Marketing & Presentation Opportunities, Sponsorships

SERVICE CATALOGUE & ORDER FORM

ZUKUNFT PERSONAL

Service Catalogue

Overview

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Marketing Opportunities PRINT

ZUKUNFT PERSONAI*

EXHIBITION CATALOGUE

The exhibition catalogue contains the alphabetical list of exhibitors, the product indices and the hall plans. It is available free of charge in the entrance area and in the exhibition halls.

Format: 120 x 210 mm Circulation: 16,000 copies

Advertising exhibition catalogue (1/1)

Exclusive advertising space, format 120 x 210 mm (plus 3 mm bleed), 4c; available on

- Inside front cover 1 | € 4,100.00
- Inside front cover 2 | € 3,500.00
- Inside front cover 3 | € 3,500.00
- Inside front cover 4 | € 3,500.00
- Outside back cover | € 4,600.00
- Inside page | € 3,200.00

Advertising exhibition catalogue (1/2)

Exclusive advertising space, format 120 x 105 mm (plus 3 mm bleed), 4c; available on

Inside page | € 2,100.00

Company description in the exhibition catalogue

Additional text below your company entry in the exhibitor list of the catalogue; availabe as

- 300 characters incl. spaces | € 245.00
- 600 characters incl. spaces | € 365.00
- 900 characters incl. spaces | € 485.00

Bookmark | € 3,680.00

Exclusive advertising space in the form of a bookmark that is placed in the exhibition catalogue. 4c, printed on both sides; format in consultation with the organiser

Product index entry | € 105.00

Entry in the product and service list on the event page of the ZP 365 website, in the exhibition app and in the exhibition catalogue









Advertising Exhibition Catalogue









Bookmark

1 Marketing Opportunities PRINT



OTHER PRINT MEDIA

EXHIBITION MAP

This printed guide serves as an orientation plan at the exhibition and contains the hall plans, the exhibitor list and the programme highlights. It is available free of charge in the entrance area and in the exhibition halls.

Format: DIN A5 (210 x 148 mm) Circulation: 16,000 copies

Advertisement in exhibition map: back cover | € 4,485.00

Exclusive advertising space on the back cover of the exhibition map.

Format: 210 x 148 mm, 4c



Advertisement Exhibition Map: back cover





VOUCHER BOOKLET

Softcover booklet with individual exhibitor vouchers to promote a show offer and attract visitors to the stand. Available free of charge in the entrance area and in the exhibition hall

Format: DIN long (210 x 105 mm)

Advertisement in the Voucher Booklet | € 785.00

Advertising space in the Voucher Booklet: format 210 x 105 mm (plus 3 mm bleed) incl. perforated tear-off area, 4c



Advertisement Voucher Booklet





ZP MULTI-APP

The ZP Multi-App is the platform used by visitors and exhibitors to network. It is also a mobile guide on the topic of HR. It contains all Zukunft Personal events including highlights and a programme overview.

App-Downloads: 13,100+ Sessions: 265,400 Profils: 8,900

Multi-App advertisement | starting at € 1,025.00

Ad space as sponsored post in the ZPE event of the ZP Multi-App incl. publication in the activity stream with five push-ups per day; selectable individually and as a package (2 ads or 5 ads) in the following varieties:

- Banner: format 580 x 256 px, 72 dpi incl. short description up to 140 characters (incl. spaces), button label up to 30 characters (hyperlink) and URL
- Image gallery:
 up to 3 images, format 476 x 476 px, 72 dpi incl. short
 description up to 140 characters (incl. spaces), button
 label up to 30 characters (hyperlink) and URL
- Promoted Session:
 Promotion of a content session, format 580 x 256 px,
 72 dpi incl. short description up to 140 characters (incl. spaces)







ZP Multi-App advertisement





NEWSLETTER

The weekly newsletter is sent to around 36,000 subscribers and contains information on ZP events and all highlight topics: Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health and Future of Work.

Newsletter advertisement | starting at € 1,750.00

Ad space incl. link in the weekly newsletter; max. 3 ads per newsletter can be placed on a first come first served basis. The following sizes are available:

- SMALL: 300 x 200 px PANORAMA: 600 x 200 px
- COMBI: 300 x 200 px, up to 50 characters headline and 200 characters text (incl. spaces)



Newsletter advertisement



WEBSITE ZP 365

The website ZP 365 is the Zukunft Personal content & community platform with news, faces, insights, highlights and topics around the digital and analog world of work!

