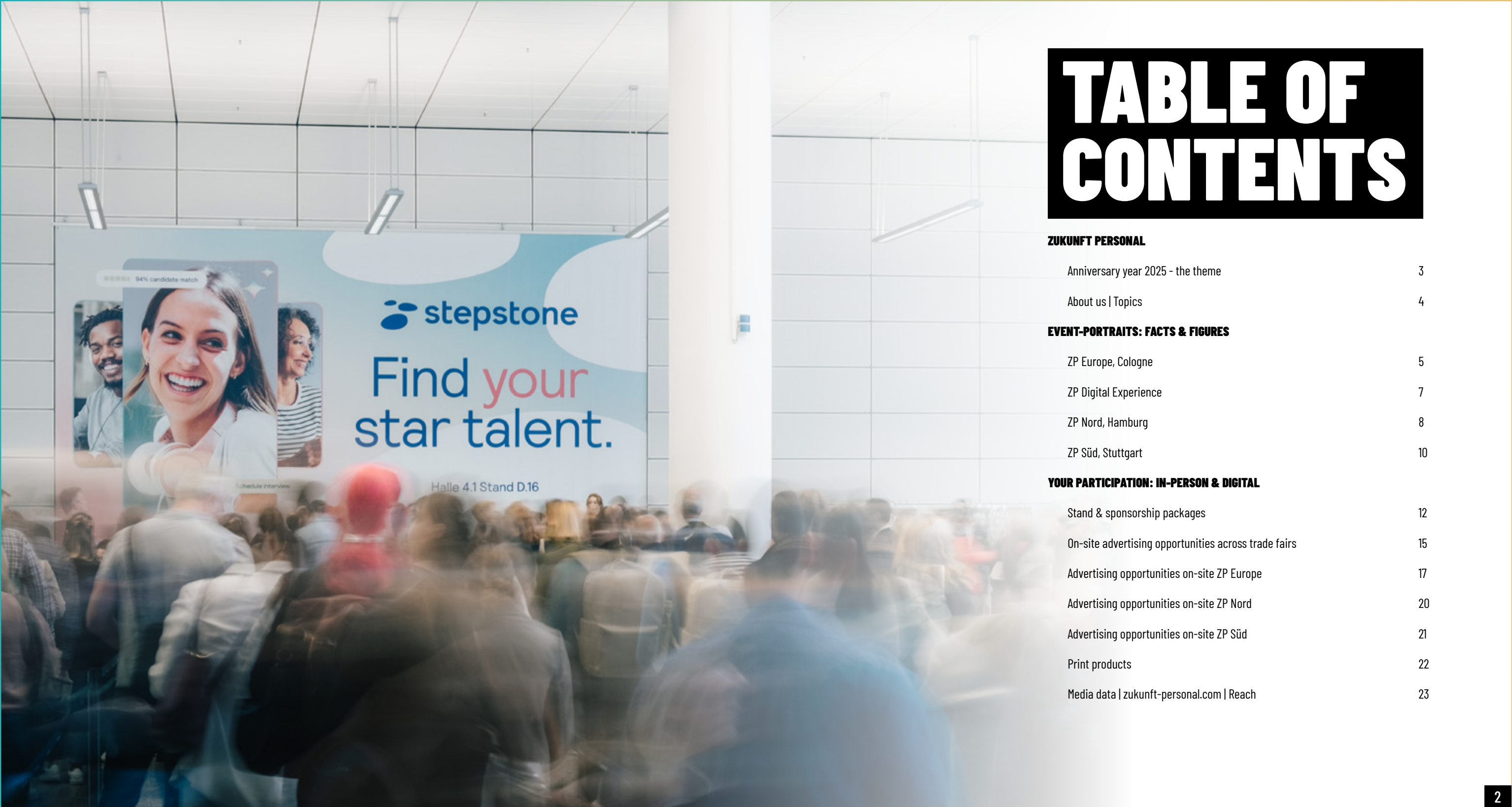


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**TIME FOR NEW
BEGINNINGS**



ZUKUNFT PERSONAL IS CELEBRATING ITS 25TH ANNIVERSARY

CONSISTENTLY LOOKING TO THE FUTURE

Zukunft Personal is entering its anniversary year. In 25 years, the leading trade fair for HR has developed just as continuously as the topics that move the entire people business. The trade fair organisers have chosen the 2025 theme with care:

„TIME FOR NEW BEGINNINGS“

stands for answers in a highly dynamic working world within a disruptive context.

Zukunft Personal Nord in Hamburg from 26 to 27 March will be the first ExpoEvent in 2025, followed by Zukunft Personal Süd in Stuttgart from 6 to 7 May, and finally the annual highlight Zukunft Personal Europe in Cologne from 9 to 11 September.

Because it's all about performance: platform for people and organisational performance.

From a trade show for the traditional HR sector, on to the leading German-speaking trade fair for all topics in the people spectrum: The success of Zukunft Personal is based on the continuous development of its format. However, this is also driven by the tremendous change processes that digital technologies, globalisation and demographic challenges have had on shaping the corporate world.

The ZP decision-makers know this too: „Zukunft Personal redefined: The platform for people and organisational performance - a strong signal for our new claim,“ announces Astrid Jaeger, Managing Director of event organiser CloserStill Media Germany.

Business in the midst of change: the future of work

Zukunft Personal is designing its expo events, digital formats and year-round inspiration and training opportunities for the people community with a pioneering spirit. „HR professionals will of course continue to find their areas of employer branding, learning and development, corporate health, recruiting, employee retention and tech solutions for HR processes in undiminished quality and quantity - on the topic-specific stages, during interactive formats, with best practices, and in the themed exhibition areas. However, we increasingly want to present both the complexity and the holistic nature of HR in a business context,“ says Sandra Reis, Event Director of Zukunft Personal. This is because the HR function is facing a radical reorganisation, especially in light of the economic downturn and the simultaneous shortage of skilled workers and pressure to innovate:

TIME FOR NEW BEGINNINGS.

ABOUT ZP SERIES

Zukunft Personal is the platform that orchestrates and curates the ecosystem of human-centred business. With the aim of making the entire spectrum of topics accessible and tangible. With the leading European trade fair Zukunft Personal Europe in Cologne and the events in Hamburg and Stuttgart, Zukunft Personal is the leading platform for people and organisational performance. And the year-round community support with relevant content via newsletters, white papers, podcasts and on social media channels.

To this end, Zukunft Personal initiates and activates a network of HR experts and influencers, solution providers and business specialists for transformation and innovation. And thus always provides support at the cutting edge. Holistic and competent.

Zukunft Personal meets the challenges of our time. We all have to pull together and change radically if we want to survive. Economically, socially and ecologically.

TIME FOR NEW BEGINNINGS.

BE THERE!

Maximise awareness for your company, products and services.

Network with influential and high-calibre trade visitors from the HR industry.

Present your innovative solutions.

Make contacts with leading organisations from the fields of industry, services, healthcare and many more.

Discuss the latest trends and products with the community.



SUCCESS FACTORS

New contacts - new business

Generate leads - Meet your target group without wastage and with 90% decision-maker density.

Visibility - Show your market presence - as an innovator, thought leader or industry leader.

The place to be - With more than 32,000 HR experts and over 1,000 exhibitors/partners/sponsors, the ZP Series 2024 were the must-attend events in the HR industry and therefore the right stage for your company.

Expert knowledge - Present yourself and your company on one of the topic stages and inspire the audience with a product presentation, best practices or panel discussion.

All in one - Benefit as an exhibitor, partner or sponsor from our extensive umbrella brand, event and thematic campaigns. Print and online!

