

Exhibitor Manual

ZUKUNFT PERSONAL SÜD 2026

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1. ZP Shop/ Exhibitor Portal

After registering for the event, you will automatically receive access to the exhibitor portal. If you have not received access, please contact zpshop@zukunft-personal.com. You set your **username** and **password** yourself when registering on the ZP365 website.

What can you do in the exhibitor portal?

1. Important documents

In the exhibitor portal, you will find all important documents for preparation: factsheet, deadlines, exhibitor manual, and information about your booked booth. This information is also helpful for your stand builders, colleagues, or booth staff.

2. Exhibitor profile and company description

The exhibitor profile contains three text fields:

- Online description (max. 600 characters)
- English discription (max. 600 characters)
- Description for printed materials (depending on the booked character count: 300, 600, or 900 characters | Spaces count as characters; line breaks will not be displayed)

3. Product indexes for the product directory

Each exhibitor automatically has a main category. Additional indexes may be included depending on the package or can be booked separately.

More indexes mean greater visibility for your products and services.

The selected products are regularly featured in our newsletter.

4. Marketing-Toolkit

Here you will find various graphics, and after creating your exhibitor profile, you will receive a link to the so-called **Gleanin page**. There, you can download a personalized banner with your logo, booth number, and hall information. Once your exhibitor profile has been completed, it will be added by us.

5. Visitor tickets

Invite your customers or business partners to the event. In the portal, you can create free **voucher codes** for entry tickets. A detailed guide can be found in point 5 of the document.

6. Exhibitor badges

Create **exhibitor badges** for yourself and your team here.

Suppliers, stand builders, or other persons working at the booth also need a **crew ticket** to access the venue during setup, dismantling, and the event itself.

7. Open tasks

This section shows which tasks in the exhibitor portal still need to be completed.

8. ZP Shop

In the "ZP Shop" section, you can book additional services – for example, company descriptions, product indexes, hostess licenses, advertisements, lead licenses, or other marketing options for greater visibility at the event.

Contact and support

If you have any questions or problems during preparation, we are happy to help.

You can reach us by email at zpshop@zukunft-personal.com or by phone at [+49 621 533976 00](tel:+4962153397600).

2. Exhibitor Information

Opening hours for exhibitors

Tuesday, 21 th March 2026	8 am – 6:30 pm
Wednesday, 22 th March 2026	8 am – 6 pm

Opening hours for visitors

Tuesday, 21 th March 2026	9 am – 5:30 pm
Wednesday, 22 th March 2026	9 am – 5 pm

Registration is possible from 8:30 am!

Deliveries during the show

Tuesday, 21 st April 2026	8 am – 9 am / 5:30 – 6:30 pm
Wednesday, 22 nd April 2026	8 am – 9 am

No deliveries are permitted during the show.

You can only receive deliveries to your stand one hour before and one hour after the regular opening hours. Entrance to the exhibition grounds is via Gate A3/ LKW Pool. Please note the deposit regulations.

Set-up

Saturday, 18 th April 2026	→ early unloading at an extra charge (request by e-mail to technik@zukunft-personal.com)
Sunday, 19 th April 2026	7 am – 10 pm
Monday, 20 th April 2026	7 am – 8 pm

Entry and exit are via Gate 1 and the truck pool and are managed through the paid VisiFair system. Information about VisiFair can be found on page 9 and online in the exhibitor portal in the Stuttgart Messe delivery plan

// Set-up must be completed by 8 pm on 20th April 2026!

Dismantling

Wednesday, 22 nd April 2026	6 am – 10 pm
Tuesday, 23 rd April 2026	8 am – 6 pm

Entry and exit via Gate A3 for Hall B6. The deposit regulations apply as described during setup

// Dismantling must be completed by 23rd April 2026, at 6 pm!

No booth may be cleared, in whole or in part, before the end of the trade fair. Exhibitors who violate this rule agree to pay a contractual penalty of €1,000, which will be donated to a charitable organization.

After dismantling ends on Friday, 23th April 2026, at 6 pm, all vehicles must vacate the loading zones. Vehicles not complying will be towed.