Page Impressions per month: 90,000+

Banner | starting at € 750.00

Exclusive placement of an ad (format 530 x 316 px, 72 dpi incl. hyperlink) on the ZP 365 website; available as image ad or image-text ad (max. 215 characters incl. spaces and headline) on the homepage and selected subpages

Media Ad | starting at € 1,690.00

Exclusive placement of an ad (format 405 x 405 px, 72 dpi) on the ZP 365 website; available as image ad with play icon and video in pop-up: format 16:9 (HD or Full HD), max. 45 seconds, on the homepage and on selected subpages; additional posting of the video on the ZP YouTube channel and/or Vimeo

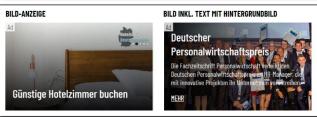
Big Size Ad | starting at € 1,590.00

Exclusive placement of a large ad (format 1,650 x 316 px, 72 dpi incl. hyperlink) on the ZP 365 website; available as picture-text ad (max. 480 characters incl. spaces and headline) on the homepage and selected subpages

Big Size Ad Video | starting at € 1,690.00

Exclusive placement of a large ad (format 1,650 x 316 px, 72 dpi incl. hyperlink) on the ZP 365 website; available as image-text ad (max. 480 characters incl. spaces and headline) with video in pop-up: Format 16:9 (HD or Full HD), max. 59 seconds, on the homepage and selected subpages; additional posting of the video on the ZP YouTube channel and/or Vimeo





Banner



Media Ad





WEBSITE ZP 365

Advertorial Ad | starting at € 2,000.00

Exclusive placement of an ad with editorial text for the duration of one week on the homepage of the ZP 365 website or in the news section of the subpages; available in 3 varieties:

- 1. Teaser: Image format 390 x 200 px, 72 dpi, max. 70 characters headline incl. spaces and max. 190 characters text incl. spaces.
- 2. Author box: Image format 150 x 150 px, 72, max. 400 characters text incl. spaces and link.
- 3. Editorial article: Image format 1,090 x 450 px, 72 dpi, max. 6,000 characters of text incl. spaces.

Featured Exhibitor | starting at € 590.00

Exclusive placement and listing of the exhibitor logo as Featured Exhibitor for the duration of one week on the dedicated event page of the ZP 365 website: format 250 x 143 px, 72 dpi; placement in alphabetical order with limitation of max. 18 exhibitors.

ZP RECCOMMENDS | € 995.00

The ZP editorial team recommends expert videos on the virtual Best Practice and Solution Stage incl. e-mail capture. Embedded on the ZP 365 website, in the weekly ZP 365 newsletter, and the ZP social media channels (including logo placement on the post); Anyone interested can watch the expert video after leaving their e-mail address. The data will be made available to you subsequently.

ZP RECCOMMENDS is available weekly.



Advertorial Ad



Featured Exhibitor



ZP RECOMMENDS

ZUKUNFT PERSONAL

ADVERTISING MATERIAL

Exhibition bags | € 21,500.00

The exhibition bags will be offered to each visitor free of charge upon arrival of the event. The exclusive design of the bags in terms of size and look will be agreed with the organiser; production and delivery are the responsibility of the exhibitor. Delivery to the fair ground by Friday before the exhibition. Remaining stocks can be collected at the information desk by the end of the exhibition.

Quantity of exhibition bags: 10,000 Dimensions preferably: 42 x 38 cm (standard size canvas bag fits A4 documents etc.) plus approx. 40 - 70 cm handle; without bottom

Booking is not possible two consecutive years; price excl. production.

Lanyards | € 18,650.00

The lanyards serve as a name tag at the exhibition and will be offered to each visitor free of charge upon arrival. The individual design of the visitor lanyards will be made in consultation with the organiser. The badge covers for the visitor tickets are provided by the organiser. Production, attachment of the badge covers and, if applicable, a voucher or flyer to the lanyards are the responsibility of the exhibitor or the production facility. Delivery to the fair ground by Friday before the exhibition. Remaining stocks can be collected at the information desk by the end of the exhibition.