HIGHLIGHT TOPICS

RECRUITING & ATTRACTION

Active sourcing
AI in recruitment
Applicant management
Diversity / Inclusion
Employee benefits
Employer branding
Employer of record
Employee retention
Headhunting / Executive search
Job boards
Mobile recruiting
Onboarding, Assessments
Outsourcing
Personnel marketing
Personnel services
Personnel selection
Temp agencies
Recruitment

ORGANISATIONAL PERFORMANCE | HR TECH

Access and entry systems
Applicant management
Change-/Management
Corporate strategy and culture
Data centres
Digital personnel file
Digitalisation and AI models
Document management
Employee surveys
HCM software
Organisational development
Outsourcing
People analytics
Personnel planning and administration
Talent management
Time recording
Travel and subsistence

LEARNING & DEVELOPMENT

Blended learning
Change management
Coaching
Digital learning platforms
E-learning and learning technologies
Employee guidance
Professional development for HR
Intercultural / language training
Leadership development
Learning analytics
Management training
New work skills & competencies
Organisational development
Personnel development
Sales training
Team development
VR to AR

CORPORATE HEALTH

Company catering & healthy nutrition
Digital solutions for a healthy workforce
Employee wellbeing
Ergonomic workplace
Employee Assistance Programmes
Mobility solutions
Health & safety
Occupational health management
Prevention and diagnostics
Psychological risk assessment
Stress management



ZP EUROPE

COLOGNE

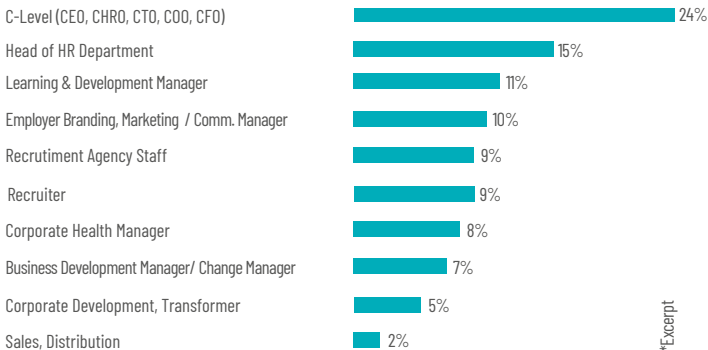
09 - 11 Sept 2025

Zukunft Personal Europe is the Number 1 in Europe. A fixed star and established centre in the entire HR cosmos. With excellent industry expertise, a feel for trends and potential. And a clear mission. Like no other trade fair, Zukunft Personal Europe creates one thing: active access to the entire HR world. To the big players and innovative start-ups. To their new ideas, solutions and tools. Above all, however, Zukunft Personal Europe opens up space for open exchange, creative networking and interdisciplinary transfer. For surprising synergies that make complex HR work manageable. And holistic. 360° value-adding and sustainable, so that employees can realise their full potential. A lively, collaborative platform for integrated people transformation.

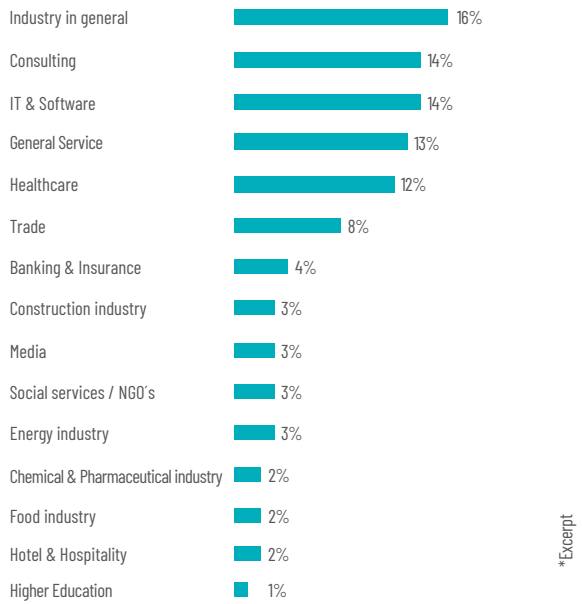
New: Zukunft Personal Europe is officially integrating Organisational Performance into its portfolio. And thus clearly shows what it's all about: performance and competitiveness, while at the same time ensuring cultural progress in the world of work. Only those who succeed in both will manage the transformation.

TIME FOR NEW BEGINNINGS!

POSITIONS OF THE TRADE FAIR VISITORS*



INDUSTRIES OF TRADE FAIR VISITORS*



FIGURES, DATA, FACTS

600

Exhibitors,
partners & sponsors

25,220

Visitors

785

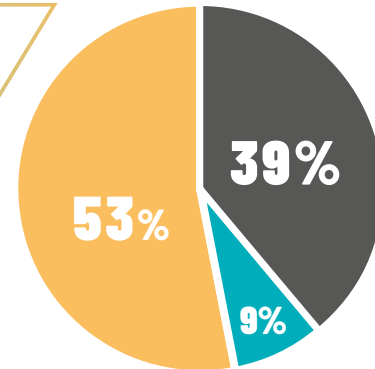
Sessions



FIGURES,
DATA,
FACTS

DECISION-MAKING COMPETENCE
OF THE PROFESSIONAL VISITORS

- Sole and co-decisive
- Advisory
- No decision-making authority



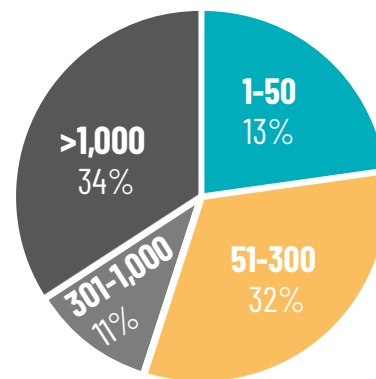
Do you want to be at the next ZP trade show? Find more information at:
www.zukunft-personal.com/en/sales

ORIGIN OF TRADE VISITORS

POSTAL CODE AREAS



COMPANY SIZE IN
EMPLOYEES



VISITOR SURVEY

92%

of visitors achieved
their set objectives.

94%

of visitors learn about
new products & services.

96%

of visitors return
the following year.

95%

of visitors recommend
ZP Europe as an
industry event.

Extract from the trade visitor list: Companies

- ADAC Nordrhein e.V.
- Adam Audio GmbH
- Adecco Germany Holding SA & Co. KG
- Adidas AG
- Adobe
- ALDI Einkauf SE & Co. oHG
- Allianz Beratungs- und Vertriebs AG
- Amazon Deutschland Services GmbH
- AOK Baden-Württemberg
- Axel Springer National Media & Tech GmbH & Co. KG
- BASF
- Bayer 04 Leverkusen Fußball GmbH
- Bayer AG
- Birkenstock Group B.V. & Co. KG
- Bosch Sicherheitssysteme GmbH
- Canon Deutschland GmbH
- Commerzbank AG
- DACHSER SE
- Deutsche Bahn AG
- Deutsches Zentrum für Luft- und Raumfahrt
- Deepl SE
- Deloitte Consulting Germany
- Deutsche Telekom AG
- DIRINGER & SCHEIDEL GmbH & Co. Beteiligungs KG
- E.ON SE
- Eckes-Granini Deutschland GmbH
- Eurowings Aviation GmbH
- EY Consulting GmbH
- FERCHAU Automotive GmbH
- Ferrero MSC GmbH & Co.KG
- Ford-Werke GmbH
- Fresenius Medical Care AG
- Fujifilm Europe
- FUNKE MEDIENGRUPPE GmbH & Co. KGaA
- Galeria Karstadt Kaufhof GmbH
- HARIBO GmbH & Co. KG
- Henkel AG & Co. KGaA
- IBM Deutschland GmbH
- idealo internet GmbH
- IKEA Deutschland GmbH & Co. KG
- Institut der deutschen Wirtschaft Köln e. V.
- K+S Minerals and Agriculture GmbH
- Landeshauptstadt Düsseldorf
- LANXESS Deutschland GmbH
- Lekkerland SE
- Madsack Market Solutions GmbH
- MAN Truck & Bus SE
- Mercedes-Benz AG
- Nintendo of Europe SE
- Nordfrost GmbH & Co. KG
- Nordzucker AG
- OBI Group Holding SE & Co. KGaA
- Otto GmbH & Co KG
- Peek & Cloppenburg B.V. & Co. KG
- Pfizerwerke AG
- PHOENIX Pharma SE
- Polizeipräsidium Köln
- Porsche Consulting GmbH
- ProSiebenSat.1 Media SE
- PUMA SE
- R+V Allgemeine Versicherung AG
- Randstad Deutschland GmbH & Co. KG
- RENOLIT SE
- RheinEnergie AG
- Rheinmetall AG
- RIMOWA GmbH
- RTL Deutschland GmbH
- RWE Power AG
- Salzgitter Mannesmann Handel GmbH
- SAP Deutschland SE & Co. KG
- Schnellecke Logistics SE
- Schufa Holding AG
- Siemens Industry Software GmbH
- Sky Deutschland GmbH
- SNOCKS GmbH
- STRABAG BRVZ GmbH & Co. KG
- TARGO Deutschland GmbH
- Telefónica Germany GmbH & Co. OHG
- Thyssenkrupp AG
- trans-o-flex Express GmbH & Co. KGaA
- TÜV Rheinland AG
- Ubisoft Blue Byte GmbH
- Vaillant GmbH
- Vodafone GmbH
- Volkswagen AG
- WDR mediagroup digital GmbH
- WISAG Gebäude und Industrieservice Holding GmbH
- Yamaha Motor Europe N.V., NL Deutschland, GB Motorisierte Produkte
- Zalando SE
- ZEIT Verlagsgruppe



WHAT ARE THE ZP DIGITAL EXPERIENCE DAYS?

