



EUROPE'S LEADING  
EXPOS, EVENTS &  
CONFERENCES FOR  
THE WORLD OF WORK

# ZP 365

## CREATING TOUCHPOINTS FOR THE WORLD OF WORK

[WWW.ZUKUNFT-PERSONAL.COM](http://WWW.ZUKUNFT-PERSONAL.COM)

The content and community platform  
with news, faces, insights, highlights  
and topics on all aspects of the digital  
and analogue world of work.  
NETWORKING, LEARNING, INSPIRATION  
& INFORMATION - 365 days a year!

# MEDIA DATA 2021

**DIGITAL**

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## //OVERVIEW & KEY DATA

WITH US AT YOUR SIDE, YOU CAN SHOWCASE YOUR COMPANY ONLINE IN THE CONTEXT OF THE MOST IMPORTANT HR TOPICS!

### REACH YOUR TARGET GROUP EFFECTIVELY:

Chief Agile Officer | Chief Human Resources Officers | Chief Executive Officers | Chief Digital Officers | Chief Information Officers | Chief Corporate Communications Officers | Human resources directors | Human resources managers | Chief learning officers | Human resources and business developers | Talent management executives | Business training and further education officers | heads of specialist departments | Human resources officers | employees of the Human Resources department | Employer branding and marketing managers | Human resources recruiters | Human resources planners | Compensation and benefits managers | organisational developers | Occupational safety officers | company health managers | company doctors and staff councils | ergonomics consultants | occupational safety specialists | safety officers | visionaries | co-designers

### In the following areas:



### DIGITAL MARKETING - YOU BENEFIT FROM:

- » 20 years of experience in monitoring all aspects of the world of work
- » over 90,000 page impressions / month - and rising!
- » about 22,500 newsletter subscribers
- » 13,000+ app downloads
- » approx. 50,000 direct contacts (by topic and event)
- » theme-specific ad placements to address your target group directly
- » Ad placements in cross-topic areas or general areas not related to a specific topic

### KEY DATA

- » the advertisements are booked on a first-come, first-served basis
- » the ad spaces are booked exclusively, i.e. there is no rotation
- » the ads are placed according to space and fit
- » the ads are integrated as responsive ads



# BANNER

THIS AD IS IDEAL FOR YOUR PICTURE-TEXT ADS

The Bigsize ad puts your company and your products centre stage. Use the compact image-text version or the pure image ad!

Choose from 2 versions:

## IMAGE AD



**FORMAT (WXH):** 530 X 316 PIXELS, 72 DPI

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 50 kB

INCLUDING LINK

## IMAGE-TEXT WITH BACKGROUND IMAGE



» For text ads: Text of max. 215 characters including spaces and heading

» €750.00 per week / €2,790.00 per month

## INTEGRATION - GENERAL/NON-SPECIFIC OR TOPIC-SPECIFIC:

>> Individual arrangement will be made after the booking!

# BIGSIZE

THIS AD IS IDEAL FOR YOUR BIG MULTIMEDIA APPEARANCE

The Bigsize ad puts your company and your products centre stage. Use the pure image-text version with link to your website or add an exciting video!

## CHOOSE FROM 2 VERSIONS:



### PICTURE WITH TEXT

**FORMAT (WXH):** 1650 x 450 pixels, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 120 kB

**TEASER:** max. 480 characters incl. spaces and heading

**INCLUDING LINK**

» €1,590.00 per week / €4,770.00 per month

## OR OPTIONAL WITH ADDITIONAL VIDEO IN POP-UP

**FORMAT (WXH):** 6:9

- at least 1280x720 pixels. 720p. (HD)

- max. 1920x1080 pixels. 1080p. (Full HD) FILE

**FORMAT:** mp4, avi, wmv, mov

**LENGTH:** max. 59 seconds

**INFO:** is set on the ZP Youtube channel

» €1,690.00 per week / € 5,070.00 per month



## INTEGRATION - GENERAL/NON-SPECIFIC OR TOPIC-SPECIFIC:

>> Individual arrangement will be made after the booking!

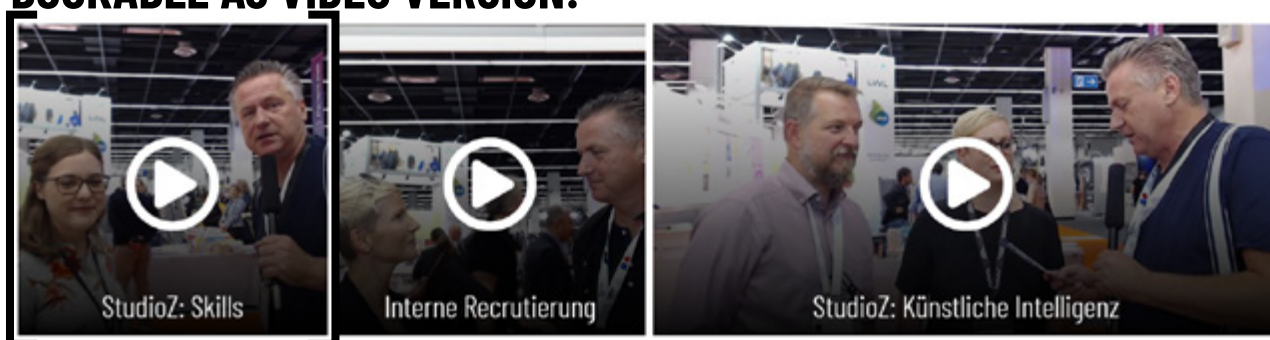


# MEDIA

THIS AD IS IDEAL FOR YOUR MULTIMEDIA APPEARANCE:

The Media ad can be used to discreetly attract attention either as an image version or with an additional video message!

