



Zukunft Personal Europe 2020 Virtual

#ZPE20Virtual

HR Week
12 - 16 October 2020

HIGHLIGHT TOPICS

// RECRUITING
& ATTRACTION

// OPERATIONS
& SERVICES

// TRAINING
& LEARNING

// CORPORATE
HEALTH

// FUTURE
OF WORK

Follow us for 2020 in new directions and present yourself on the virtual marketplace of Zukunft Personal!

Your benefits:

- **Low effort versus high Output:** Save travel time and additional costs while at the same time making more personal customer contacts
- **Lead Generation:** Provision of contact details of your stand visitors for follow-up lead tracking
- **Efficient:** Be reachable from anywhere in the world and at the same time save on your travel budget and staff planning
- **Sustainability:** Through recording and tracking you can continue to offer your virtual presentation after the event on demand and at any time
- **Ready to Go:** Benefit from the individualized or ready-to-use design templates for your stand
- **Communicative:** Use the live chat function for direct exchange with visitors to your stand and use the dialogue as a feedback tool
- **Maximum Exposure:** Benefit from an extensive marketing campaign via ZP 365
- **Know-how Transfer:** Put your expertise at the spotlight on our Content Stages
- **Innovative:** Use the advantages of virtual events for your own marketing campaigns and profit from our professional exhibitor marketing campaigns

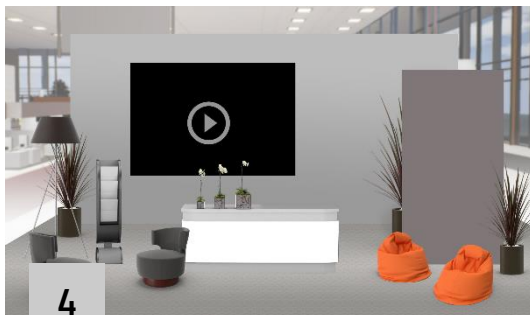
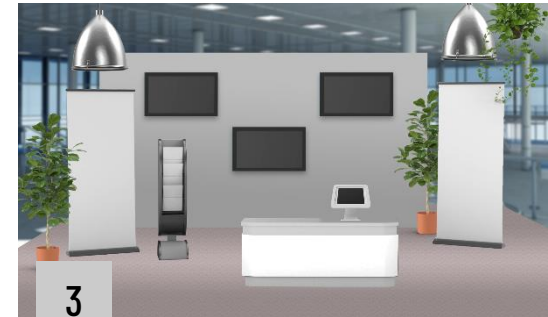
#ZPE20Virtual // Be part of it!

Approach

- Virtual event in the form of an HR Week along the Employee Experience - one thematic day is offered for each Highlight Topic
- Selected live events with partners offer touchpoints for personal exchange throughout Germany and beyond
- The renowned and of high quality ZPE programme will be maintained and presented on different stages, including the Keynote Stage
- Networking, matchmaking formats and 1 to 1 meetings are an integral part of the ZP Event
- The *Future of Work* Day will be designed with avatar based interactive 3D learning and working environment



Participation as Exhibitor | Basic Package



Participation as Exhibitor | Premium Package



Exhibition packages and extras

Exhibition package BASIC | EUR 2,800

- Use of standard design templates for the virtual exhibition stand
- PDFs for Downloading
- Integration of Videos
- Integration of a contact form and use for lead generation
- Provision of an exhibitor toolkit including a banner-generator to promote your participation

Exhibition package PREMIUM | EUR 4,950

- Use of premium design templates for the virtual exhibition stand
- Lecture opportunity on Best Practice & Solution Stage
- Integrated live chat service for communication with stand visitors
- Prominent logo placement on the hall plan
- PDFs for Downloading
- Integration of Videos
- Integration of a contact form and use for lead generation
- Provision of an exhibitor toolkit including a banner-generator to promote your participation

Webinar offers,
branding
possibilities and
promotional
integration on
request

Sponsorship packages

Main Sponsorship | EUR 12,500

Logo placement before the event:

- On the event page #ZPE20Virtual of the ZP 365 website incl. link to your website
- As „Featured Exhibitors“ on the event page #ZPE20Virtual of the ZP 365 website
- Promotion via social media and newsletter

Logo placement during the event on:

- Front page (“outdoor”) of the virtual event #ZPE20Virtual
- In the lobby of the virtual event #ZPE20Virtual
- Virtual Sponsors’ wall
- Virtual hall plan

Additional benefits:

- 30 min. presentation *on demand*
- 60 min. webinar session incl. Q&A session – during the year / outside of the HR Week
- #ZP365 “Good Start” package incl. 1 Bigsize Add (or video) and 1 „Featured Exhibitor“ for 1 week

Sponsorship packages

Highlight Topic Sponsorship | EUR 6,500*

Logo placement before the event:

- On the specific Highlight Topic page of the ZP 365 website incl. link to your website
- As „Featured Exhibitors“ on the event page #ZPE20Virtual of the ZP 365 website
- Promotion on social media and newsletter (topic-specific)

Logo placement during the event on:

- Sponsors' wall
- Virtual hall plan of the specific Highlight Topic hall
- Within the virtual *on demand* library

Additional benefits:

- 30 min. presentation *on demand*

* A maximum of 3 bookings per Highlight Topic can be made in total.

Sponsorship packages

Keynote Sponsorship | EUR 4,500*

- Sponsor a keynote speaker at #ZPE20Virtual (45 min. – live, incl. Q&A session)
- Featured as „powered by“ with logo on all virtual advertising material for the keynote at #ZPE20Virtual as well as in the course of press work:
 - Event page #ZPE20Virtual at the ZP 365 website
 - Promotion on social media and newsletter
 - In the virtual keynote programme
 - Logo on the virtual sponsors' wall during the event

* A maximum of 5 bookings can be made in total (1 per day).

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.