The ZP Digital Experience Days are the digital complement to the ZP in-person events. In 45-minute sessions, experts provide information and discuss hot topics relating to the world of work. The ZP Digital Experience Days programme is characterised by an exciting mix of experienced industry experts and renowned scientists who provide insight into their activities: Best practices, studies, insights and tips on the topics and challenges that concern you in your day-to-day HR work.

TERMINE
2025

21. JANUARY	People Experience & Employer Branding
03. JUNE	IT strategies for HR
08. JULY	Employee management in focus: dealing with low performers and toxic team members
04. NOVEMBER	Using AI in recruiting
20. JANUARY 2026	Making corporate health and corporate culture measurable



Do you want to speak at an ZPDX event? See page 49 for more details.

KPIS ZPDX 2024

695 / DAY
99 / SESSION
Unique viewers

82%
Conversions
registrations / Unique
viewers

52 MIN.
Average watch
time

PARTICIPATION OPTIONS

MAIN
SPONSORSHIP

SESSION
SPONSORSHIP



See page 25 for more details

EXTRACT FROM THE TRADE AUDIENCE LIST

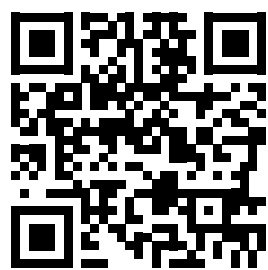
- AbbVie Deutschland GmbH & Co. KG
- ALDI International Services SE & Co. oHG
- BASF
- Beiersdorf AG
- BioNTech SE
- BMVg / Bundeswehr
- Brauerei C. & A. Veltins
- Bundesagentur für Arbeit
- Capri Sun GmbH
- Coca-Cola Europacific Partner Deutschland GmbH
- Daimler Truck AAG
- DB Cargo AG
- DB Schenker AG
- Deutsche Telekom AG
- DHL Group
- Die Autobahn GmbH des Bundes
- Dr. Oetker
- DS Smith Packaging Deutschland Stiftung & Co. KG
- E.ON Country Hub Germany GmbH
- ESL Gaming GmbH
- Evonik Industries AG
- Finanzministerium Mecklenburg-Vorpommern
- G+E GETEC Holding GmbH
- GEMA - Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte
- Hamburg Airport
- Hamburger Sparkasse AG
- HB Capital GmbH
- IHK Pfalz
- Ikea of Sweden AB
- JENOPTIK AG
- KNIPEX-Werk C. Gustav Putsch KG
- Lufthansa
- Magnit Global
- Mercedes-Benz Financial Services Austria GmbH
- naturenergie
- Otto.de
- PHOENIX Pharma SE
- Porsche Deutschland GmbH
- QVC eDistribution LLC & Co KG
- R+S Group
- R+V Allgemeine Versicherung AG
- Samsung Electronics
- Schaeffler Technologies AG & Co. KG
- SIGNAL IDUNA Gruppe
- thyssenkrupp Bilstein
- trans-o-flex Express GmbH & Co. KGaA
- United Parcel Service
- Vorwerk SE & Co. KG
- WALA Heilmittel GmbH
- Zurich Versicherung



ZP NORD



PHOTO GALLERY 2024



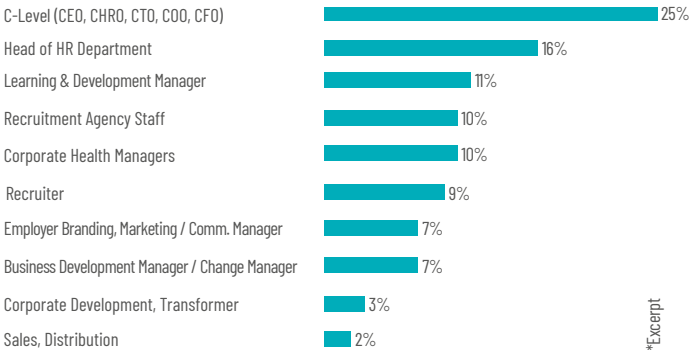
AFTERMOVIE 2024

HAMBURG

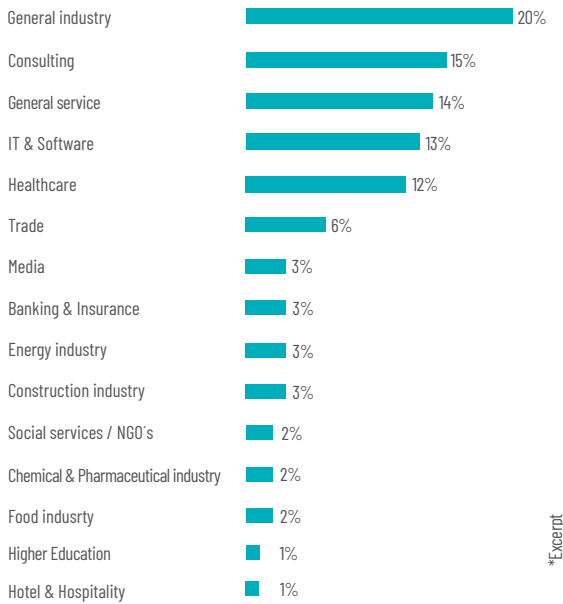
25 - 26 March 2026

Zukunft Personal Nord is the networking event for the people community in the north. Decision-makers, executives and HR managers come to Hamburg to discuss the working world of tomorrow. Inspiring content, best cases, innovative products and life trainings offer high-quality knowledge transfer and concrete solutions. The modern and cosmopolitan atmosphere of the Hanseatic city makes it the perfect location for the event.

POSITIONS OF THE TRADE FAIR VISITORS*



INDUSTRIES OF TRADE FAIR VISITORS*



FIGURES, DATA, FACTS

250

Exhibitors,
partners & sponsors

7,941

Visitors

240+

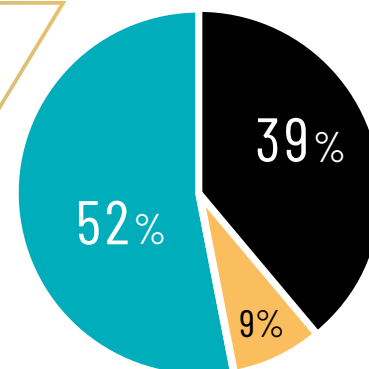
Sessions



FIGURES, DATA, FACTS

DECISION-MAKING COMPETENCE OF THE PROFESSIONAL VISITORS

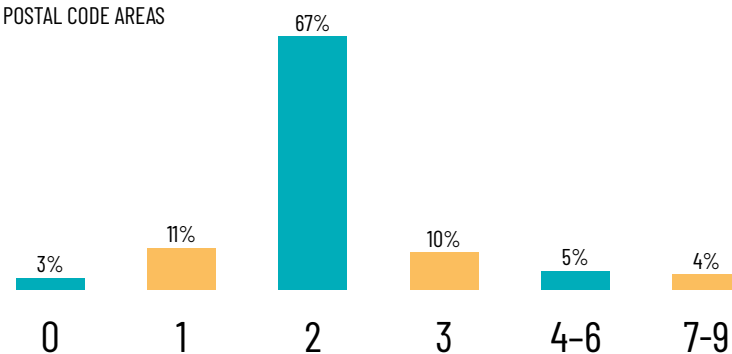
- Sole and co-decisive
- Advisory
- No decision-making authority



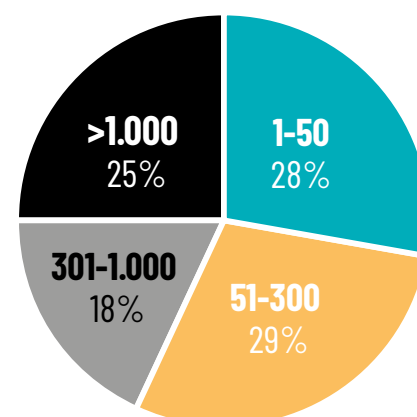
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www.zukunft-personal.com/en/sales

ORIGIN OF TRADE FAIR VISITORS

POSTAL CODE AREAS



COMPANY SIZE IN EMPLOYEES



VISITOR SURVEY

94%

of visitors achieved their set objectives.