## BOOKABLE AS VIDEO VERSION:



**FORMAT FOR IMAGE WITH PLAYBACK (WXH):** 405 x 405 px, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 50 kB

### REQUIREMENTS VIDEO:

**FORMAT (WXH):** 16:9

- at least 1280x720 pixels. 720p. (HD)

- max. 1920x1080 pixels. 1080p. (Full HD)

**FILE FORMAT:** mp4, avi, wmv, mov

**LENGTH:** max. 45 seconds

**INFO:** posted to ZP Youtube channel



» €1,690.00 per week / €5,070.00 per month

## INTEGRATION - GENERAL/NON-SPECIFIC OR TOPIC-SPECIFIC:

>> Individual arrangement will be made after the booking!

# ADVERTORIAL

THIS AD IS IDEAL FOR YOUR EDITORIAL PRESENCE:

Choose the Advertorial to showcase your expertise in a specific field in a professional article.

**IMPORTANT:** Advertisements should correspond to ZP Europe's corporate design in order to convey an attractive and uniform impression. We would be happy to provide examples as recommendations on request.



## Bewerbung per Online-Formular: Die Vor- und Nachteile für die HR-Abteilung

16.12.2020 Die klassische Bewerbungsmappe wirkt wie ein Relikt aus längst vergangenen Tagen. Doch stellt sich für einige Recruiter die Frage, ob eine Online-Bewerbung per Formular wirklich so viel praktischer ist - und inwieweit Online-Formulare die Vorauswahl der Bewerber tatsächlich vereinfachen können. Und mit welchen Problemen muss die HR-Abteilung im schlimmsten Fall umgehen können? [MEHR](#)



## Gesundheit für Auszubildende: Je früher, desto besser!

11.12.2020 Besonders kleinere Unternehmen stehen im Wettbewerb um Auszubildende. Eine attraktive Vergütung spielt zwar eine wichtige Rolle, entscheidender sind jedoch vor allem betriebsinterne Faktoren - wie Angebote zur persönlichen oder gesundheitsförderlichen Entwicklung. [MEHR](#)



## Internal Mobility: In jedem Mitarbeiter steckt auch ein Kandidat

05.12.2020 Verschenktes Potenzial: Internes Recruiting scheitert nicht nur an fehlender Infrastruktur und internen Abstimmungsprozessen, sondern häufig auch am Silodenken. Statt interne Wechsel zu fördern fürchten Manager, wertvolle Mitarbeiter an andere Teams zu verlieren. [MEHR](#)

### » TEASER

**PICTURE FORMAT (WXH):** 390 x 200 pixels, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 20 kB

**HEADING:** max. 70 characters incl. spaces

**TEASER TEXT:** max. 190 characters incl. spaces

### » EDITORIAL ARTICLE

**PICTURE FORMAT (WXH):** 1090 x 450 pixels, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 130 kB

**TEXT:** approx. 6,000 characters including spaces

### » AUTHOR BOX

**PICTURE FORMAT (WXH):** 150 x 150 pixels, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 10 kB

**TEXT:** max. 400 characters including spaces and link

» €2,000.00 per week / €4,000.00 per month

## INTEGRATION - GENERAL/NON-SPECIFIC OR TOPIC-SPECIFIC:

>> Individual arrangement will be made after the booking!



# FEATURED EXHIBITOR

THIS AD IS IDEAL FOR YOUR PRESENCE AS AN EXHIBITOR:

Exhibitors can be prominently placed within the respective event pages



firstbird

LinkedIn

Office  
DEPOT.

saba  
work like you.

stellenanzeigen.de

Limited to 18 advertisement spaces, alphabetical order

**FORMAT (BXH):** 250 x 143 pixels, 72 dpi

**FILE FORMAT:** png, jpg, gif

**FILE SIZE:** max. 10 kB

» **€590.00 per week / €1,770.00 per month**

## INTEGRATION

>> Individual arrangement will be made after the booking!

# PACKAGES

## CHOOSE YOUR FOCUS!

For a successful start we offer you some packages. If you want something special - talk to us, we will gladly put together an individual package for you!

## CHOOSE YOUR EXCLUSIVE MARKETING STARTER PACKAGE!

### //START SMALL:

**BANNER** in the desired category

+

**FEATURED EXHIBITOR**

» €670 instead of €1,340 per week

» €2,280 instead of €4,560 per month

### //GOOD START:

**BIGSIZE / VIDEO** (e.g. under Highlight Topic)

+

**FEATURED EXHIBITOR**

» €1,140 instead of €2,280 per week

» €3,420 instead of €6,840 per month

### //HIGHLIGHT TOPIC:

**BANNER** under "Highlight Topics"

+

**BIGSIZE** ad Video

+

**ADVERTORIAL**

in the selected Highlight Topic

» €2,240 instead of €4,440 per week

» €5,930 instead of €11,680 per month

### //3 FOR 2!

Choose your own advertising form - if you book the same form of advertising for three events, you only pay for two of them!