Booth construction booked through CloserStill Media Germany

If you booked the booth construction through us, make sure you have received the booth layout and the necessary data for the graphics from the company **mac (booth builders)**. These are expected to be sent in January.

For questions, you can reach our booth construction partner at: zukunft-personal@mac.de

From **Monday, 24th April 2026, around 2:00 pm**, you can go to your booth and make final preparations.

The deadline for submitting your sail graphic to mac can be found in the deadline document in the exhibitor portal.

Through our booth builders, you can also order additional furniture and carpets. The order form is available in the exhibitor portal under "Service Providers."

Custom booth construction

In the document "Information for Booth Builders and Suppliers" (downloadable in the exhibitor portal), you will find all important details for your booth builders and suppliers.

Your booth construction must be inspected by our technicians; afterwards, you will receive the booth construction approval.

Columns on the booth

If you have a column on your booth space, our technicians will inform you about it. Dimensions and details are provided in the technical plan.

Hall plan and technical hall plan

By clicking on this [LINK](#), you will receive a current technical hall plan as a PDF. (The download may take a few seconds, as the plan is generated from the live system.)

For a better view, there is also a simplified hall plan [HERE](#) (without technical data).

On-Site Internet

There is **no free exhibitor Wi-Fi** on-site. There is a free visitor Wi-Fi, but it does not provide a stable internet connection. We advise against using this internet for demos, etc. Internet must be booked through the Hamburg Messe service providers (Telekom). Contact details can be found in the exhibitor portal under "Service Providers." Personal routers must be registered for a fee.

GEMA

Music at the booth may only be played **GEMA-free**. Any deviations must be registered with GEMA. Please note that GEMA occasionally conducts spot checks on-site. A corresponding form can be found in the exhibitor portal.

Waste disposal and booth cleaning

Depending on your package (see the registration form or in the exhibitor portal under “Booking overview” in the included services), booth cleaning may be included **or** not. Cleaning takes place after the first day of the fair and includes **emptying the trash bins**. Any additional waste disposal must be ordered through the Hamburg Messe exhibitor portal and may only be disposed of in the designated trash bags. There are no other waste disposal options on-site. If any waste from your booth remains after dismantling, it will be charged to you, plus a penalty fee.

Water access in the hall

In Hall 10, there are two water access points: one is located on the north side of the hall near Gate 1, next to Room 10.1 at the hall entrance. The other is on the south side of the hall near Gate 7. Large containers can also be filled at these locations.

Safety and theft

The exhibition halls are **not a secure place** for unattended valuables. Valuable items should be locked up, taken with you, or secured by **booth security**. As the event organizer, we accept no liability. In the event of theft or damage, the **fair security** and/or the **police** must be notified.

Distributing promotional materials and hostess license

Distributing flyers/giveaways outside your booth requires a **paid permit**.

This hostess permit can be ordered through the exhibitor portal (while supplies last). Please note that the hostess permit only allows the distribution of your company's own printed materials. The distribution of additional promotional items (e.g., coffee cups) requires prior consultation with the organizer and written approval.

Please send your request to: zpshop@zukunft-personal.com

Violations will be immediately penalized with the booking of the hostess license at **€3.380!**

In general, the distribution of bags and/or lanyards is prohibited. Your designated account manager can advise you on these and other separately bookable sponsorship services.

The badges for approved hostess licenses will be delivered to your booth. Alternatively, you can also pick them up in advance at the Messe Office, located to the left at the hall entrance, in rooms 10.1 to 10.04.

On-site catering

A food court will be available in the hall at the Stuttgart Messe exhibition center. However, we recommend to make arrangements for catering at your exhibition stand in advance, e.g., in the form of booth catering.

You can also order your own **booth catering** through the service provider Aramak. You can find this information in the Stuttgart Messe exhibitor portal.

Hotel/Accommodation

You are welcome to book a hotel room for yourself and your colleagues through our hotel service partner. They will arrange special rates for you directly with the hotels.

[LINK](#)

Train/Event Ticket

You are welcome to benefit from cheaper ticket prices via our event link with Deutsche Bahn.

[LINK](#)

Service providers of Stuttgart Messe

In the exhibitor portal under "Service Providers," you will find all relevant providers for:

Electricity, plumbing, internet/Wi-Fi, telecommunications, waste, cleaning, security, rigging, catering, VIP parking.

