



ZP EUROPE
KÖLNMESSE
10TH-12TH SEPTEMBER 2024

Advertising, Branding & Sponsorship

HIGHLIGHT TOPICS

// RECRUITING
& ATTRACTION

// OPERATIONS
& SERVICES

// LEARNING
& DEVELOPMENT

// CORPORATE
HEALTH

// FUTURE
OF WORK

// 360° HR ERLEBEN

1 Sponsorship Packages

2 PRINT advertising opportunities

3 Advertising opportunities ON-SITE

4 Lead Management

5 Digital advertising opportunities

1 Sponsoring

PREMIUM SPONSORING

Premium Sponsorship for the trade fair consists of basic services plus freely selectable advertising services.

The selection of additional advertising services as well as the booking are made in consultation with the organizer.

Basic Package:

- Logo on the front page of high-circulation online and print media
- Ticket contingent: 500 Day tickets to the trade fair
- Logo placement on the hall plan
- Logo placement on the sponsoring wall on site
- Logo placement on all display presentations
- Screensaver on the Main Stages: across all themes
- Promotion on all social media channels
- Company description in the trade fair magazine (600 characters),
- Company description incl. logo placement on the ZP 365 website under "Sponsors"

GOLD Sponsoring | from 25,000.- €

SILVER Sponsoring | from 15,000.- €

BRONZE Sponsoring | from 10,000.- €

GOLD

Sponsoring

Basic Package: 5,000 €

+ Advertising Services in total Value of at least 20,000 €

SILVER

Sponsoring

Basic Package: 5,000 €

+ Advertising Services in total Value of at least 10,000 €

BRONZE

Sponsoring

Basic Package: 5,000 €

+ Advertising Services in total Value of at least 5,000 €

1 Sponsoring

HIGHLIGHT TOPIC SPONSORING

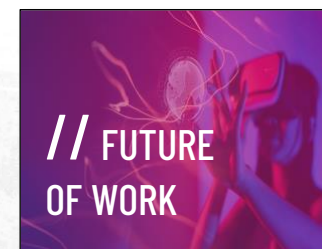
SERVICES

- 1 presentation 30 minutes (incl. Leadscanning*)
- Advertorial on ZP 365 (duration: 1 week)
- Ticket contingent: 100 Day tickets to the trade fair
- Company description incl. logo placement on the ZP 365 website under "Sponsors", additional logo placement on the homepage
- 4 Product Index Entries
- Logo Placement:
 - on the hall plan
 - on the Sponsoring Wall on site
 - on all theme-related display presentations
 - on the Sponsoring Screensaver on all Main Stages
 - on the topic related stage

Highlight Topic Sponsoring (Bookable maximum three Times)

- | | |
|---------------------------|------------|
| ▪ Recruiting & Attraction | 15,000.- € |
| ▪ Operations & Services | 15,000.- € |
| ▪ Learning & Development | 15,000.- € |
| ▪ Corporate Health | 15,000.- € |
| ▪ Future of Work | 15,000.- € |

*Leads contain the following information: title, first name, last name, company, position in the company, email address.



1 Sponsoring

EXCLUSIVE SPONSORINGS

Exhibition bags (exclusive)

The trade show bags are offered to every visitor free of charge upon entry to the trade show and serve as a carrier medium for information material at the trade show. The exclusive design of the trade fair bags in terms of format and design will be agreed with the organizer; production and delivery are the responsibility of the client by the Friday before the start of the trade fair at the latest. Remaining stocks can be collected from the organizer at the trade fair office after the end of the trade fair. Booking is not possible two years in a row; price excl. production.

Number of Exhibition Bags: 10,000 pieces

21,500.- €



Lanyards (exclusive)

The lanyards serve as a name tag at the trade fair and are distributed to visitors free of charge at the entrance to the trade fair. The individual design of the visitor lanyards will be made in consultation with the organizer. The transparent badge sleeves for the visitor badges are provided by the organizer. Both production, attachment of the badge covers and, if applicable, a voucher or flyer to the visitor lanyards and delivery by the Friday before the start of the trade fair at the latest are the responsibility of the client or his production facility. Any remaining stock can be collected from the organizer at the trade fair office after the end of the trade fair.