# ZP RECOMMENDS

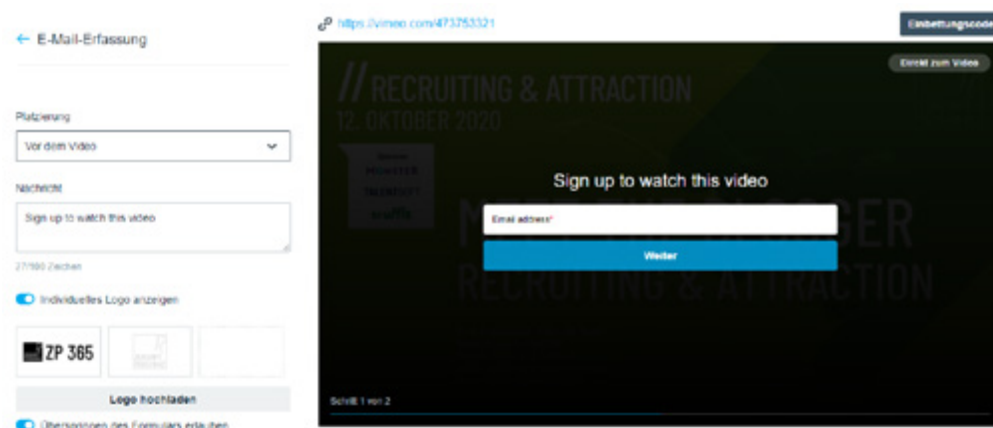
## THIS AD IS IDEAL FOR PROMOTING YOUR EXPERT VIDEOS

The ZP editorial team recommends expert videos on the Best Practice and Solution Stage. The content is presented in a captivating, moving, concrete, personal and very emotional way.

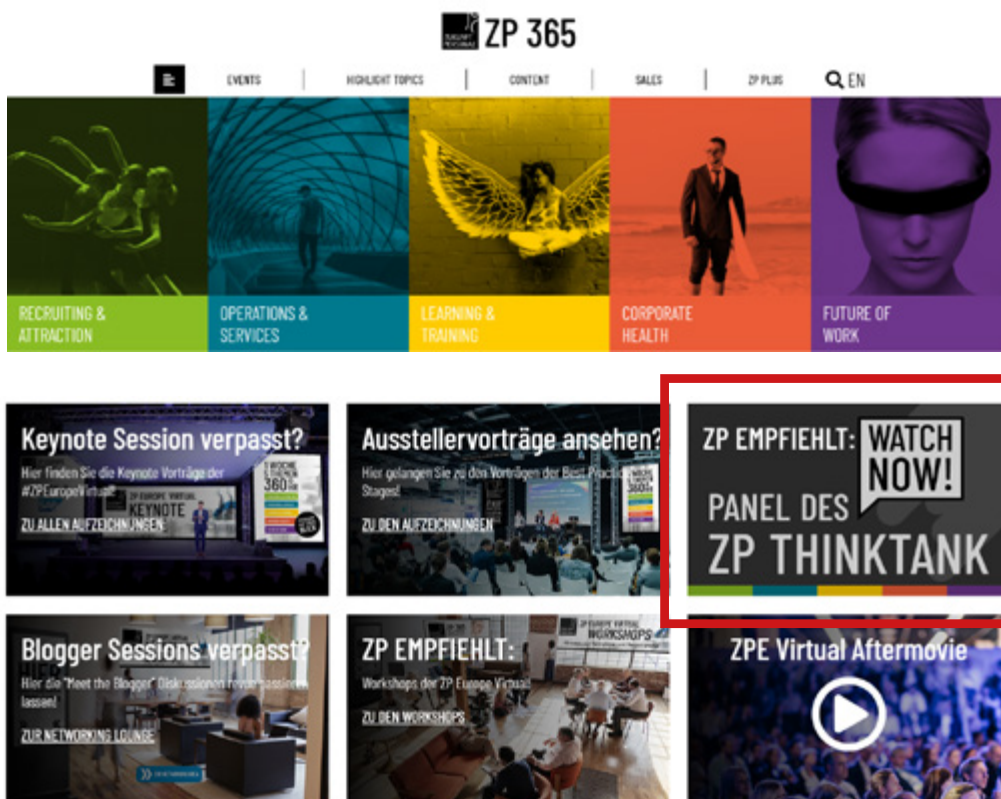
### EXPERT VIDEO ON THE BEST PRACTICE STAGE

» Expert video on the ZP Europe Virtual Best Practice Stage with Email capture

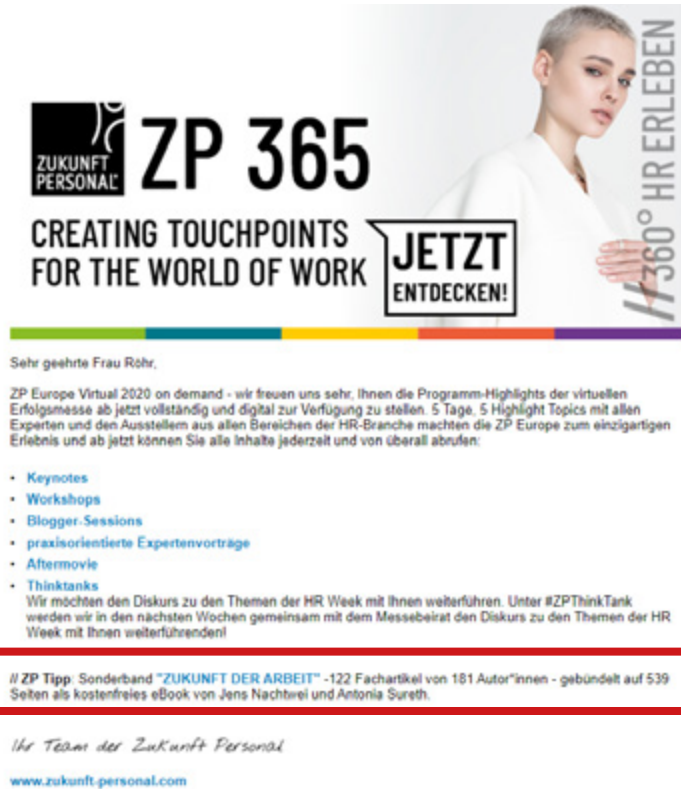
Anyone interested can watch the expert video after leaving their e-mail address. The data will be made available to you subsequently.