92%

of visitors learn about new products & services.

93%

of visitors return the following year.

96%

of visitors recommend ZP Nord as an industry event.

Extract from the trade visitor list: Companies

- Airbus Operations GmbH
- alanta health group GmbH
- Allianz SE
- Amazon
- AOK NordWest
- BARMER
- BASF Services Europe
- BLUME2000 SE
- BMW Werk Berlin
- Bundesagentur für Arbeit
- Bundeswehr
- Casio Europe
- CEWE Stiftung & Co.KGaA
- CLOSED GmbH
- Coffee Fellows GmbH
- Commerzbank AG
- DAK-Gesundheit
- Deutsche Bahn AG
- Deutsche Telekom AG
- DHL Group
- Douglas GmbH
- Edeka Handelsgesellschaft Nord
- Elysee Hotel AG
- ERGO Group AG
- EY
- Fielmann Group AG
- Flaconi
- Forvis Mazars
- freenet AG
- FREENOW
- fritz-kola GmbH
- Generali
- GHD Gesundheits GmbH Deutschland
- hagebau
- Hamburg Airport
- Hermes Germany GmbH
- HOYER Group
- Indeed Deutschland GmbH
- IU Internationale Hochschule
- KPMG
- Lions
- Lufthansa Airline
- Mercedes Benz
- Nanu-Nana E&V mbH
- NDR
- Norddeutscher Rundfunk
- OMR
- Optiker Bode GmbH
- Otto GmbH & Co. KGaA
- Pandora
- Peek & Cloppenburg KG
- PENNY
- Polizei Hamburg
- REWE
- Siemens AG
- SIGNAL IDUNA Gruppe
- SIXT SE
- SPIEGEL
- Stepstone
- STRABAG AG
- Techniker Krankenkasse
- toom Baumarkt GmbH
- TÜV Rheinland
- UniCredit Bank GmbH
- Volkswagen AG
- WISAG
- XING
- Zalando SE
- ZARA
- ZEIT Verlag



ZP SÜD



PHOTO GALLERY 2024



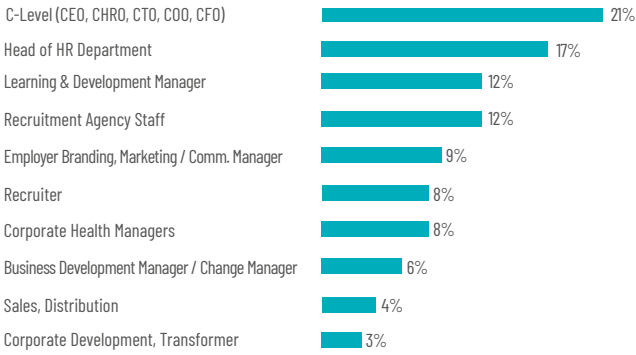
AFTERMOVIE 2024

STUTTGART

21 - 22 April 2026

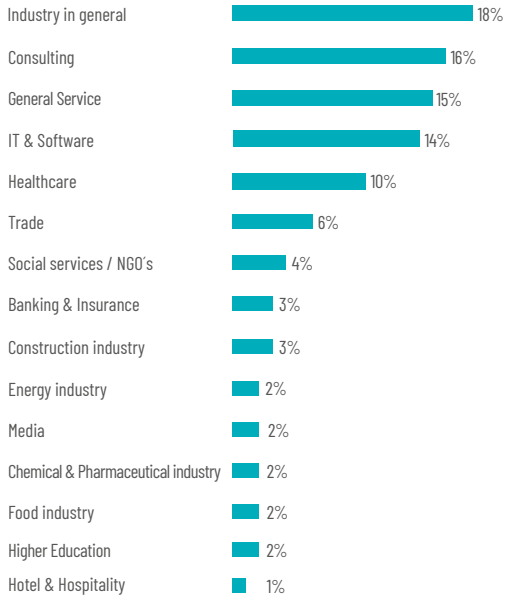
Zukunft Personal Süd is the meeting place for people management in southern Germany. This is where the industry comes together to exchange ideas and integrate innovative impulses and products into everyday working life. In the center of the German SME and automotive industry, the focus is on innovative ability and crisis resilience.

POSITIONS OF THE TRADE FAIR VISITORS*



*Excerpt

INDUSTRIES OF TRADE FAIR VISITORS*



*Excerpt

FIGURES, DATA, FACTS

266
Exhibitors,
partners & sponsors

6,207
Visitors

280
Sessions



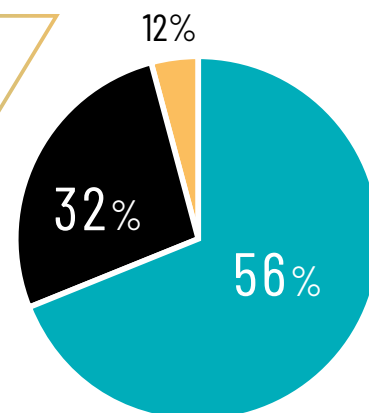
FIGURES, DATA, FACTS



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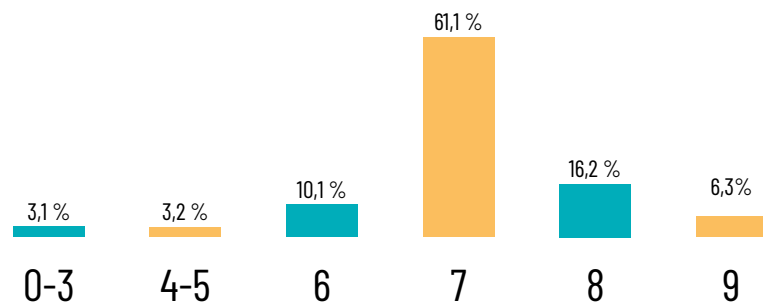
DECISION-MAKING COMPETENCE OF THE PROFESSIONAL VISITORS

- Sole and co-decise
- Advisory
- No decision-making authority

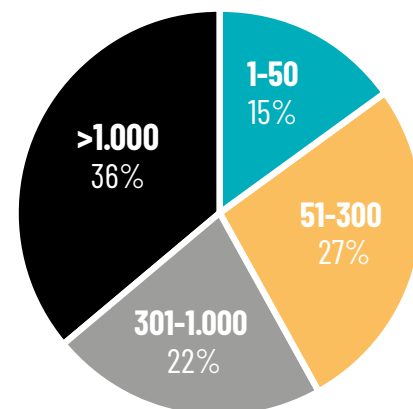


ORIGIN OF TRADE FAIR VISITORS

POSTAL CODE AREAS



COMPANY SIZE IN EMPLOYEES



VISITOR SURVEY

92%

of visitors achieved
their set objectives.

93%

of visitors learn about
new products & services.

94%

of visitors return
the following year.

96%

of visitors recommend
ZP Süd as an
industry event.

Extract from the trade visitor list: Companies

- Adolf Würth GmbH & Co. KG
- Alfred Kärcher SE & Co. KG
- Allianz
- ANDREAS STIHL AG & Co. KG
- AOK
- AXA Konzern AG
- BARMER
- BAUHAUS AG
- Bausparkasse Schwäbisch Hall
- Best Secret
- Bosch Rexroth AG
- Bundeswehr
- Burda Services GmbH
- Caritas
- Daimler Truck AG
- DAK-Gesundheit
- DATEV
- Deutsche Bahn Cargo AG
- Decathlon Detschland
- Dehner Holding GmbH & Co. KG
- DEKRA
- Deutsche Bank AG
- DHL
- Die Techniker
- dm-drogerie markt GmbH + Co
- Duravit
- Ed. Züblin AG
- EDEKA
- EnBW Enpal
- EURONICS Deutschland eG
- Europa-Park GmbH & Co. KG
- Fraport AG
- freenet DLS GmbH
- Goethe-Institut
- Hansgrohe SE
- HAYS AG
- Hornbach Baumarkt AG
- HUGO BOSS AG
- IBM Deutschland GmbH
- Indeed
- Kaufland
- Konica Minolta
- KPMG
- Landesbank Baden-Württemberg
- Lidl Dienstleistung GmbH & Co. KG
- Liebherr
- LinkedIn
- MAN Energy Solutions SE
- MANN+HUMMEL
- Max-Planck-Institut für Plasmaphysik
- Mercedes-Benz
- Mercer Deutschland GmbH
- Motel One GmbH
- MVV Energie AG
- Noerpel SE
- OBI
- Peek & Cloppenburg B.V. & Co. KG
- Peter Gross Bau
- Pfalzwerke AG
- PFEIFFER & MAY SE
- Porsche AG
- R+V Allgemeine Versicherung AG
- Ravensburger AG
- Roadsurfer
- Robert Bosch GmbH
- SAP SE
- Schenker AG
- Schwarz Group
- Seeburger GmbH
- Siemens AG
- Stepstone Deutschland GmbH
- thyssenkrupp
- TRUMPF SE + Co. KG
- T-Systems international GmbH
- TÜV Rheinland
- VARTA AG
- Volksbank eG - Die Gestalterbank
- WISAG
- Würth IT GmbH
- Wüstenrot Bausparkasse AG
- XXXLutz

STAND- & SPONSORSHIP PACKAGES

STAND PACKAGES

Choose your individual and exclusive expo event menu!