Booking is not possible two years in a row; price excl. production.

Number of lanyards: 15,000 pieces

18,650.-€

SOLD OUT



1 Sponsoring

PROGRAMM SPONSORING

Keynote Sponsoring

1x 45 minutes presentation (incl. Lead Scanning*) for the presentation of a keynote speaker on the keynote stage. The keynote can be designed as a lecture, interview or panel. The speaker(s) and, if necessary, moderation will be provided by the sponsor, in coordination with CloserStill Media Germany GmbH.

Interview on ZP-Messe-TV live on site including publication via LinkedIn

- Announcement of the keynote in the press releases for the trade fair and application as part of trade fair communication
- Advertorial interview including publication on the ZP 365 website and in the newsletter
- Stand-alone promotion of the keynote via social media
- Logo placement and mention of the name with the addition "powered by" in the trade fair magazine - as well as in all digital media relating to the trade fair: website ZP 365, newsletter, social media banner

Our keynote sponsorship is finalized in close coordination and only after approval from our program director. The most important selection criteria for a keynote summarized:

- Charismatic, rhetorically skilled speaker with strong stage presence, name recognition and media presence
- Presents topics that are well-founded and relevant to the trade fair (also controversial / polarizing / interdisciplinary) and trends in the overarching HR area or socially relevant topics
- Usually CHRO or C-level decision-maker of a renowned company, politician or a public figure

Keynote Sponsoring (can only be booked once per exhibitor)

21,950.- €

*Leads include the following information: title, first name, last name, company, position in the company, email address.



1 Sponsoring

CONTENT CONTRIBUTIONS

30 Minutes Session

Use of a 30-minute presentation session, including video recording and lead scanning, on the Main Stage to present a content-related contribution as part of the official programme of the fair.

The allocation and placement of the lecture slot is done on a "first come - first served" principle.

30 Minutes Session + Recording + Leads* 1,450.- €



Workshop

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

Economy Package (45 min.) + Leads* 1,790.- €

Business Package (105 min.) + Leads* 2,190.- €



*Leads contain the following information: title, first name, last name, company, position in the company, email address.

1 Sponsoring

PRODUCT & PROGRAM SPONSORING



Ticket Sponsoring (exclusive)

Display on Registration Terminal + Display on Print-at-Home Ticket

- Logo placement on admission tickets or badges of visitors, press representatives, speakers, VIPs and bloggers (print at home) and on exhibitor passes
- Advertising space on the registration terminals in the entrance area



Package

19,900.- €

Shuttle Bus Sponsoring (exclusive)

Branding of the bus columns in the format 0.9 x 3.0 m. Advertising space in the form of 6 posters per bus.

Bus sponsoring (2 buses in total, format: A3)

10.900,- €



1 Sponsoring

PRODUCT & PROGRAM SPONSORING

LOUNGE Sponsoring

Relax and enjoy! With a lounge sponsorship, you offer a place to meet in the hustle and bustle of the trade fair.

- Basic equipment: Carpeted floor with 1x power connection (up to 9kW) and multiple sockets, 8x pallet sofa with 3x pallet side tables, 1x reception counter with graphics, 2x bar stools for reception counter, 6x flower box, 4x potted plants with planter.
- further branding graphics up to 500,- EUR included and additionally bookable by arrangement
- 1-2 own roll-up-banners - the banners are provided by the sponsor
- Depending on the placement of the lounge (e.g. on a headstand area), a back wall is required, which can then also be branded with graphics

Lounge Sponsoring

9,500.- €

Welcome Sponsoring (exclusive)

Signpost marketing directly at the entrance (e.g. footsteps, roll-ups, hostesses, carpet): Welcome your customers directly in the foyer.