### » INTEGRATION ON THE ZP365 WEBSITE (HOME PAGE)



## » INTEGRATION IN THE WEEKLY ZP 365 NEWSLETTER



**ZUKUNFT PERSONAL ZP 365**  
CREATING TOUCHPOINTS FOR THE WORLD OF WORK  
**JETZT ENTDECKEN!**  
// 360° HR ERLEBEN

Sehr geehrte Frau Röhr,

ZP Europe Virtual 2020 on demand - wir freuen uns sehr, Ihnen die Programm-Highlights der virtuellen Erfolgsmesse ab jetzt vollständig und digital zur Verfügung zu stellen. 5 Tage, 5 Highlight Topics mit allen Experten und den Ausstellern aus allen Bereichen der HR-Branche machten die ZP Europe zum einzigartigen Erlebnis und ab jetzt können Sie alle Inhalte jederzeit und von überall abrufen:

- Keynotes
- Workshops
- Blogger-Sessions
- praxisorientierte Expertenvorträge
- Aftermovie
- Thinktanks

Wir möchten den Diskurs zu den Themen der HR Week mit Ihnen weiterführen. Unter #ZPThinkTank werden wir in den nächsten Wochen gemeinsam mit dem Messebeirat den Diskurs zu den Themen der HR Week mit Ihnen weiterführend!

**// ZP Tipp:** Sonderband "ZUKUNFT DER ARBEIT" - 122 Fachartikel von 181 Autor\*innen - gebündelt auf 539 Seiten als kostenfreies eBook von Jens Nachtweil und Antonia Sureth.

Ihr Team der Zukunft Personal  
[www.zukunft-personal.com](http://www.zukunft-personal.com)

## » SOCIAL MEDIA POSTINGS ON ZUKUNFT PERSONAL CHANNELS (LINKEDIN, INSTAGRAM, TWITTER, FACEBOOK)



**ZUKUNFT PERSONAL**  
**WATCH NOW!**  
**ZP EMPFIEHLT**  
HIER STEHT IHR LOGO



MEDIA DATA 2021

DIGITAL

# ADS IN THE ZP APP





# MULTI-APP "ZUKUNFT PERSONAL"

## STRENGTHEN YOUR TRADE FAIR PRESENCE WITH THE MULTI-APP

The Multi-App is your mobile guide and offers you a separate area (App Event) for every event in the ZP series: Prepare for your visit to the trade fair, find out about the programme and network among like-minded people. Use the presence in the respective event of the multi-app to strengthen your trade fair presence and address the trade fair visitors directly in the activities stream!



13,100+  
App-Downloads

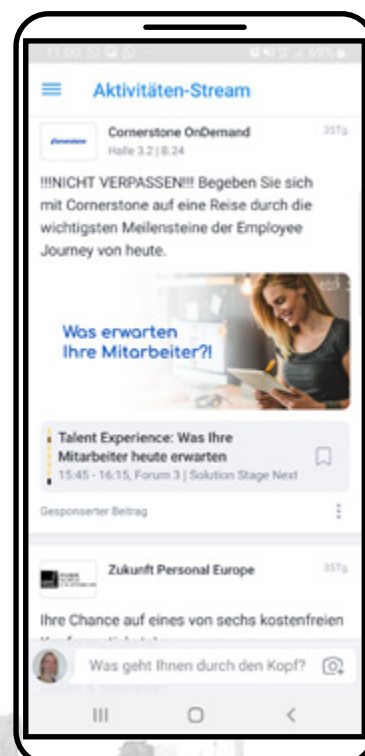
265,400  
Sessions

8,900  
Profiles

EXAMPLE AD 1



EXAMPLE AD 2



## ADS IN THE APP EVENT: ZP EUROPE, ZP NORD, ZP SUED AND / OR CORPORATE HEALTH CONVENTION

Supplement your trade fair presence with your advertisements in the activities stream of the respective App Event - this is how you successfully address your target group before the trade fair or on the days of the fair!

### CHOOSE FROM THESE ADS

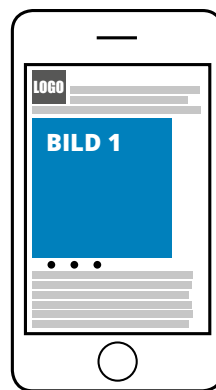


#### VERSION 1: BANNER

Format: 580x256 px, 72 dpi

Design your own banner and send us this additional information:

- Short description (optional) up to 140 characters including spaces
- Button label up to 30 characters (related link)
- URL



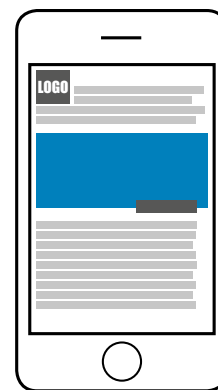
#### VERSION 2: PICTURE GALLERY

(up to 3 images to scroll)

Format: 476x476 px/Bild, 72 dpi

Design up to three pictures and send us this additional information:

- Short description (optional) up to 140 characters including spaces
- Button label up to 30 characters (related link)
- URL



#### VERSION 3: PROMOTED SESSION

Promote a lecture/panel discussion. Only possible if you have already booked a lecture.