Quantity lanyards: 15,000 Booking is not possible two consecutive years; price excl. production.

Logo placement on hall plan | € 6,900.00

Placement of the company logo on hall plans in the following media: exhibition catalogue, exhibition map, ZP Multi app and on the hall plan displays on site.

Logo placement on the Wall of Startups | € 175.00

Placement of the company logo on the Startup Wall on site; only available for exhibitors of the startup area







Exhibition bag





Lanyards





Logo placement on hall plan: e.g. in the exhibition map and on the hall plan on site







ADVERTISING MATERIAL

Promotion exhibition hall: Promotion licence | € 1,950.00

A promotion licence per person is required for the distribution of free advertising material (e.g. flyers) in the aisles of the booked exhibition hall. Please note: The distribution of advertising material is prohibited in and around the entrance area, the stairways and stages as well as catering areas. Only the distribution of the company's own print material or registered sub-exhibitors is permitted. The distribution of other advertising material (not print) requires consultation with the organiser and a written approval. Please send your request to: operations@messe.org. Violations will be punished with a penalty fee of € 2,500.00.

The distribution of bags and / or lanyards is prohibited.

10 licences are available per hall, max. 1 per exhibitor.

Promotion on the exhibition balcony south entrance | € 7,450.00

This service can only be booked by one company and entitles the exhibitor to distribute free goodies on the exhibition balcony in front of the South Entrance. The hostesses will be provided by the customer. The permit only allows the distribution of company-owned print material. The distribution of further advertising material (no print) requires the consultation of the organiser and a written approval. Please send your request to: operations@messe.org





Promotion exhibition hall: Promotion licence





ADVERTISEMENT South Entrance

Window graphics South Entrance | € 45,350.00

Individually designed advertising space on the window front inside the South Entrance. 42 window panes of 2.94 x 1.14 m each with a total area of 140.76 m²; price includes production and installation.

Mega banner South Entrance | € 34,320.00

Individually designed mega banner located above the cash desk, format 30 x 7.0 m, visible to all arriving visitors; material: PVC Frontlit, B1; price incl. production and installation.

Banner after turnstiles | € 7,650.00

Individually designed banner located after the turnstiles of the South Entrance, format 7,5 x 4,0 m, material: PVC Frontlit, B1; max. 3 banners can be booked with allocation on a "first comefirst served" basis.

LED screen passage South Entrance | € 2,742.34

Individually designed advertising on the digital display 4.8 x 2.7 m in the transition between the entrance area and the Piazza (running direction from the entrance area to the exhibition halls). Format 16:9, 1,920 x 1,090 px; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.



Window graphics south entrance



Mega banner south entrance



Banner after turnstiles



LED Screen passage South Entrance

ZUKUNFT PERSONAI*

3 Marketing Opportunities ON SITE

ADVERTISEMENT BOULEVARD

LED screen Piazza - Boulevard | € 4,113.50

Individually designed advertising on the digital display 7.2 x 2.7 m, between Piazza and Boulevard (walking direction entrance area to exhibition halls) format 16:9, 1,080 x 2,880 px, run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

LED screen Boulevard - Piazza | € 4,113.50

Individually designed advertising on the digital display 7.2 x 2.7 m, between boulevard and piazza (walking direction exhibition halls to entrance area), format 24:9: 1.080 x 2.880, run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

Advertising banner Boulevard

Individually designed advertising banners along the Boulevard leading to the exhibition halls; price includes production and installation.

- Position A: 7.0 x 5.0 m | € 9,740.00
- Position B: 17.5 x 5.0 m | € 19,350.00
- Position C: 5.0 x 3.5 m | € 3,870.00
- Position D: 20.0 x 5.0 m | € 21,115.00
- Position 5: 17.0 x 3.5 m | € 11,150.00

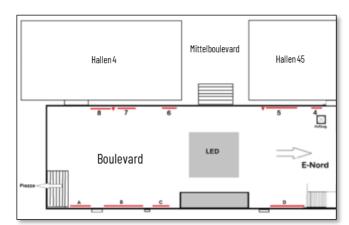
LED cube Boulevard south | € 4,113.50

Individually designed advertising on the LED cube, 7.2 x 2.7 m, between the Boulevard and the Middle Boulevard (area between halls 4 and 5); format 24:9, 1,080 x 2,880 px, on the south side of the cube facing the exhibition halls; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

LED cube Boulevard west | € 4,113.50

Individually designed advertising on the LED cube, 7.2 x 2.7 m, between the Boulevard and the Middle Boulevard (area between halls 4 and 5); format 24:9, 1,080 x 2,880 px, on the west side of the cube, walking direction from Piazza towards halls; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.