M.A.X. Media Technology

Multimedia and technical products (TVs, computers, tablets, mobile phones, lead devices) can be ordered through the M.A.X. shop.

Exhibitor badges

Badges can be created in the exhibitor portal **until the last day** of the fair and are sent by email. The badges are personalized, customizable, free of charge, and can be sent again if needed. The number of exhibitor badges is **unlimited** and **free of charge**.

Lead Management (FairVerify):

Visitor data can be recorded on-site using the app. Data is automatically transferred to the **FairVerify web portal** and can be analyzed/exported there.

Access will be sent to you approximately 4 weeks before the fair from the following email: operations@messe.org

The access includes a link to the FairVerify web portal, your username, and password for login.

Note – if you copy and paste the login, a space is **ALWAYS** included, which can make the username and password invalid. Please delete these characters. Depending on the booked package, 1-2 licenses are included.

Additional licenses can be obtained through the exhibitor portal.

A detailed guide on how to create lead forms in the web portal or app can be found in the exhibitor portal under Service Providers.



Android



iOS

3. Logistic

Where and how is delivery handled during the trade fair?

To regulate the setup and dismantling traffic, Landesmesse Stuttgart uses the digital tool **"VisiFair"**. Entry to the exhibition grounds is only possible with registration and the **paid booking of a loading zone** via VisiFair.

You can find the booking link and further information here: <https://www.messe-stuttgart.de/visifair>

The permitted stay for loading and unloading vehicles is limited as follows:

Vehicle categories	Slot duration / maximum length of stay	
	Set-up and dismantling	Price
Load and Drive, available throughout (for vehicles of up to 12 m length)	30 minutes	free of charge
Cars (up to 6 m length)	1 hour	€ 15.00
Commercial vehicles short (up to 8 m length)	2 hours	€ 15.00
Commercial vehicles medium (up to 12 m length)	2 hours	€ 30.00
Commercial vehicles long (max. 20 m length)	3 hours	€ 45.00

All prices quoted are subject to the statutory VAT valid at this time (according to the relevant version of the Value Added Tax Act)

Prices as of December 2025 (Subject to change)

After the booked time expires, a **new booking is required** for each entry and exit. Please note that entry and exit are monitored by Messe Stuttgart. If the booked loading time is exceeded, Messe Stuttgart reserves the right to tow vehicles at the owner's expense.

If you have questions about the booking process, you can contact the support hotline at +49 711 939 64382 or by email at support@ms.visifair.com. Additionally, staff members will be present on the exhibition grounds to support you on-site and help resolve your concerns quickly and effectively.

Package delivery

Deliveries must be made to your own booth. It must be ensured that your booth is staffed at the time of delivery!

Packages must be labeled as follows:

Landesmesse Stuttgart
Zukunft Personal Süd 2026
(Your Company Name)
Booth Number X.Y / Halle A10
z.Hd. Ms/Mr X.Y
Einfahrt Tor 1
70629 Stuttgart

Can the organizers accept the package if my delivery arrives before I am at the fair?

We cannot accept packages. Furthermore, Hamburg Messe does not accept shipments. You can contact the shipping company Schenker Deutschland AG for this.

Schenker Deutschland AG

Phone: +49 711 185603300

E-Mail: sales-fairs.stuttgart@dbschenker.com

Deliveries are possible throughout the entire last setup day, Monday, 20th April 2026, from 8:30 am to 8:00 pm.

During the trade fair days, deliveries can only be made one hour before and one hour after opening hours.