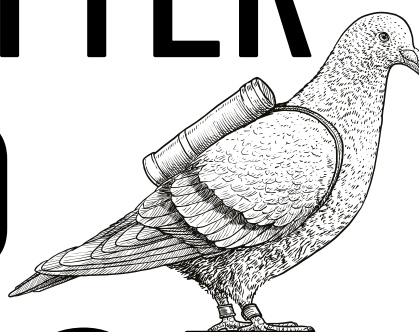
- Ad 580x256 px, 72 dpi
- Short description (optional) up to 140 characters including spaces

#### Prices for all 3 versions:

1 ad	€ 1,025
2 ads	€ 1,980
5 ads	€ 4,580

All forms of advertising appear in the activity stream. Whichever version you book, your ad is pushed up 5 times a day. Ad placements are limited to a maximum of 5 customers a day.

# ADS IN THE NEWSLETTER AROUND ZP 365



# NEWSLETTER

## ADS IN THE NEWSLETTER ROUND ABOUT ZP 365

Benefit from ad placements in our ZP 365 newsletter with up to 22,000 recipients per mailing.

### KEYFACTS

- » Only three advertisement spaces available per newsletter with allocation on a first-come, first-served basis. Early booking is therefore recommended.
- » Your advertisement will be placed according to theme in agreement with spring Messe Management.

**PANORAMIC AD** | Format: 600x200 px

€ 1,897.00

**COMBINED AD** | Format: 300x200 px

€ 1,897.00

max. 50 characters heading, text content up to 200 characters + link

**DISPLAY AD** | Format: 300x200 px

€ 1,750.00

**IMPORTANT:** PLEASE ONLY SEND US IMAGES FOR WHICH YOU HOLD THE RIGHTS OR PUBLIC DOMAIN IMAGES.



Sehr geehrter Herr Hübner,

In wenigen Wochen dreht sich in den Hallen der Messe Stuttgart wieder alles rund um die neuesten HR-Trends. Am 12. und 13. Mai erhalten Personalverantwortliche einen umfassenden Überblick über die aktuellen Entwicklungen im Personalmanagement.

Die Ausbreitung des Corona-Virus verunsichert Arbeitnehmer wie Arbeitgeber - in solchen Krisenzeiten sind Führungskräfte besonders gefordert. Moderne Führung ist hierbei wichtiger denn je, um für zukünftige Herausforderungen in der Arbeitswelt gerüstet zu sein. Keynote Speakerin Petra Martin fokussiert in Stuttgart, was es bedeutet, den Weg der modernen Führung erfolgreich einzuschlagen.

Sie sind neugierig, was Sie zusätzlich vor Ort erwartet? In Stuttgart werden abwechslungsreiche Keynotes, Networkingtreffen in Special Lounges, Meetups und Diskussionsrunden geboten - das Programm ist online!

Wichtige Updates, auch im Zusammenhang mit möglichen Beeinträchtigungen durch das Corona-Virus, erhalten Sie auf unserer Website sowie auf allen Social Media Kanälen der Zukunft Personal.

Der Countdown läuft, sichern Sie sich jetzt Ihr Ticket und seien auch Sie dabei beim Branchenheft für HR-Management in Süddeutschland!

>> IHR TICKET WARTET AUF SIE!

Ihr Team der Zukunft Personal Süd

[www.zukunft-personal.com/sued](http://www.zukunft-personal.com/sued)

### // ZP EVENT UPDATE



"Wie der Elefant tanzen lernt"

"Kann man Führung lernen - Führung ist Lehren!" (Stefan Springer)  
Wie Führungskräfte durch innovative Lernformate zu moderneren Führungskräften werden und welche positiven Auswirkungen dies auf die Unternehmenskultur hat, erläutert Petra Martin, Leiterin des Kompetenzzentrums für Leadership für den Geschäftsbereich Automotive Electronics bei Bosch.

Wie der 'Leadership Campus' entstanden ist und welche Vor- und Nachteile ein Lernprogramm für Führungskräfte aufweist, erfahren Sie am 12. Mai 2020 | 15:05 - 15:50 Uhr.  
- powered by HR-Roundtable

>> Alle Infos



"Shared Love: Wie Sie den Cultural Fit Ihrer Bewerber durch Mitarbeiterempfehlungen steigern"

Der Cultural Fit ist das 'Um und Auf' im Bewerbungsprozess. Wie Sie Ihre Mitarbeiter dazu bringen, Jobs zu empfehlen, zeigen wir Ihnen in kurzen Best Practice Beispielen.

Matthias Wolf | COO & Co-Founder, firstbird GmbH  
- powered by firstbird -

>> Zum Keynote Speaker



Das Who-is-Who der Blogger-Szene kommt nach Stuttgart

Blogger sind aus der HR-Medienlandschaft nicht mehr wegzudenken. Nicht nur aufgrund ihrer Expertise. Oft sorgen sie die neuesten Trends als erstes auf und berichten noch schneller als klassische HR-Fachmedien.

Lernen Sie bei Meet the Blogger die wichtigsten Gesichter und Trends kennen!

