



ZP EUROPE
KÖLNMESSE
12TH-14TH SEPTEMBER 2023

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.- € (**3 x available**)

SILVER Sponsoring | from 15,000.- € (**5 x available**)

BRONZE Sponsoring | from 10,000.- € (**5 x available**)

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

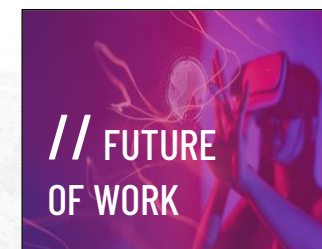
HIGHLIGHT TOPIC SPONSORING

SERVICES

- logo placement on a stage banner
- 1 presentation 30 minutes (incl. Video recording and 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

Highlight Topic Sponsoring (bookable maximum three times)

- | | |
|--|------------|
| ▪ Recruiting & Attraction at #ZPEurope23 | 15,000.- € |
| ▪ Operations & Services at #ZPEurope23 | 15,000.- € |
| ▪ Learning & Development at #ZPEurope23 | 15,000.- € |
| ▪ Corporate Health at #ZPEurope23 | 15,000.- € |
| ▪ Future of Work at #ZPEurope23 | 15,000.- € |



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.- €



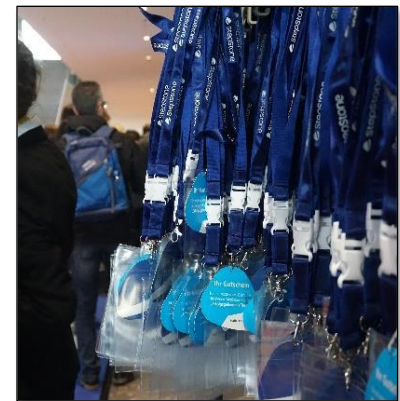
Lanyards (exclusive)

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.-€



1 Sponsoring

PRODUCT & PROGRAM SPONSORING

Keynote Sponsoring

Sponsoring of a Keynote Session:

Available 1 time per Highlight Topic and bookable only 1 time per exhibitor

- One 45-minute presentation by a keynote speaker on the Keynote Stage: speaker provided by sponsor in coordination with spring
- Logo placement and mention by name with the addition of "powered by" in the trade fair magazine - as well as in all digital media for the trade fair: Website ZP 365, newsletter, social media banner

Keynote Sponsoring

12,950.- €



Ticket Sponsoring | exclusive

The "Culinary Talks" are all about tasting, networking and informing. Live on stage, fine dining chefs will chat with inspiring guests about a current topic in the HR industry while preparing a delicious dish. Supplied with a tasting portion, there will be enough time afterwards to expand the professional network, deepen the topics and share personal experiences in a relaxed atmosphere.

Can be booked max. 2 times and only 1 time per customer, max. 3 guests could be invited per talk.

Culinary Talk Package

7,900.- €



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.- €



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.- €



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.- €



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



NEW



LOUNGE Sponsoring | 9,500.- €

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

BUSINESS BAR Sponsoring | 1,500.- € for 60 min. Price plus the consumed beverages - billing is done by the catering service provider of the fair.

Lively bar setting in the middle of the exhibition hall: Whether exclusive use for your customers only or open access for all visitors - you decide. Offer visitors added value and invite them to your exclusive "Happy Hour".

- Exclusive use of the Business Bar for 60 minutes
- Possibility to set up a roll-up-banner or display advertising materials
- Use of a screen for logo integration, playing an image film or a short presentation
- Advertising of your "Happy Hour" in the exhibition magazine as well as in the online media of Zukunft Personal

APERIO WALK Sponsoring | 990.- €

In the afternoon of the last day of the trade fair, there will be an Aperio Walk starting at 4 pm. Here, visitors will be pointed to the participating exhibitors by means of a roadmap. Whether gin tasting, tapas or other creative ideas - surprise the visitors with a speciality and get into a relaxed exchange.