4. Arrival and Departure

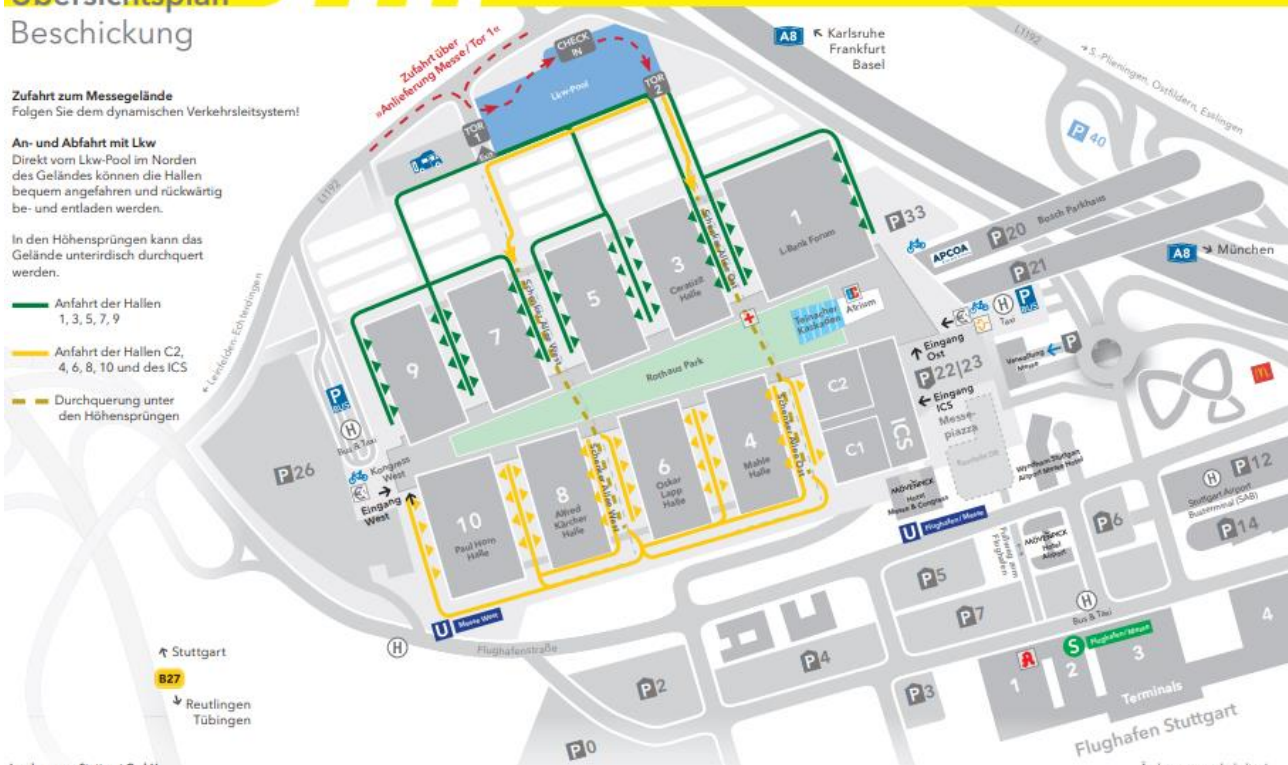
Übersichtsplan Beschilderung

Zufahrt zum Messegelände
Folgen Sie dem dynamischen Verkehrsleitsystem!

An- und Abfahrt mit Lkw
Direkt vom Lkw-Pool im Norden des Geländes können die Hallen bequem angefahren und rückwärtig be- und entladen werden.

In den Höhengsprüngen kann das Gelände unterirdisch durchquert werden.

- Anfahrt der Hallen 1, 3, 5, 7, 9
- Anfahrt der Hallen C2, 4, 6, 8, 10 und des ICS
- Durchquerung unter den Höhengsprüngen



Bus and Train Connections

Which train connection should I take to get here?

Please note that public transport is **not** included in your ticket.

From Stuttgart Central Station:

Take the **U6** and ride to **Messe West**. Alternatively, from Stuttgart Central Station: take the **S-Bahn S2 to Flughafen/Messe**, then change at the airport to the **U6** and go one stop to **Messe West**. The journey from the central station takes approximately **30 minutes**.

Which station/stop?

Messe West

By Airplane

The airport terminals are located about 200 meters from the trade fair and convention grounds and can be easily reached on foot.

To get to the West Entrance, it is recommended to take the U6 directly at the airport and ride one stop to Messe West.

Alternatively, you can also walk from the airport to the West Entrance (approx. 20 minutes).

Auto

How do I reach Stuttgart Messe by car?

Messe Stuttgart is located 13 km from Stuttgart city center and directly next to Stuttgart Airport. Please follow the signs toward Messe/Airport.