- Ticket allotment: 1,000 day tickets to the fair
- Logo placement on the sponsoring wall on site

Welcome Counter

12,990.- €



2 PRINT advertising opportunities

PRINTPRODUCTS

Voucher Booklet

Set the scene skilfully and lead visitors directly to your booth. Offer something special in our exclusive Voucher Booklet, a print run of 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 order received.

Advertising deadline: 26 July 2024 | Printing material deadline: 26 July 2024

Print run: probably 10,000 copies, format: DIN long

2-page advertisement in the voucher booklet 790.- €

Add-ons in the fair magazine

In the ZP Nord 2024 magazine, experts and contributors to the HR scene have their say, looking back and ahead at the development of the industry's core topics. In addition, there are interviews with selected keynote speakers, as well as notes on highlights and the program of this year's leading trade fair.

Product index-entry (print und online) 110.-€

Additional text Company description

300 characters 255.-€

600 characters 375.-€

900 characters 495.-€



2 PRINT advertising opportunities

PRINTPRODUCTS

Fair magazine

In addition, the booking of the trade fair magazine cover and the booking of trade fair magazine inside pages is possible.

COVER: Exclusive display area in DIN A4 format (210 x 297mm + 5mm bleed), 4c

Cover page 2/3

SOLD OUT

3,500.-€

Cover page 4 (back page)

SOLD OUT

4,500.-€

INSIDE: Exclusive advertising space, full or half page (portrait or horizontal), unplaces, 4c

Full page

2,600.- €

Half Page

1,700.- €



3 Advertising opportunities ON-SITE

ADVERTISING OPPORTUNITIES OUTDOOR

Advertising space entrance south: window sticker (exclusive)

Individually designed advertising space on the window front to the left of the south entrance; material: SK film, single-sided application without backing material; price incl. production and assembly/disassembly

6 slices package (each 3.5 x 1.14 m)

12,000.- €



Advertising space entrance south: bonding glass railing (exclusive)

Individually designed advertising space on the glass parapet to the right of the South Entrance in the direction of Hall 11; material: SK film, printed on one side. Price incl. production and mounting

Advertising banner (25 x 0.94 m)

9,900.- €



Advertising space entrance south: sticker elevator (exclusive)

Individually designed advertising space in the entrance area of the South Entrance; material: SK foil; price incl. production and installation

No complete sticking possible, because the recognizability of the elevator must be guaranteed.

Bonding (2 x 1.25 x 3.98 m)

5,390.- €



3 Advertising opportunities ON-SITE

ADVERTISING OPPORTUNITIES OUTDOOR

Piazza advertising Space: Window Stickers (4 x available)

Individually designed advertising space on the window front in the entrance area of the Piazza to Passage 4/10; material: SK film; price incl. production, lamination/decoating and installation

Slices can be booked individually.

4 panes (2.72 x 1.13 m)

each 2,190.- €



Advertising Space Piazza: Wall Banner (exclusiv)

Individually designed advertising space on the outer façade of the Piazza to Passage 4/10, visible to all arriving visitors; material: SK film, single-sided application without backing material; price incl. production, lamination/decoating and installation

Wall banner (4.5 x 2.92 m)

5,900.- €



3 Advertising opportunities ON-SITE

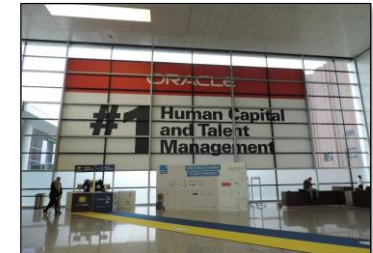
ADVERTISING OPPORTUNITIES ENTRANCE AREA

Advertising Space Entrance South: Window Sticker (exclusive)

Individually designed 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 slices package (each 2.94 x 1.14 m)

Price on demand



Advertising Space entrance South: turnstile Area (4 x available)

Customized display space on the wall behind the turnstiles. Material: PVC Frontlit, B1 . Price incl. production and assembly

Max. 4 advertising banners bookable, with allocation on a "first come-first served" basis.