Advertising banner Boulevard





LED cube Boulevard





ADVERTISING EXHIBITION HALLS

Banner railing above stairs | € 3,105.00

Individually designed banner located above the stairs between the halls, format 2.5 x 1 m, total of 2.5 m²; material: PVC Frontlit, B1. Placement in consultation with the organiser.

Banner side surface | € 3,950.00

Individually designed banner located on the wall next to the stairs between the halls, format 6.0 x 2.0 m, total of 12 m²; material: PVC Frontlit, B1. Placement in consultation with the organiser.

Advertising space sanitary area: men's bathrooms | € 1,950.00

Individually designed advertising space in the men's bathrooms in the exhibition halls; booking per sanitary area, available in hall 4.1, 4.2, 5.2 East, 5.2 West; format 28 x 40 cm; material: photo paper in frame.

Multimedia wall | € 6,850.00

Individually designed multimedia wall incl. stand construction, stand rental as well as technical equipment: 2 iPads, 1 monitor 42 inch format for an individual video message; dimensions of the multimedia wall: 5.0 x 2.5 m with a total area of 10 m². Placement in consultation with the organiser.

Floor graphics | € 4,350.00

Advertising space on the aisle of the exhibition hall: Package incl. 10 floorgraphics, format 1.0 x 0.5; placement in the exhibition hall in consultation with the organiser. (Other Shapes on request; minimum purchase for individual shape 25 pieces).

Screensaver main stages | € 2,850.00

Individually designed screensaver ad on all main stages: format 16:9 and 4:3, depending on the stage; fade in for 5 seconds during breaks in between sessions; max. 20 ad spaces possible.



Banner railing above stairs



Banner side surface



Advertising space sanitary area: men's bathrooms



Multimedia wall



Floor graphics







AVERTISING SPACES

Branding waste bins: entrance area and exhibition halls

Individually designed ad placed on the waste bins in the entrance area and in the exhibition halls; format $0.5 \times 0.75 \text{ m}$ per ad; material: SK foil; available in exhibition hall 4.1, 4.2, 5.2 and entrance area.

- Entrance area: 8 waste bins | € 2,000.00
- Exhibition halls: 10 waste bins | € 2,500.00

Branding napkins | € 4,850.00

Placement of company logo on the napkins available at all catering areas and snack points in the halls. Quantity: 24,000



Branding waste bins



Branding napkins



4 Presentation Opportunities



ON SITE & DIGITAL

30-minute presentation slot | € 875.00

30-minute presentation slot on one of the main stages, depending on your topic. The allocation and placement of the presentation slot is based on the Call for Paper procedure. To participate you must book a presentation slot and submit your topic. After approval by the expert jury, the presentation will be officially included in the programme; in case of non-admission, the booking will be cancelled.

All information on the Call for Paper can be found at the following link: www.zukunft-personal.com/exhibitorinfo-zpe.

My Web Session Plus | € 5,990.00

Present your know-how and start a dialogue with your customers. The individual web session offers you the opportunity to present your expertise in depth.

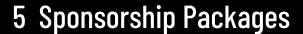
- 60-minute web session including Q&A
- Up to 3 quick polls during the web session
- Hosting of the Adobe Connect web session platform by the Zukunft Personal Team
- Mailing of an invitation to the ZP-Series visitor database for the selected Highlight Topic with naming of the partner
- Promotion of web session in weekly newsletter and via social media channels of Zukunft Personal
- Logo on layout before the start of the web session
- Logo on layout of the web session interface
- Embedding of partner questions in the feedback form
- List of participants
- Recording and embedding of the web session on www.zukunft-personal.com for 3 months
- 1 Advertorial ad on the ZP 365 website incl. link, if requested, registration and the web session afterwards
- Banner for one week on the ZP 365 website: one week before web session