- Offer of an Aperio Walk Station, the offered services will be organized by the exhibitor
- Promotion of the Aperio Walk in the exhibition magazine as well as in the online med
- Marking of the Aperio Walk stations in the hall plan by means of an icon

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: 31 July 2023 | Printing material deadline: 31 July 2023

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 2023 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.-€



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

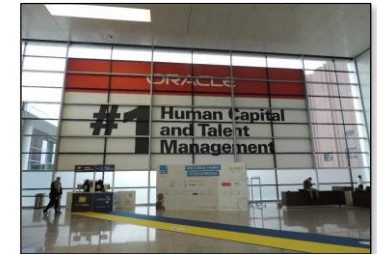
ADVERTISING OPPORTUNITIES ENTRANCE AREA

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



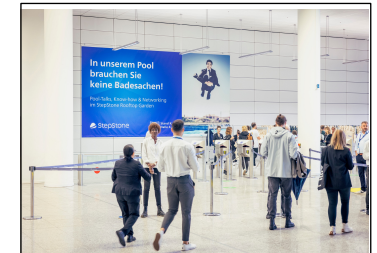
Advertising space entrance south: turnstile area (4 x available)

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



Werbefläche Eingang Süd: Deckenbanner (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)

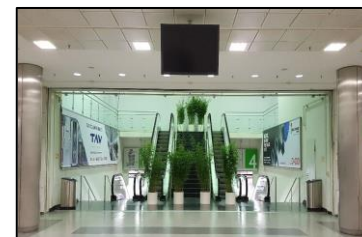
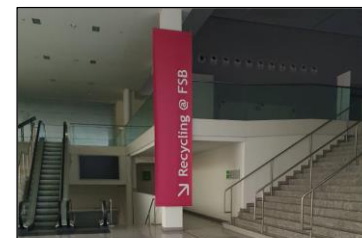
Individually designed advertising space on the two side walls of the hall transition with a total area of 12 m² each; material: PVC Frontlit, B1. Price incl. production and assembly.

Side banner (6.0 x 2.0 m) 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

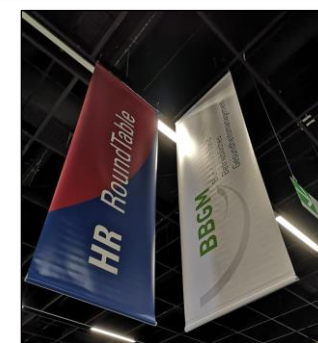
2,850.-€

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.

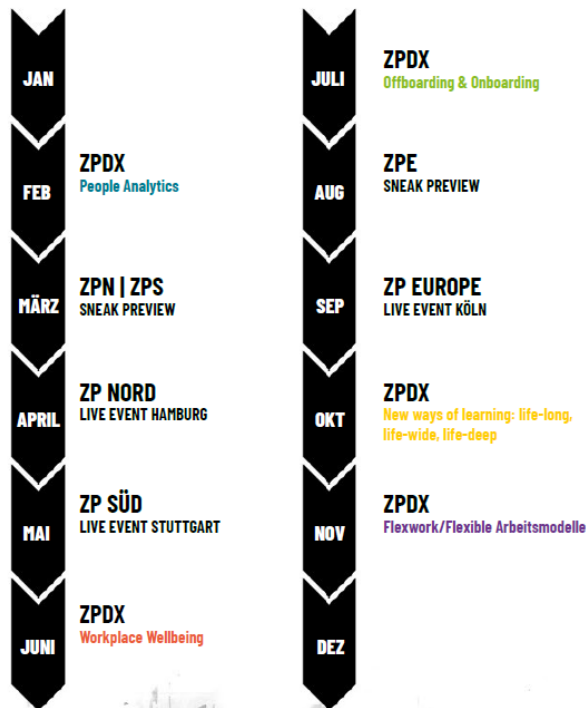
▪ Lead Management Software Package (1 App-User)	132.- €
▪ Lead Management Software Package (2 App-User)	263.- €
▪ Lead Management Software Package (5 App-User)	417.- €
▪ Lead Management Software Package (10 App-User)	602.- €



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