Advertising banner (7.5 x 4.0 m)

7,990.- € each



Advertising Space South Entrance: Ceiling Banner (4 x available)

Individually designed advertising space hanging from the ceiling in the entrance area of the South Entrance in front of the cash desks; price incl. production and installation. The allocation is based on the "first come-first serve" principle.

Ceiling banner (8.0 x 4.0 m)

5.900,- €



Advertising Space Entrance South: Wall Banner (4 x available)

Individually designed advertising space in the entrance area of the South Entrance near the checkroom; price includes production and installation. The allocation is based on the "first come-first serve" principle.

Wall banner (5.0 x 3.5 m)

5.900,- €



3 Advertising opportunities ON-SITE

ADVERTISING OPPORTUNITIES INDOOR

Advertising Space Passage 4/10: Signage (exclusive)

Customized advertising space on column in front of staircase Passage 4/10 in the direction of Mittelboulevard; material: blackout, B1, dpps. Printed. Price incl. production and installation.

Signage (1.23 x 4.98 m) 3,990.- €

Advertising Space Hall Transition: front Side (2 x available)

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

Front face banner (28 x 40 cm) 3,290.- €

Advertising Space Hall Transition: Side Surface (2 x available)

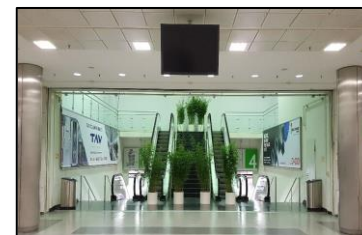
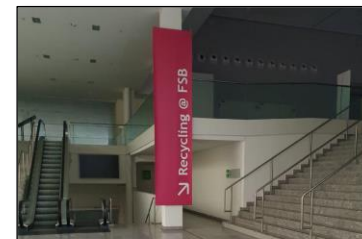
Individually designed advertising space on the two side walls of the hall transition with a total area of 12 m² each; material: PVC Frontlit, B1. Price incl. production and assembly.

Side banner (6.0 x 2.0 m) **SOLD OUT** 3,990.- €

Sanitary Advertising Men Toilet (exclusive)

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

Hall 4.1 - 7 frames & Hall 4.2 - 6 frames 1,950.- €



3 Advertising opportunities ON-SITE

ADVERTISING OPPORTUNITIES IN THE FAIR

Hostess License (10x available)

License to distribute advertising materials (e.g. flyers) to visitors in the booked exhibition hall; distribution can be carried out by the exhibitor himself or by hostesses booked for a fee.

Please note: The distribution of advertising materials is prohibited in and around the entrance area, in and around the stairways, and in the lecture areas and catering areas. In addition, only the distribution of the company's own print material is permitted. If material from other companies is distributed, these must be registered in advance as sub-exhibitors. The distribution of other advertising material (not print) requires consultation with the organizer and his written approval. Please send your request for this to: operations@messe.org. Violations will be punished with a penalty fee of 2,500€.

In principle, the issuance of bags and / or lanyards is prohibited.

A total of 10 licenses per hall can be booked and a maximum of 2 per exhibitor (one license per hall). The allocation takes place on the "first come first served" principle.

License for 1 person/hall (all days of the fair) 2,190.-€



Logo Placement on the Hall Plan

Placement of the company logo on the hall orientation plan in the trade fair magazine and on the Hall Plan displays on site

Logo placement on hall plan 5,400.- €

3 Advertising opportunities ON-SITE

ADVERTISING OPPORTUNITIES IN THE FAIR

Floorgraphics

Individually designable advertising space in the form of floor stickers (shape adjustments possible in consultation); placement in the exhibition hall in consultation with the organizer.