Address for the navigation system

For newer navigation systems, enter the following address:

Flughafenstraße/ Flughafen, 70629 Stuttgart

For older navigation systems, enter:

70629 Leinfelden-Echterdingen.

Arrival via A8

From Stuttgart at the "Echterdinger Ei", exit the highway onto the trade fair and airport access road. Please follow the parking guidance system.

From Munich take the exit "Messe/Flughafen". Please follow the parking guidance system.

Arrival via B27

From both directions, the parking areas on the west side of the exhibition grounds can be accessed. Please follow the parking guidance system.

What is the parking situation on-site?

For exhibitors: P26 – For press: P33

For visitors: P26

How much does the parking permit cost?

Long-term parking permit(s) for cars per day: €36.97, bookable through the Landesmesse Stuttgart portal. If you have not purchased a long-term parking permit, the daily maximum rate is €33.00, with a graduated hourly rate starting at €3.50 per hour.

5. Tickets/ Visitor Admission

General

Who is allowed to attend the fair as a visitor?

Only trade visitors are permitted.

Are students allowed to attend the fair?

Yes, students are welcome to use the fair as an educational platform.

How much does a visitor ticket cost?

	1-Day-Ticket	Multi-Day-Ticket
Purchase of an admission ticket on site	50€	75€
Ordering an e-ticket online	50€	75€

Is attendance at the lecture stages included in the ticket price?

Yes, attendance at the lecture stages and workshops is included in the ticket price.

Free visitor tickets via the exhibitor portal

Invite your customers or business partners to the event. In the portal, you can create free **voucher codes** for entry tickets.

In the exhibitor portal, go to the tab "Visitor Tickets" and select: **Create Voucher Code**.

This opens the exhibitor portal of the ticket service provider. In the dashboard, you have an overview of your booth data and can see how many tickets are included in your allocation. You can also order additional tickets at €2 per single-day ticket and €4 per multi-day ticket.

To use your **included tickets**, scroll down in the browser and click "**Create Voucher**" for single- or multi-day tickets. Here you can create a personalized voucher for your company. You can then send this voucher individually or simply attach it to the ticket shop link. This reduces the price to €0, so your visitors do not pay for their ticket.

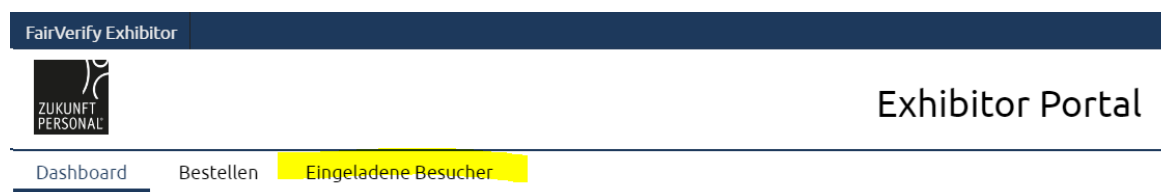
Link Ticketshop:

<https://www.zukunft-personal.com/de/ticket-shop-login/?event=ZPN26>

Example of a personalized link:

https://www.zukunft-personal.com/de/ticket-shop-login/?event=ZPN26&ticketshop_id=auto&voucher_code=EXC_DEINVOUCHERCODE

You can also use this for marketing campaigns to reduce the effort in ticket creation. You can access the leads obtained through the sent tickets by clicking on "Invited Visitors" in the same portal. This list can be exported as an Excel file.



6. Stay

General information about the Stuttgart Messe grounds

Where can I find a bank/ATM?

At the East entrance area.

Where can I leave my luggage or coats at the fair?

At the West Entrance, go down the stairs, and the cloakroom is located there.

Where is the fair office?

In the outdoor area of Hall 10, in rooms 10.1–10.4.

Is childcare available?

No.

Are dogs allowed?

Unless there is a medical need, dogs are not allowed in the exhibition hall.

Where are the restrooms?

At the ends of the hall, by the entrance to the hall.

Where can I smoke?

In the outdoor area of Hall 10 – West Entrance.

Is the hall guarded at night?

No, individual booth security must be arranged separately.