>> Zu den Bloggern



# WEB SESSIONS AND ONLINE EVENTS

## WE ARE THE HOST - YOU ARE THE STAR!

### BENEFIT FROM NUMEROUS SYNERGY EFFECTS:

- Use the coverage of the Zukunft Personal network to reach new leads and process them afterwards using the participant list.
- Shorten the time between your live event participations and keep in touch with your target group during the period between trade fairs.
- Increase the effectiveness of your web session with a comprehensive marketing package:
  - » Send a web session invitation to the Zukunft Personal series visitor database
  - » Announce the web session in the weekly newsletter update and via the social media channels of Zukunft Personal
  - » Promote the event on [www.zukunft-personal.com](http://www.zukunft-personal.com) via an advertorial or online banner
- Minimize your efforts by taking advantage of the organisational support and platform-hosting offered by the Zukunft Personal team.
- Increase your long-term success by recording and archiving your web session on [www.zukunftpersonal.com](http://www.zukunftpersonal.com)

Ø 296  
registration and  
**203** participants

Ø conversion rate  
from registrations to  
participants:  
**68%**

## YOUR KNOW-HOW COUNTS!



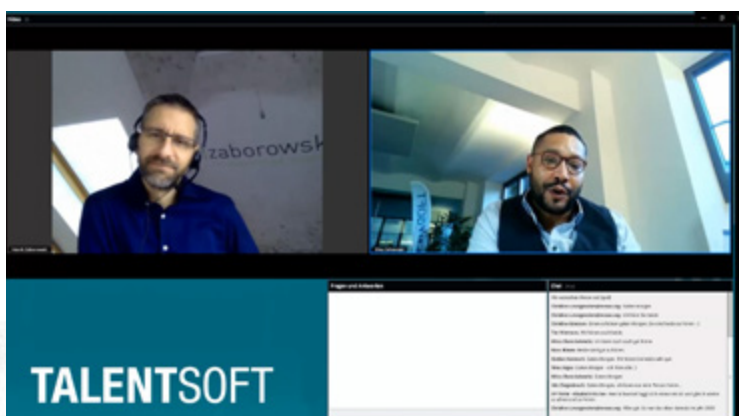
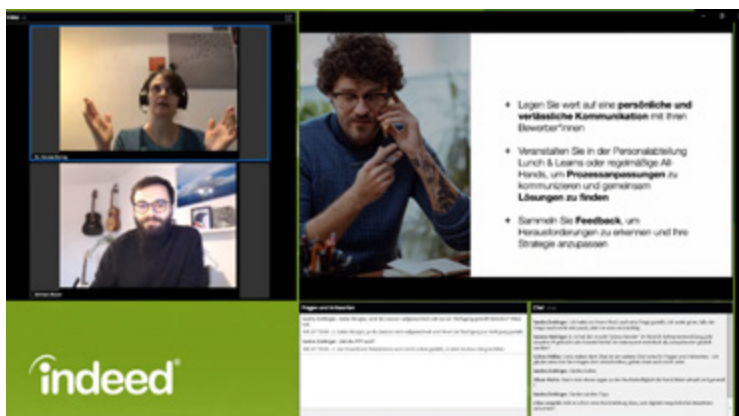
## MY WEB SESSION PLUS

**DEMONSTRATE YOUR KNOW-HOW AND ENTER INTO DIRECT DIALOGUE WITH YOUR CUSTOMERS. THE INDIVIDUAL WEB SESSION OFFERS YOU THE OPPORTUNITY TO PRESENT YOUR EXPERTISE IN DEPTH. THIS COULD BE IN THE FORM OF A WORKSHOP OR BEST-PRACTICE SESSION.**

- Design of a 60-minute web session including Q&A
- Integration of up to 3 quick polls during the web session
- Hosting of the BigMarker web session platform by the Zukunft Personal Team
- Sending a web session invitation to the ZP-series visitor database for the selected Highlight Topic with naming of the partner
- Announcement of the web session and naming of the partner in the weekly newsletter and via the social media channels of Zukunft Personal
- Integration of the partner logo in preview graphic before the start of the web session
- Integration of the partner logo in the layout of the web session interface
- Integration of a partner question in the feedback form
- Provision of the list of participants
- Recording and archiving of the web session at [www.zukunft-personal.com](http://www.zukunft-personal.com) for 3 months
- 1 advertorial on the ZP 365 website, if desired incl. link to the web session registration and subsequently to the web session recording
- 1 banner on the ZP 365 website: 1 week starting 1 week before the web session date

**Price: €5,990.00**

### GRAPHICS TO PROMOTE YOUR WEB SESSION AND REAL-LIFE EXAMPLES:



# BOOKING FORM

ZP 365

## Company details

Invoice address (if different):

Company name:		
Tax reg. / VAT-number:		
Street / P.O. Box:		
Postcode / City:		
Country:		
Phone:		
Fax:		
E-Mail:		
Website:		
Contact person:		