Booking possible a total of maximum 5 times per hall and 1 time per exhibitor. Allocation is on a "first come first served" basis.

Package incl. 10 floor stickers (1.0 x 0.5 m) 4,500.-€



Screensaver Main Stages

Individually designed advertising space on the large digital displays of the Main Stages: format 16:9 or 4:3, depending on the stage; insertion for 5 seconds in rotation; max. 20 advertising spaces possible and max. 1 bookable per exhibitor on all Main Stages.

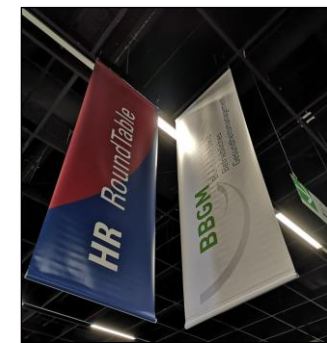
2 days, all stages 2,850.-€



Ceiling Banner on the Exhibition Stand (for Modular Booth Construction Customers)

You have booked one of our modular stand offers and would like to expand your presence? Use the ceiling flags and draw attention to yourself from afar.

Ceiling flag (0.92 x 2.82 cm) 2,500.- €



4 Lead Management

FAIRVERIFY LEAD SCANNER APP

FairVerify

Through our service provider FairVerify, we offer our exhibitors the possibility by means of an app to easily collect visitor data.

The app can be used on any iOS and Android device. Only a good camera is required. After successful verification of the device, it can be used without an internet connection.

Visitors to the trade show enter their data during registration, which is stored on a QR code. 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 stored in the lead portal.

The captured leads can be viewed in a table and exported as XLS, JSON and CSV.

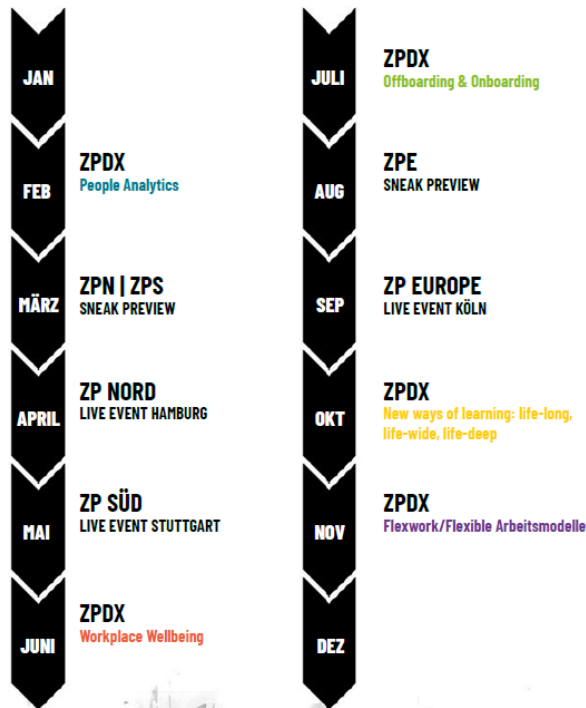
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|--|---------|
| ▪ Lead Management Software Package (1 App-User) | 132.- € |
| ▪ Lead Management Software Package (2 App-User) | 263.- € |
| ▪ Lead Management Software Package (5 App-User) | 417.- € |
| ▪ Lead Management Software Package (10 App-User) | 602.- € |



5 Digital advertising opportunities

MEDIA SERVICES

You can find further online sponsoring offers at our media services



//THEMEN

DIE WELT DER ARBEIT IST VIelfÄLTIG WIE NIE - PROFITIEREN SIE VON EINER VIELZAHL VON RELEVANTEN THEMEN UND PRÄSENTIEREN SIE SICH PASSGENAU FÜR IHRE ZIELGRUPPE

IHRE PRÄSENZ ENTLANG DER EMPLOYEE EXPERIENCE