Whether you are an exhibitor, partner or sponsor - you and your company will benefit from a customised trade fair and event presence. We offer you all the necessary services and products from a single source. Customised. Service-orientated. With a high ROI.

FLOOR SPACE

from € 369 per m² (EXCL. ZP Service Package: 1049€)

We will be happy to advise you and your company on the various options and work out a customised offer together!

Note: from 9 m²



STARTUP VILLAGE

4 m² from € 2,899

The Startup Village: The hotspot for innovations by companies in business for up to 5 years - this is where new ideas meet the perfect stage for maximum visibility!



ALL-IN PACKAGES

from € 6,355.40

All-in package stands for all stand sizes from 9-20m². Including space, stand system, ZP Service Package, furniture and all service packages.



ACTIVITY & VITALITY AREA

6m² from € 3,402.60

Your turnkey stand concept with or without a presentation slots. (20 minutes)



LIVE TRAINING AREA

4m² from € 3,905

Including two presentations per trade fair day, (30 minutes each)

Note: Limited availability, first-come first-served.



Price list attached

SPONSORSHIP PACKAGES

GOLD

ZP Nord & ZP Süd:
Basic package* + advertising services
with a total value from € 20,000

ZP Europe:
Basic package* + advertising services
with a total value from € 26,000

SILVER

ZP Nord & ZP Süd:
Basic package* + advertising services
with a total value from € 12,500

ZP Europe:
Basic package* + advertising services
with a total value from € 16,000

BRONZE

ZP Nord & ZP Süd:
Basic package* + advertising services
with a total value from € 7,500

ZP Europe:
Basic package* + advertising services
with a total value from € 11,000



*BASIC PACKAGE

- » Logo on the cover page of trade fair magazine (digital and print)
- » Ticket allocation: 500 multi-day tickets
- » Logo placement on the hall plan
- » Logo placement on the sponsoring wall on site
- » Logo placement on every main stage display
- » Screensaver on all main stages
- » Promotion on LinkedIn and Instagram
- » Company description in the trade fair magazine (600 characters)
- » Company description with logo placement on the ZP 365 website under 'Sponsors'



Ask your account manager for details!

SPONSORSHIP OPTIONS

STAGE SPONSORSHIP

The selection of the sponsored stage and the presentation slot is made in consultation with the programme team

INCLUDED SERVICES

- » One 30-minute presentation (incl. lead scanning of participants)
- » Advertorial on ZP 365 (duration: 1 week)
- » Ticket allocation: 100 multi-day tickets
- » Company description with logo placement on the trade fair homepage under 'Sponsors & Partners'
- » 4 product index entries
- » Screensaver on the sponsored stage: displayed during breaks on a rotating basis with other slides (duration 15 seconds)

Logo placement:

- » on the rotating banner on the trade fair homepage
- » on the sponsoring wall on site
- » on the sponsored stage
- » on the hall plan (online and print)

Limited availability, one stage per exhibitor.

*Leads are scanned on site and sent within 10 working days from the end of the trade fair. Leads include: the following information: Title, first name, surname, company, position in the company and e-mail address.



LANYARD SPONSORSHIP

Lanyards serve as name badge holders during the event and are distributed free of charge to visitors at the entrance to the fair.

Booking not available in consecutive years,
price excludes production.



EXHIBITION BAG SPONSORSHIP

The trade fair bags are offered to each visitor free of charge upon entry to the fair and are used to help carry collected brochures at the trade fair.

Booking not available in consecutive years,
price excludes production.



SPONSORSHIP OPTIONS

KEYNOTE SPONSORSHIP

Presentation opportunity on the most prominent stage at the trade fair, the Keynote Stage. This can be flexibly organised as an individual presentation, interview or panel discussion - entirely according to your preferences. The pre-sentation speaker(s) are provided by the sponsor.

- » 45-minute prime-time presentation on the Keynote Stage
- » Extensive brand visibility with logo placement and mention as „powered by“ in the trade fair magazine and across all digital channels
- » Inclusion in the trade fair programm (website, magazine, trade fair app)
- » Professional lead management*

Sponsorship will be confirmed after consultation with the ZP programm team.

Limited places, can only be booked once per exhibitor.



30-MIN SESSION

Use of a 30-minute presentation slot, including lead scanning*, on a Topic Stage to present a content-related contribution as part of the official trade show programme.

The allocation & placement of the presentation slots is based on the 'first come - first served' principle.



WORKSHOP (Economy & Business Package)

Use our workshop area in the exhibition hall to present your topics and innovations interactively. Receive all leads* from your workshop participants.

The allocation & placement of the presentation slots is based on the 'first come - first served' principle.



* Leads are scanned on site and sent within 10 working days from the end of the trade fair.

Leads contain the following information: Title, first name, surname, company, position in the company & e-mail address.

○ Product not available ● Product available Price list attached

SPONSORSHIP OPTIONS

TICKET SPONSORSHIP

Logo on the visitor-, media-, speaker-, VIP-, blogger-, and exhibitor admission badge.

Display advertising on registration terminal and print-at-home tickets.



LOUNGE SPONSORSHIP

Are you ready to leave a lasting impression and create unforgettable experiences? Then secure your lounge sponsorship and let yourself and your company take centre stage!

With a lounge sponsorship, you offer a meeting place in the fair's hustle and bustle.



PODCAST SPONSORSHIP

Utilise the reach and authenticity of the Zukunft Personal podcast 'ZP Unplugged - listen to who's thinking' to position your brand! Your exclusive sponsorship package includes

- » 5 episodes, each with 30 seconds of adverts in the middle of the episode.
- » Personally recorded adverts that integrate seamlessly into the podcast or self-produced adverts
- » Direct targeting of an engaged audience.



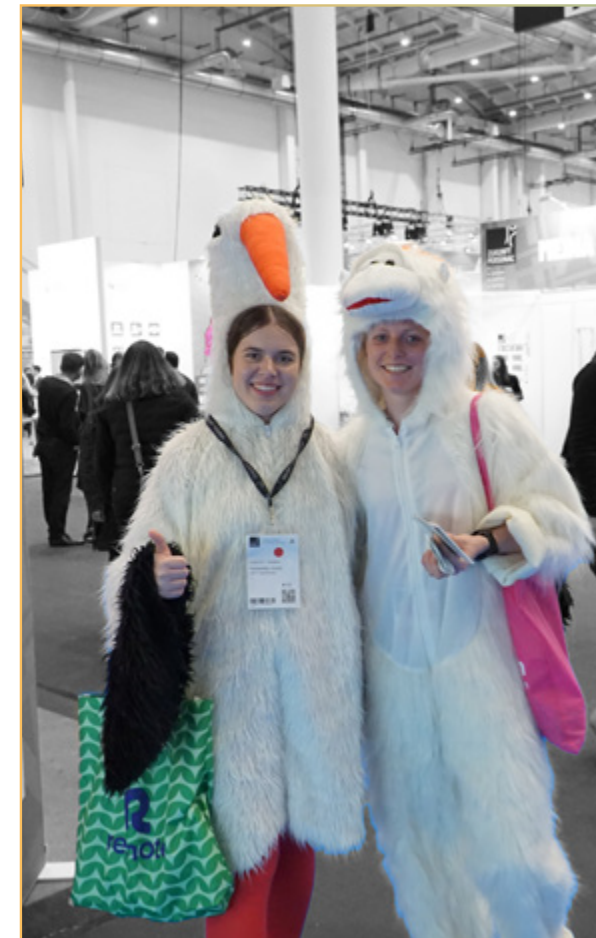
Podcast sponsorship: Limited number, maximum 3 sponsors per year



○ Product not available ● Product available Price list attached

ADVERTISING OPPORTUNITIES

ON SITE



AISLE PROMOTION LICENCE

License to distribute promotional materials (e.g., flyers) to visitors in the exhibition hall of their choice.