Layout web session





PRODUCT & PROGRAMME SPONSORSHIPS

WLAN Sponsorship | exclusiv | € 13,500.00

- Individual WLAN password
- Logo placement in all print media in connection with the WLAN:
- exhibition catalogue, exhibition map Logo placement in all online media in connection with the WLAN: newsletter, website ZP 365, event app
- Logo placement on the sponsor's wall on site
- Logo placement on the advertising material for WLAN on site

Registration Sponsorship | exclusiv | € 19,450.00

- Logo placement on badges of visitors, press representatives, speakers, VIPs and bloggers as well as on exhibitor passes
- Advertising space on the registration terminals in the entrance area

Ouick Check-In Sponsorship | € 9,085.00

- Branded check-in-desk for your customers directly at the entrance incl. carpet
- 1,000 day tickets to the event
- Logo placement on the sponsor's wall on site

Shuttle Bus Sponsorship | exclusiv | € 3,550.00

- Advertising space on shuttle bus stations; format 0.9 x 3.0 m
- Advertising space in 2 buses; 6 A3 posters framed per bus
- Logo placement on the sponsor's wall on site

Event-App Sponsorship | exclusiv | € 16,500.00

- Logo placement in all print media in connection with the event app: exhibition catalogue, exhibition map
- Logo placement in all online media in connection with the event app: newsletter, website ZP 365, event app
- Logo placement on the sponsor's wall on site
- Logo placement on the advertising material for the WLAN on site
- Branded app header "powered by" with company logo
- Specific menu item "App Sponsor"
- Push messages
- Sponsored posts
- Option to upload documents
- Link on the interactive hall plan in the event

Keynote Sponsorship | € 11,950.00

Sponsoring of a keynote session: available one time per Highlight Topic and may only be booked one time per exhibitor.

- 45-minute presentation on the Keynote Stage: speaker provided by the sponsor (in agreement with the organiser).
- Logo placement and naming of sponsor with the addition "powered by" in all print and digital media: exhibition catalogue, exhibition map, ZP 365 website, newsletter, social media banner
- Presence of the keynote speaker at a Meet&Greet organised by the sponsor (in agreement with the organiser)





ZP Multi-App incl. all events





PREMIUM SPONSORSHIPS

Premium Sponsorships for the exhibition contain basic services plus freely selectable advertising services (A, B and C services - marked in the order form). The selection of additional services and the booking are made in consultation with your sales manager.

GOLD Sponsorship

Base price: € 10,000.00

+ price 1A-Service

+ price 3 B-Services

SILVER Sponsorship

Base price: € 6,500.00 + price 3 B-Services + price 3 C-Services

+ price 3 C-Services = Total: Base price + costs of choosen services

BRONZE Sponsorship

Base price: € 4,000.00 + price 2 B-Services + price 2 C-Services

GOLD Sponsorship | starting at € 10,000.00

Premium Sponsorship of #ZPEurope21 incl. base service plus 1 A-Service, 3 B-Services and 3 C-Services:

- Logo on front page of the high-circulation print and online media
- 1,000 day tickets to the exhibition
- Logo on all hall plans
- Logo on the sponsor's wall on site
- Logo on all display presentations
- Screensaver main stages: across all topics
- Promotion on all social media channels
- Company information in the exhibition catalogue (600 characters incl. spaces)
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"

SILVER Sponsorship | starting at € 6,500.00

Premium Sponsorship of #ZPEurope21 incl. base service plus 3 B-Services and 3 C-Services:

- Logo on front page of the high-circulation print and online media
- 750 day tickets to the exhibition
- Logo on all hall plans
- Logo on the sponsors wall on site
- Logo on all display presentations
- Screensaver main stages
- Promotion on all social media channels
- Company information in the exhibition catalogue (600 characters incl. spaces)
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"

BRONZE Sponsorship | starting at € 4,000.00

Premium Sponsorship of #ZPEurope21 incl. base service plus 2 B-Services und 2 C-Services:

- Logo on front page of the high-circulation print and online media
- 500 day ticket's to the exhibition
- Logo on all hall plans
- Logo on the sponsors wall on site
- Logo on all display presentations
- Screensaver main stages
- Promotion on all social media channels
- Company information in the exhibition catalogue (600 characters incl. spaces)
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"



SERIES SPONSORSHIPS

The SERIES SPONSORSHIP includes a premium sponsorship for all Zukunft Personal exhibitions and the Corporate Health Convention. It consists of series-wide and event-related services (basic services) as well as an additional service package that can be selected. The choice of individual services as well as the booking is made in consultation with your sales manager. All advertising services and sponsorships offered in this document can be selected depending on availability.