ONLINE ADVERTISEMENT: SINGLE ADS	Price	Number	Total
Ad in the newsletter: SMALL	€ 1,750.00		
Ad in the newsletter: PANORAMIC	€ 1,897.00		
Ad in the newsletter: COMBINED	€ 1,897.00		
1 Ad in event of the multi-app - please indicate event:	€ 1,025.00		
2 Ads in event of the multi-app - please indicate event:	€ 1,980.00		
5 Ads in event of the multi-app - please indicate event:	€ 4,580.00		
Banner on the ZP 365 website: 1 week	€ 750.00		
Banner on the ZP 365 website: 1 month	€ 2,790.00		
Media Ad on the ZP 365 website: 1 week	€ 1,690.00		
Media Ad on the ZP 365 website: 1 month	€ 5,070.00		
Big Size Ad on the ZP 365 website: 1 week	€ 1,590.00		
Big Size Ad on the ZP 365 website: 1 month	€ 4,770.00		
Big Size Ad Video on the ZP 365 website: 1 week	€ 1,690.00		
Big Size Ad Video on the ZP 365 website: 1 month	€ 5,070.00		
Advertorial Ad on the ZP 365 website: 1 week	€ 2,000.00		
Advertorial Ad on the ZP 365 website: 1 month	€ 4,000.00		
Featured Exhibitor on the ZP 365 website: 1 week	€ 590.00		
Featured Exhibitor on the ZP 365 website: 1 month	€ 1,770.00		
ZP RECOMMENDS on the ZP 365 website: 1 week	€ 995.00		

**3 for 2** Book 3 ads and only  
pay for 2 (cheapest ad for free -  
just available for single ads)

# BOOKING FORM

ZP 365

ONLINE ADVERTISEMENT: STARTER-PACKAGES	Price	Number	Total
START SMALL package: 1 week - Banner on the ZP 365 website: 1 week - Featured Exhibitor on the ZP 365 website: 1 week	€ 670.00		
START SMALL package: 1 month - Banner on the ZP 365 website: 1 month - Featured Exhibitor on the ZP 365 website: 1 month	€ 2,280.00		
GOOD START package: 1 week - Big Size Ad or Big Size Ad Video on the ZP 365 website: 1 week - Featured Exhibitor on the ZP 365 website: 1 week	€ 1,140.00		
GOOD START package: 1 month - Big Size Ad or Big Size Ad Video on the ZP 365 website: 1 month - Featured Exhibitor on the ZP 365 website: 1 month	€ 3,420.00		
HIGHLIGHT TOPIC package: 1 week - Banner on the ZP 365 website: 1 week - Big Size Ad Video on the ZP 365 website: 1 week - Advertorial Ad on the ZP 365 website: 1 week	€ 2,220.00		
HIGHLIGHT TOPIC package: 1 month - Banner on the ZP 365 website: 1 month - Big Size Ad Video on the ZP 365 website: 1 month - Advertorial Ad on the ZP 365 website: 1 month	€ 5,930.00		
My Web Session Plus	€ 5,990.00		
<b>TOTAL</b>			

Prices do not include statutory VAT. Advertising is allocated on a first-come, first-served basis.

Please select the appropriate Highlight Topic under which you would like to publish your advertisement (please select just one Highlight Topic):

Recruiting & Attraction  
Operations & Services  
Learning & Training  
Corporate Health  
Future of Work

**DISCOUNTS** if you spend the following amounts on digital advertising within one year:  
» from € 2,500 - 5 %  
» from € 5,000 - 10 %  
» from € 10,000 - 15 %  
» from € 20,000 - 20 %

We confirm that we comply with the general terms and conditions attached and any changes imposed by the organizer. With my signature, I confirm that I am authorized to represent the above-mentioned company and that I have received and read the terms and conditions.

Place / date

Signature

Company stamp

# GENERAL BOOKING CONDITIONS

ZUKUNFT  
PERSONAL®

## FOR ORDER PLACEMENT, PROCESSING, CALCULATION AND PAYMENT OF SPONSORING AND ADVERTISING SERVICES/ADVERTISING ORDERS (PRINT/ONLINE)

### 1 PARTIES

1.1 "The Customer" whose registered office is stated in the agreement and  
1.2 "Organiser": spring Messe Management GmbH (VAT nr.: 200408521) whose registered office is at Am Friedensplatz 3, D-68165 Mannheim, Germany ("the Organiser").

### RECITALS

A The Customer wishes to enrol in the Event (as defined below), which is being organised and promoted by the Organiser.

### 2. AGREEMENT

#### Definitions and Interpretation

1.1 In this Agreement including the Schedules (except where the context otherwise requires) the following words shall have the following meanings:

**Business Day:** any day which is not a Saturday, a Sunday or a bank or public holiday in Germany;

**Event:** as specified in the Digital Sales Order Form;

**Event Dates:** as specified in the Digital Sales Order Form;

**Materials:** all banners, advertisements, posters, publications programmes, brochures, press releases, and other promotional materials associated with the Event whether printed or digital and on the event website;

**Event Marks:** the marks, logos and any other symbols the Organiser shall use to identify the Event which are the intellectual property rights of either the Organiser which are used (in accordance with this Agreement) or by the customer for the purposes required under the terms of this Agreement;

**Fee:** the sums payable by the Customer to the Organiser as set out in the agreement. For the avoidance of doubt such sums shall be exclusive of Value Added Tax;

**Term:** This agreement starts upon acceptance of the Digital Sales Order Form by the Organiser and shall remain in force until the end of the Event.

### 3. CUSTOMER'S OBLIGATIONS

3.1 In consideration of the grant of Rights the customer hereby agrees:

3.1.1 to pay the Fee set out in the agreement; for the avoidance of doubt, the Fee is due within 14 days after invoicing.

### 4. ORGANISER'S OBLIGATIONS

In consideration of the timely and proper performance of customer's obligations herein Organiser hereby agrees:

4.1 To use its reasonable endeavours to procure that the Event is conducted in a first-class professional manner;

### 5. INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights in the Event Marks shall be the sole and exclusive property of the Organiser together with any goodwill and the Customer shall not acquire any rights in the Event Marks.