The distribution can be carried out either by the exhibitor themselves or by promotion staff booked for a fee.

The distribution of bags and / or lanyards is strictly prohibited.
Maximum availability is 10 licences per hall. 2 licences per exhibitor. In Cologne, 1 licence per hall.

Allocation is on a
„first come, first served“ basis.



LOGO PLACEMENT ON THE HALL PLAN

Placement of the company logo on the hall orientation plan in the magazine (online and print) and on the hall plan displays on-site.



○ Product not available ● Product available

Price list attached



FLOOR GRAPHICS

Customisable advertising space in the form of floor stickers (shape adjustments possible on request); placement in the exhibition hall by arrangement with the organiser.

A total of 5 floor graphic packages can be booked per hall and once per exhibitor. Allocation is based on the 'first come first served' principle.

Package incl. 10 floor stickers (1.0 x 0.5 m)

ZPN

ZPS

ZPE

SCREENSAVER MAIN STAGES

Customised display area on the large digital displays of the main stages
Main Stages: 16:9 or 4:3 format, depending on the stage;

Display for 15 seconds in rotation; max. 20 screensaver spaces available and can be booked only once per exhibitor.

All trade fair days, all main stages

ZPN

ZPS

ZPE



CEILING BANNER ABOVE YOUR EXHIBITION STAND

(All-In Package holders only.)

Have you booked an All-In Package and you would like to enhance your visibility? Use the ceiling banner and draw attention to your stand from afar.

ZPN

ZPS

ZPE

LEADMANAGEMENT

Through our service provider FairVerify, we offer our exhibitors the option of using an app to easily record visitor data.

The app can be used on any IOS and Android device. All you need is a good camera is required. Once the device has been successfully verified, it can also be used without an internet connection.

When registering, visitors to the trade fair enter their data, which is stored on a stored on a QR code. In order to stay in contact with the visitor after a successful To stay in contact with the visitor after a successful stand meeting, the visitor badge can be scanned with the app and the visitor data is automatically saved in the lead portal.

The recorded leads can be viewed in a table and exported as XLS, JSON and CSV files. and the booking of trade fair magazine inside pages is possible.

- » 1 User-License Package
- » 2 Users-License Package
- » 5 Users-License Package
- » 10 Users-License Package

ZPN

ZPS

ZPE



ADVERTISING OPPORTUNITIES ON SITE ZP EUROPE



ADVERTISING SPACE SOUTH ENTRANCE: WINDOW STICKERS *(exclusive)*

Customised advertising space on the window front to the left of the south entrance; material: SK film, one-sided application without backing material.

Price incl. production and assembly/disassembly

6 window panes (3.5 x 1.14 m each)

ADVERTISING SPACE SOUTH ENTRANCE: GLASS PARAPET CLADDING *(exclusive)*

Customised advertising space on the glass balustrade to the right of the south entrance in the direction of Hall 11; material: SK film, printed on one side.

Price incl. production and installation

Advertising banner (25 x 0.94 m)



ADVERTISING SPACE SOUTH ENTRANCE: LIFT BRANDING *(exclusive)*

Customised advertising space in the entrance area of the south entrance; Material: SK film; price incl. production and installation.

Not possible to apply the entire advertisement, as the recognisability of the lift must be guaranteed.

Covering (2 x 1.25 x 3.98 m)

Price list attached



PIAZZA ADVERTISING SPACE: WINDOW STICKERS (4 x available)

Customised advertising space on the window front in the entrance area of the Piazza to Passage 4/10; material: SK film; price incl. production, lamination/de-lamination and installation. Panes can be booked individually.

Each windowd pane (2,72 x 1,13 m)

PIAZZA ADVERTISING SPACE: WALL BANNER (exclusive)

Customised advertising space on the exterior façade of the Piazza to the Passage 4/10, visible to all arriving visitors; material: SK film, one-sided application without backing material; price incl. production, lamination/de-lamination and installation

Wall banner (4.5 x 2.92 m)



ADVERTISING SPACE SOUTH ENTRANCE: WINDOW STICKERS (exclusive)

Customised advertising space on the window front in the entrance area of the south entrance on a total area of 140.76 m²; price incl. production and installation

42 window panes (2.94 x 1.14 m each)

Price list attached

ADVERTISING SPACE SOUTH ENTRANCE: TURNSTILE AREA (4 x available)

Customised display area on the wall behind the turnstiles.
Material: PVC frontlit, B1 . Price incl. production and assembly.

Allocation on a 'first come-first served' basis.

Advertising banner (7.5 x 4.0 m)



ADVERTISING SPACE SOUTH ENTRANCE: CEILING BANNER (4 x available)

Customised advertising space suspended from the ceiling in the entrance area of the south entrance in front of the cash desks; price incl. production and installation.

Allocation on a 'first come-first served' basis.

Ceiling banner (8.0 x 4.0 m)

ADVERTISING SPACE SOUTH ENTRANCE: WALL BANNER (4 x available)

Customised advertising space in the entrance area of the south entrance by the cloakroom; price includes production and installation.

Allocation on a 'first come-first served' basis.

Wall banner (5.0 x 3.5 m)



Price list attached



ADVERTISING SPACE PASSAGE 4/10: SIGNPOSTING (exclusive)

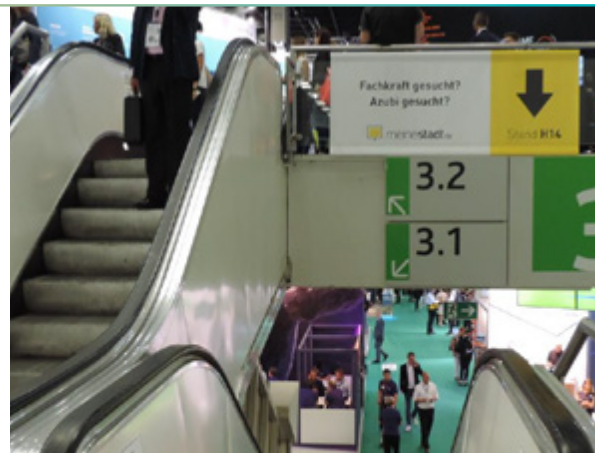
Customised advertising space on column in front of staircase
Passage 4/10 in the direction of the centre boulevard; Material:
Blackout, B1, dpps. Printed. Price incl. production and installation

Signage (1.23 x 4.98 m)

ADVERTISING SPACE HALL TRANSITION: FRONT SIDE (2 x available)

Customised advertising space on the front side of the hall entrance
in the format 2.5 x 1 m and with a total area of 2.5 m²; material:
PVC Frontlit, B1. Price incl. production and assembly.

Front banner (2.5 x 1 m)



ADVERTISING SPACE HALL TRANSITION: SIDE SURFACE (2 x available)

Customised advertising space on the two side walls of the hall
hall entrance with a total area of 12 m² each; material: PVC Frontlit, B1. Price
incl. production and assembly

Side banner (6.0 x 2.0 m)

Price list attached

SANITARY ADVERTISING MEN'S WASHROOM (exclusive)

Customised advertising space in the men's area of the sanitary facilities in the
exhibition halls; format 28 x 40 cm; material: photo paper in frame.

Hall 4.1 - 7 frames & Hall 4.2 - 6 frames



VIP LUNCH SPONSORSHIP:

Showcase your company in an exclusive setting and seize the opportunity to host up to 40 decision-makers
during a VIP lunch. This networking event, part of Zukunft Personal Europe, provides an ideal platform to
position your brand and build valuable business relationships.

When: Daily during the trade fair, from 12:00 to 14:00

Where: The ASH restaurant, conveniently located at the South Entrance of the fairgrounds.

Benefits:

Targeted Networking: Welcome decision-makers and industry professionals in an exclusive environment.

Flexible Invitation Management: Invite your own contacts or let Zukunft Personal handle the guest management. Based on a detailed briefing, we ensure the right people are at your table.