GOLD Series Sponsorship | starting at € 55,000.00

Series Sponsorships starting at € 55,000.00 incl. the following basic services (series-wide and event-related services) worth € 25,000.00 plus individual service package worth at least € 30,000.00:

Series-wide services:

- Logo on cover of all available print and online media: exhibition catalogue, exhibition map, voucher booklet, ZP 365 website, newsletter, social media postings
- Logo under "Sponsors & Partners" on the ZP 365 website as well as under "Sponsors" on all event-pages on the ZP Multi-App.
- Logo on all full-page advertisements (if the publisher has no objections)
- Monthly promotion via social media postings

Event related services - service per exhibition:

- unlimited day tickets to the exhibition
- GOOD START Package on the ZP 365 website for 1 week
- Logo on all hall plans
- Logo on sponsor's wall on site
- Logo on sponsorship-screensaver on all main stages
- Logo on display presentations
- Screensaver main stages
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"
- Additional logo placement on the homepage
- Promotion in the exhibition hall: 2 Promotion licence per event

SILVER Series Sponsorship | starting at € 37,500.00

Series Sponsorships starting at € 37,500.00 incl. the following basic services (series-wide and event-related services) worth € 17,500.00 plus individual service package worth at least € 20,000.00:

Series-wide services:

- Logo on cover of all available print and online media: exhibition catalogue, exhibition map, voucher booklet, ZP 365 website, newsletter, social media postings
- Logo under "Sponsors & Partners" on the ZP 365 website as well as under "Sponsors" on all event-pages on the ZP Multi-App
- Social media postings every other month

Event related services - service per exhibition:

- 750 day tickets to the exhibition
- START SMALL Package on the ZP 365 website for 1 week
- Logo on all hall plans
- Logo on sponsor's wall on site
- Logo on sponsorship-screensaver on all main stages
- Logo on display presentations
- Screensaver main stages: across all topics
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"
- Additional logo placement on the homepage
- Promotion in the exhibition hall: 1 Promotion licence per event



SERIES SPONSORING

BRONZE Series Sponsorship | starting at € 24,000.00

Series Sponsorships starting at € 24,000.00 incl. the following basic services (series-wide and event-related services) worth € 12,000.00 plus individual service package worth at least € 12,000.00:

Series-wide services:

- Logo on cover of all available print and online media: exhibition catalogue, exhibition map, voucher booklet, ZP 365 website, newsletter, social media postings
- Logo under "Sponsors & Partners" on the ZP 365 website as well as under "Sponsors" on all event-pages on the ZP Multi-App
- Social media postings every third month

Event related services - service per exhibition:

- 500 day tickets to the exhibition START SMALL package on the ZP 365 website for 1 week
- Logo on all hall plans
- Logo on sponsor's wall on site
- Logo on sponsorship-screensaver on all main stages Logo on display presentations
- Company information (600 characters incl. spaces) and logo on the ZP 365 website and in the app event under "Sponsors"
- Additional logo placement on the homepage
- 3 Product index entries



HIGHLIGHT TOPIC SPONSORSHIPS

The highlight topic sponsorships consist of series-wide and event-related services as well as topic related services per event. The following services are included:

Series-wide services:

- Logo on all topic-related print media for the exhibition
 Logo on the exhibition related event page on the ZP 365 website
- Social media postings on the topic every other month

Event related services - services per exhibition:

- 100 day tickets to the exhibition
- Logo on all hall plans
- Logo on sponsor's wall on site
- Logo on all topic related display presentations
- Logo on sponsorship-screensaver on all main stages
- Company information (600 characters icl. Spaces) and logo on the ZP 365 website and in the app event under "Sponsors",
- Additional logo placement on the homepage
- 30 minute presentation on one of the main stages
- 4 product index entries

The following topic-related services are additionally included at #ZPEurope21, for each highlight topic:



Topic-related services Recruiting & Attraction:

- Branding Recruiting & Attraction stages
- Attendance as a judge of a recruiting award ceremony e.g. " Active Sourcing Award"