Is there free Wi-Fi at the fair?

Yes. However, this is only visitor Wi-Fi and cannot be used as booth Wi-Fi, as the bandwidth is too low.

What to do in case of theft or emergency?

Theft: In case of theft, it is important to notify the organizer and the police immediately and file a report. If insurance has been taken out, damages can be reported.

Polizeistelle Messe: + 49 711 18560 2110

Emergency: Provide assistance – an emergency kit is available at the fair office.

German Red Cross (near Hall 1): +49 711 18560 2199

Fire department Hall 7, Höhengsprung: +49 711 18560 7777

Where is promotional material allowed to be distributed?

Promotional materials may only be distributed within your own booth space. Distributing materials in the hall requires a hostess license, which can be booked via your account manager or the webshop.

How can I order booth security, cleaning, or waste disposal?

Through the Hamburg Messe ordering portal. The link can be found in the exhibitor portal.

7. Programm

Where can I find the supporting program of the lecture stages, etc.?

You will soon be able to view our program on our website, in our fair app, or directly on-site in the printed materials and at the individual stages.

Website: <https://www.zukunft-personal.com/de/zp-sued/>

ZP APP: <https://app.zukunft-personal.com>

Where are the stages located?

Keynote Stage	G.61
Solution Stage 1 (Organisational Performance)	A.30
Solution Stage 2 (Recruiting & Attraction)	H.32
Solution Stage 3 (Corporate Health)	A.62
Activity Stage (mit Startups)	A.42
Workshop Area	H.16
Live Training Area	G.46
Live Training Area	E.42
Employer Branding Stage	E.28
Kamin Lounge	C.26
ZP & Friendslounge	C.42
BBGM Forum	C.52

I am a speaker; what is relevant for me?

As a contributor to our extensive lecture program, you will receive all relevant information in a separate email in due time. We look forward to welcoming you to the Speaker Lounge at booth number **A.15** on-site. For speaker inquiries, please contact: programm@messe.org

Lecture leads

If you have booked a lecture with lead scanning, the leads will be made available to you within approximately 10 working days. They will be sent by our project team to your main contact person in the program team.

Are there also virtual events?

Yes, we organize various ZPDX – Zukunft Personal Digital Experience – days throughout the year. You can find more information at the following link: <https://www.zukunft-personal.com/de/expo-events/zpdx/>

8. Events before and during the fair

Various webinars for speakers and exhibitors

INtem® Sales Training

For All: Tips on acquisition and sales training from the INtem® training group with Carsten Kutzner.

Wednesday, March 18th, 2026 at 03:30 p.m. Access the webinar through the following [LINK](#).

For All: Exhibitor portal webinar and Q&A with ZP Shop Team:

Tuesday, February 24th, 2026 at 09:30 a.m. Access the webinar through the following [LINK](#).

For startups: Tips for presentation design, especially for all startups:

Tuesday, February 24th, 2026, from 4:30 p.m. with Jan C. Küster. Access the webinar through the following [LINK](#).

For Speakers: Tips for presentation design and content selection for program contributions at trade fairs:

Tuesday, March 17th, 2026, from 4:00 p.m. with Speakers Excellence. Access the webinar through the following [LINK](#).

Für Speaker: Tips for an attention-grabbing stage presence, focus on rhetoric and stage presence:

Tuesday, March 31st, 2026, from 4:00 p.m. with Speakers Excellence. Access the webinar through the following [LINK](#).

For All: (booth staff, speakers, organizers, startups, etc.): How to perfectly complement your trade fair appearance with social media:

Wednesday, April 08th, 2026, from 9:00 a.m. with Klaus Eck. Access the webinar through the following [LINK](#).

For All: (booth staff, speakers, organizers, startups, etc.): Speaker office hours – your last questions for ZP Süd 2026:

Tuesday, April 14th, 2026, from 10:00 a.m. with Heike, Celiná and Isabell. Access the webinar through the following [LINK](#).

Evening Event: Get-Together

Save the Date! We would like to invite you and your colleagues to our **“Get Together”** on 21st April after the trade fair closes!

Join us at the **keynote stage** from 6 pm.

9. Ansprechpersonen der CloserStill Media Germany GmbH

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