### 6. MUTUAL INDEMNITY

The customer and the Organiser mutually undertake to indemnify each other against all liabilities claims demands actions costs damages or loss arising out of any breach by either of them of any of the terms of this agreement PROVIDED THAT the same is the subject of an adverse judgment of a court of competent jurisdiction or settled with the others prior written consent (not to be unreasonably withheld or delayed).

### 7. CANCELLATION

7.1 The customer may cancel this agreement by Notice to the Organiser. In the event of cancellation by the Customer, the total amount payable as set out in the Digital Sales Order is immediately payable

7.2 The parties hereby agree that the above constitutes a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the customer

### 8. CONFIDENTIALITY

Each party undertakes that it will not at any time hereafter use, or communicate to any person, except to its professional representatives or advisers or as may be required by law or regulatory authority, any confidential information concerning the business or affairs of the other party which may come to its knowledge and each of the parties shall use its reasonable endeavours to prevent the publication or disclosure of any confidential information concerning such matters.

### 9. NOTICES

Without prejudice to the right to serve notices by any other means any notice served under this agreement shall be in writing. Any notice which has been sent by first class prepaid post shall be deemed to be received 48 hours thereafter (excluding Saturdays Sundays and public holidays). For the purposes of this agreement all notices shall be sent to the parties at the addresses given above unless such other address is notified to the other party in writing.

### 10. FORCE MAJEURE

Should the Event be cancelled, moved, curtailed or adversely affected by any cause not within the reasonable control of the Organiser including but not limited to war, fire, national emergency, labour dispute, strike, lockout, civil disturbance, Act of God, or non-availability of the platform on which the event is held or otherwise for any reason, including technical reason, the Organiser shall be under no obligation to refund the Fee and shall be under no liability to the Customer for any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses) costs

or expenses whatsoever which may be brought against or suffered or incurred by the customer as the result thereof.

### 11. CONTRAS

11.1 The Customer agrees that the Organiser can issue invoices on the customer's behalf for all goods and services made by them to the Organiser (The Self Bill Arrangement).

11.2 The Customer agrees The Self Bill Arrangement will be in force for a period of 15 months from the date of signature of this agreement.

11.3 The Customer will not issue VAT invoices for goods and services covered by The Self Bill Arrangement.

11.4 The Customer agrees to inform The Organiser if they cease to be registered for VAT, change their VAT registration number transfer their business as a going concern or if they change their name or registered office

11.5 The Organiser agrees to inform The Customer if the issue of self-billed invoices will be outsourced to a third party.

### 12. CANCELLATION

12.1 The Organiser may terminate this agreement or suspend its performance of all or any of its obligations immediately and without liability for compensation if the customer fails to comply with any of its obligations under this agreement.

12.2 The Organiser may at any time, at its sole discretion, cancel or postpone the Event. The Organiser will notify the Customer as soon as possible if the Event is cancelled or postponed. Except where such cancellation is due to a Force Majeure Event, if the Event is cancelled, the Organiser will repay to the Exhibitor (without interest) any Fees paid by the Customer to the Organiser and the booking will be cancelled. If the Event is postponed this Agreement will remain in force for the new dates

### 13. REPRESENTATIONS AND WARRANTIES

13.1 Each party warrants and undertakes to the other that:

13.1.1 it has full authority to enter into this agreement and is not bound by any agreement with any third party that adversely affects this agreement; and

13.1.2 it has and will maintain throughout the Term, all necessary powers, authority and consents to enter into and fully perform its obligations under this agreement.

13.2 The Customer represents and warrants that:

13.2.1 it owns or is solely entitled to use the Customer's Marks and any other material supplied to the Organiser in relation to this agreement and the Organiser shall be entitled to see evidence to this effect on request;

13.2.2 the Organiser's use of the Customer's Marks will not infringe the rights of any third party

### 14. ENTIRE AGREEMENT

This Agreement constitute the entire agreement between the parties and supersede and extinguishes all previous drafts, agreements, arrangements and understanding between them whether written or oral, relating to their subject matter.

### 15. LAW AND JURISDICTION

All contracts between the Organiser and the Customer relating to the event shall be governed by and construed in accordance with German law and the parties shall submit to the exclusive jurisdiction of the German Courts.

### 16. MISCELLANEOUS

16.1 Nothing contained in this agreement shall be deemed to create any relationship of partnership joint venture or agency between the parties hereto.

16.2 The Customer shall not assign sub-licence divest or otherwise seek to delegate any of its rights and obligations hereunder without the Organiser's prior written consent.

16.3 A waiver by either party of a breach of any term or condition of this agreement in any one instance shall be in writing and shall not be deemed as a continuing waiver or a waiver of any subsequent breach unless so provided for by the written notice.

16.4 Should any term of this agreement be considered void or voidable under any applicable law the said term shall be severed or amended in such manner as to render the remainder of this Agreement valid or enforceable unless the whole commercial object is thereby frustrated.

16.5 This agreement contains the entire agreement of the parties with respect to the subject matter of this agreement and supersedes all prior agreements and arrangements (whether written or oral) in relation to such subject matter between the parties. No amendments shall be made to this agreement unless made in writing and signed by a representative of both parties.

16.6 The Events are provided for reference purposes only are not intended, nor should they be used, as a substitute for professional advice or judgement or to provide legal advice with the respect to particular circumstances.

16.7 Whilst reasonable efforts are made to keep the Event up to date, the Customer should obtain independent verification or advice before relying upon any piece of information in circumstances where loss or damage may result.

Mannheim, June 2020  
spring Messe Management GmbH