Personal Exchange: The intimate atmosphere of a VIP lunch allows for meaningful conversations and stronger connections.

Sponsor Benefits Include:

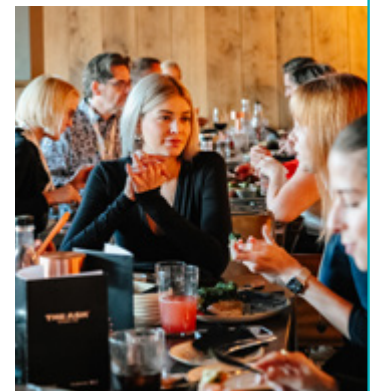
A 3-course meal, including table beverages and an aperitif, for up to 40 participants. Professional organization and support from our experienced event team. Opportunities for brand integration, such as table decorations in your corporate colors or personalized giveaways.

Optional add-on: Coverage of your VIP lunch on the official social media channels of the trade fair.

The acquisition of participants by CloserStill Media Germany GmbH includes the coordination with the sponsor regarding the desired target group, researching and approaching (pre-qualification by telephone and postal invitation) suitable participants and providing the sponsor with a guest list before the CHRO lunch.

» VIP-lunch: incl. participant acquisition and management + invitation management + hostess

» VIP-lunch without participant acquisition: incl. participant management + invitation management + hostess



Price list attached

ADVERTISING OPPORTUNITIES

ON SITE

ZP NORD



CEILING SUSPENSION IN THE ATRIUM

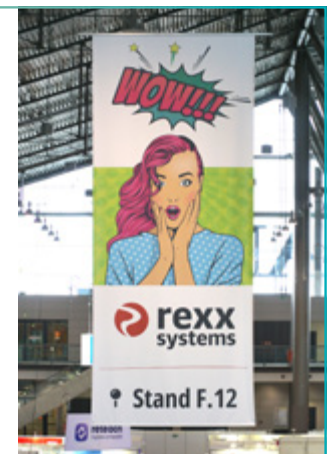
Placement of a customised banner on the ceiling in the atrium, the transition to the exhibition hall; incl. production - excl. assembly/disassembly

Ceiling banner (2.0 x 10.0 m)

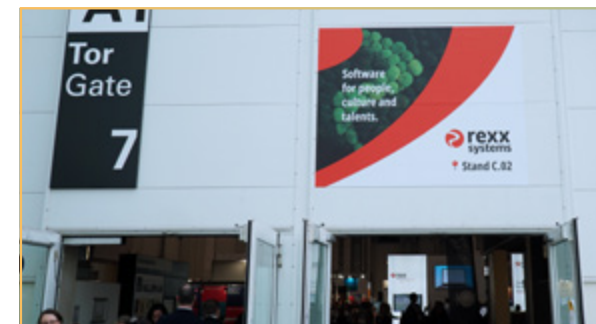
CEILING BANNER IN THE EXHIBITION HALL

Placement of a banner hanging from the hall ceiling above the exhibition stands; can be booked in various sizes and customisable.

Ceiling banner (8.0 x 2.5 m)



Attention picture shows ZP Süd



MAGNETIC SIGN

Advertising display in the entrance area to the exhibition hall; can be customised

Magnetic sign (2.5 x 2.0 m)

FURTHER ADVERTISING OPPORTUNITIES are available on request

ADVERTISING OPPORTUNITIES

ON SITE

ZP SÜD



ADVERTISING TOWER (Entrance area)

Placement of an advertising tower with 4-sided print in a customised design in the outdoor area of the trade fair piazza. The placement of the advertising tower is possible at various positions in the outdoor area in front of the entrance. It is therefore visible to every arriving and departing visitor; Regardless of whether they are travelling by bus, car, taxi, suburban train or plane.

Print per page in 1.5 x 3.0 m format; printing is carried out according to a print-ready file template. Exclusive - only bookable once. Advertising tower (all 4 sides)

BANNER FACADE (Entrance West)

Placing a banner at the West Entrance is ideal for drawing visitors' attention to your company right at the start.

*Sizes: left: 464 x 568 cm / centre & right: 524 x 568 cm
Limited to 3 banners.*



STELES (Entrance West)

Greet visitors with your message on the stele in oversized format.

Format: 308,3 x 639,8 cm

Limited to 3 steles.

FURTHER ADVERTISING OPPORTUNITIES are available on request

PRINT PRODUCTS



VOUCHER BOOKLET

Set the scene skilfully and lead visitors directly to your booth. Offer something special in our exclusive Voucher Booklet, around 10,000 copies of which will be distributed to visitors at the entrance. The order of the vouchers in the booklet depends on the number of orders received.

2-sided display (front and back)



ADD-ONS IN THE TRADE FAIR MAGAZINE

In the 2025 trade fair magazine, experts and contributors to the HR scene have their say, looking back and ahead at the development of key industry topics. There are also interviews with selected keynote speakers, as well as information on highlights and the programme of this year's trade fairs.

Product index entry (print und online) 1 piece | 5 pieces | 10 pieces

Additional text company description

- » 300 characters
- » 600 characters
- » 900 characters



TRADE FAIR MAGAZINE

It is also possible to book the exhibition magazine cover and the inside pages of the exhibition magazine.

COVER: Limited spaces

im DIN A4 Format (210 x 297mm + 5mm bleed), 4c

Inside Front Cover 2/3

Back Cover 4

INSIDE PAGE: Unlimited advertising space

Full or half page (portrait or horizontal), unplaced, 4c

Full page, DIN A4 format (210 x 297mm + 5mm bleed), 4c

Half page, (210 x 148.5 mm + 5mm bleed), 4c



Price list attached

WWW.ZUKUNFT-PERSONAL.COM

& MEDIA DATA



ONLINE COMMUNITY



1.2 MIO
PAGE VIEWS

Ø 3:21 min

SESSION DURATION



30,645
FOLLOWER



5,153
FOLLOWER



NEWSLETTER

22,113
NEWSLETTER
CONTACTS

15,471
LINKEDIN
NEWSLETTER

Ø 37.19 %
OPEN RATE

Ø 13.54 %
CLICK TO
OPEN RATE

PODCAST



25.3 k
PLAYS

MEDIA DATA 2025



ONLINE ADS

Present your company or product with meaningful ads and reach your target group effectively.

CONTENT AD (530x316 px) incl. link



BIGSIZE AD (1650x316 px) Optional with text: max. 480 characters incl. spaces + link

KEY DATA

- » adverts are booked on a 'first come, first served' basis.
- » the ad spaces are occupied exclusively, i.e. there is no rotation.
- » the adverts are integrated according to space and fit.
- » the adverts are integrated responsively.
- » Integration: ZP 365, as well as the current event pages of ZPN, ZPS, ZPE and ZPDx.

FEATURED EXHIBITOR

Place your company logo prominently within the respective event pages of our ZP trade fairs.



KEY DATA

- » Limited to 12 advertising spaces.
- » Arranged in alphabetical order.
- » Integration: On the event pages and in the mobile event app. Individual arrangements are made following the booking.
- » IMAGE FORMAT (WxH): 250 x 143 pixels, 72dpi.

Price list attached

ADVERTORIAL

Present your expertise and / or products in a professional, editorial article and thus offer a contribution with added value for the world of work

KEY DATA

- » The advertorials should correspond to the corporate design of ZP 365 in order to convey an appealing and uniform impression. We are happy to provide examples as recommendations on request.
- » Integration along the employee experience. Individual arrangements are made following the booking.

TEASER

IMAGE FORMAT (BxH):

390 x 200 Pixel, 72 dpi

HEADLINE:

max. 70 Zeichen incl. spaces

TEASERTEXT:

max. 190 characters incl. spaces



Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

04.09.2023 IST TAS setzt mit KI auf eine revolutionäre Seminarverwaltung, automatisiert von der Massenbuchung bis zum digitalen Workflow, und ermöglicht so eine effiziente, zeitsparende und fehlerfreie Organisation von Bildungsveranstaltungen in Unternehmen und Bildungseinrichtungen. **MEHR**

EDITORIAL ARTICLE

IMAGE FORMAT (BxH):

1090 x 450 Pixel, 72 dpi

TEXT:

ca. 6000 characters incl. spaces

Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt



Die Seminarverwaltung mit KI digitalisieren
Die Digitalisierung ist eine entscheidende Voraussetzung, um die Prozesse der Seminarverwaltung in Unternehmen und Bildungseinrichtungen effizienter zu machen. Künstliche Intelligenz und insbesondere die Automatisierung von repetitiven Aufgaben können dabei einen entscheidenden Beitrag leisten. In diesem Artikel erfahren Sie, wie Sie Ihre Seminarverwaltung mit KI modernisieren und Ihre Wettbewerbsfähigkeit stärken können.
Wettbewerbsfähig durch digitale Technologien
In einer Welt, die sich rasant digitalisiert, ist es für Unternehmen und Bildungseinrichtungen entscheidend, ihre Prozesse zu optimieren. Die Seminarverwaltung ist ein zentraler Bestandteil dieser Prozesse. Durch die Einführung von KI-gestützten Lösungen können Sie Ihre Seminarverwaltung nicht nur effizienter gestalten, sondern auch neue Möglichkeiten der Personalisierung und Automatisierung erschließen. Dies führt zu einer Steigerung der Kundenzufriedenheit und letztlich zu einem Wettbewerbsvorteil.
Wirtschaftlicher Nutzen von KI-gestützter Software für die Seminarverwaltung

AUTORENBOX

IMAGE FORMAT (BxH):

1090 x 450 Pixel, 72 dpi

TEXT:

max. 400 characters incl. spaces and link

NEWSLETTER TEASER

IMAGE FORMAT (BxH):

300 x 300 Pixel, 72 dpi

HEADLINE:

max. 70 characters incl. spaces

TEASERTEXT:

is created by ZP editors

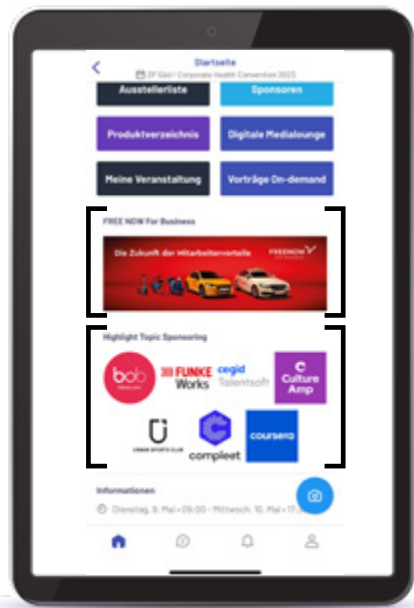
Headline

Ut odit eos expere doluptate cori te dolor sinulle cupiatur minus quam alignimpos sit et, tem fugitat aliquoAperori comission rehenimust, coreperae remporiti

[ganzen Beitrag lesen](#)



Price list attached



ZP EVENT APP

The event app is the ideal companion for live events and digital formats all year round. Take advantage of prominent placement opportunities and meet potential customers.

BANNER (1080x360 px) incl. link

LOGO IN GALLERY (200x200 px) incl. link

KEY DATA

- » Logo in picture gallery: bookable 1 time per partner.
- » Banner: Ad placement is limited to a maximum of 5 customers.
- » Bookings are made on a first come, first served basis.

ZPDX PACKAGES

As a knowledge carrier, provide valuable insights into new HR trends, product innovations and best practices.

MAIN SPONSOR

Receipt of participant data for all sessions in accordance with the GDPR.



**LOGO PRESENCE* +
JOINT WELCOME +
1 SESSION OF 45 MINUTES +
1 ADVERTORIAL**

SESSION SPONSOR

Receipt of participant data for your sessions in accordance with the GDPR.



**LOGO PRESENCE* +
JOINT WELCOME +
1 SESSION OF 45 MINUTES +
1 ADVERTORIAL**

KEY DATA

- » Promotion on all ZP social media channels.
- » Main sponsorship: can be booked exclusively max. 1 time
- » Session sponsoring: can be booked max. 3 times

* Promotion before and after the event.

NEWSLETTER

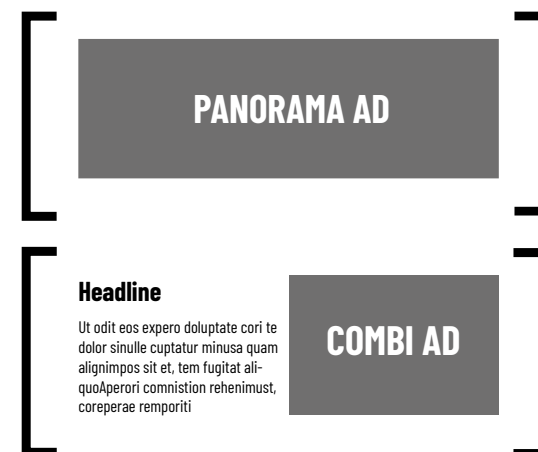
Benefit from ad placements in our newsletter about ZP 365 with up to 18,390 recipients per mailing.

PANORAMA AD (600x200 px) incl. link

COMBI AD (300x200 px)
max. 50 characters headline, text content up to 200 characters incl. link

KEY DATA

- » Three ad spaces are possible per newsletter, allocation is on a 'first come first served' basis.
- » We therefore recommend that you book early.
- » The thematically appropriate placement of your advert will be agreed with CloserStill Media Germany GmbH.
- » Delivery of the complete data takes place one week before dispatch of the respective newsletter.



COMPANY DIRECTORY

365 DAYS OF VISIBILITY FOR YOUR COMPANY OR YOUR PRODUCT: OUR RECOMMENDATION FOR YOU AS AN EXHIBITOR

WHAT IS THE COMPANY DIRECTORY?

The new digital product from the makers of Zukunft Personal. Present yourself 365 days a year as a provider, supplier, service provider, or as a partner around the world of work. Search engine optimised and professional on the year-round content and community platform ZP 365. The company directory is advertised through performance campaigns for maximum reach.

KEY DATA

A company profile with information about the company, products, services, product categories and/or service categories, which the company itself maintains with the following details:

- » Company information (provider page with images, text and categories)
- » Product pages (images, videos, text by category)
- » Service pages (images, videos, text by category)



Choose the category under which you want to be listed

EXAMPLE SUPPLIER PROFILE DETAIL PAGE

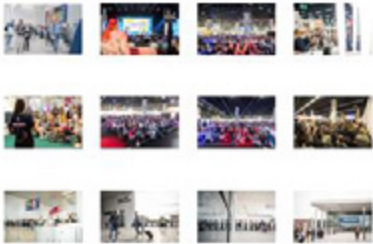
[Zurück zur Übersicht](#)

Recruiting & Attraction
Organisational Performance / HR
Tech
Learning & Development
Medien, Verbände & Organisationen
Corporate Health
Organisational Performance / People
& Business Impact

CloserStill Media Germany GmbH



CloserStill



// CloserStill Media Germany GmbH

Welcome to the ZP Universe! HR 365 Tage erleben!
Zukunft Personal ist Ihr Impulsgeber rund um die Arbeitswelt der Zukunft!

Theodor-Heuss-Anlage 2
68665 Mannheim
Deutschland

Webseite
zp365@zukunftpersonal.com
Tel. +49 621 533 978-00

Twitter: @zp_universe Instagram: @zukunftpersonal LinkedIn: zukunftpersonal Facebook: Zukunft Personal

Beschreibung / Description

Unsere Expos, Events und Conferences in den Bereichen Human Resources, Betriebliches Gesundheitsmanagement sowie Employer Branding sind durch langjährige, thematische Expertise und nachhaltige Kundenorientierung europaweit führende Branchenplattformen. Mit unserem Zukunft Personal Expo Events und Digital Events sowie ZP365 greifen wir für Sie aktuelle Trends, Innovationen und Managemententwicklungen auf, bündeln sie und bilden sie in passgenauen Formaten ab.

Organisational Performance / HR Tech Cloud-Lösungen für HR Künstliche Intelligenz in HR Remote Work Learning & Development
E-Learning und Lerntechnologien Blended Learning Digitale Lernplattformen Lernmanagementsysteme Mobile Learning
Organisational Performance / People & Business Impact



EVENTS

ZPS25

06. Mai - 07. Mai 25

ZPN25

26. März - 27. März 25

Anhänge / Attachments

- MediaDaten 2024 encl.
- MediaDaten 2024

WWW.ZUKUNFT-PERSONAL.COM

WWW.ZUKUNFT-PERSONAL.COM



25
YEARS

TIME FOR NEW
BEGINNINGS

The leading platform for
people and organisational
performance

» CONTACT:



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E: sales@zukunft-personal.com