Topic-related services Operations & Services:

- Branding Operations & Services stages
- Branding digital signpost for visitor guidance



Topic-related services Learning & Training:

- Branding Learning & Training stages
- HIGHLIGHT TOPIC package on ZP 365 website for 1 month



Topic-related services Corporate Health:

- Branding Corporate Health stage
- Stay-Healthy-Sponsorship



Topic-related services Future of Work:

- Branding main stage
- Participation in a Future of Work panel discussion



HIGHLIGHT TOPIC SERIES-BUNDLE SPONSORSHIP

Each Highlight Topic Sponsorship can also be booked as a Series Bundle Sponsorship. These include the Highlight Topic Sponsorships of all ZP events that feature this Highlight Topic (cf. basic services and topic-related services per Highlight Topic Sponsorship) as well as additional bundle services:

Additional bundle services per event:

- Logo on cover of all available print and online media
- Logo on all topic-related ads
- Monthly topic-related promotion via social media
- Unlimited day tickets to the exhibition
- Logo on sponsorship-screensaver on all main stages
- Promotion in the exhibition hall: 1 Promotion licence
- 1 Workshop of 45 minutes: on site or as Web Session (depending on availability)
- 2 product index entries

The following topic-related services are included per Highlight Topic at the #ZPSued or #CHC and #ZPNord exhibitions in addition to the services of #ZPEurope21 (previous page):



Highlight Topic Recruiting & Attraction

- Services for #ZPSued21:
- Branding Recruiting & Attraction Stage
- Sponsorship of a Recruiting-Keynote



Highlight Topic Operations & Services

- Services for #ZPSued21:
- Branding Operations & Services Stage
- Sponsorship charging station



Highlight Topic Learning & Training

- Services for #ZPSued21:
- Branding Learning & Training Stage
- HIGHLIGHT TOPIC Package on the ZP 365 website for 1 month



Highlight Topic Corporate Health

- Services for #CHC21:
- Branding Corporate Health Stage
- Stay-Healthy-Sponsorship

Highlight Topic Recruiting & Attraction

- Services for #ZPNord21:
- Branding of one main stage
- Sponsorship of a Recruiting-Keynote

Highlight Topic Operations & Services - Services for #ZPNord21:

- Branding of one main stage
- Sponsorship charging station

Highlight Topic Learning & Training

- Services for #ZPNord21:
- Branding of one main stage
- HIGHLIGHT TOPIC Package on the ZP 365 website for 1 month

Highlight Topic Corporate Health

- Services for #ZPNord21:
- Branding of one main stage
- Stay-Healthy-Sponsorship

ORDER FORM



Zukunft Personal Europe 2021

Company details

	Invoice adress (if different)
Company name:	
TAX reg. / VAT-nr.:	
Road / P.O. Box:	
Postcode / City:	
Country:	
Phone:	
Fax:	
E-mail:	
Website:	
Contact:	

Marketing Opportunities PRINT		Price	Unit	Amount
Advertising exhibition catalogue (1/1): Inside front cover 1	А	€ 4,100.00		
Advertising exhibition catalogue (1/1): Inside front cover 2	В	€ 3,500.00		
Advertising exhibition catalogue (1/1): Inside front cover 3	В	€ 3,500.00		
Advertising exhibition catalogue (1/1): Inside front cover 4	В	€ 3,500.00		
Advertising exhibition catalogue (1/1): Outside back cover	Α	€ 4,600.00		
Advertising exhibition catalogue (1/1): Inside page	В	€ 3,200.00		
Advertising exhibition catalogue (1/2): Inside page	В	€ 2,100.00		
Bookmark	В	€ 3,680.00		
Company description in the exhibition catalogue: 300 characters incl. spaces	С	€ 245.00		
Company description in the exhibition catalogue: 600 characters incl. spaces	С	€ 365.00		
Company description in the exhibition catalogue: 900 characters incl. spaces	С	€ 485.00		
Advertisement in exhibition map: back cover	Α	€ 4,485.00		
Product index entry	С	€ 105.00		
Advertisement in the Voucher Booklet	С	€ 785.00		
Marketing Opportunities and packages ONLINE				
Newsletter advertisement: SMALL	В	€ 1,750.00		
Newsletter advertisement: PANORAMA	В	€ 1,897.00		
Newsletter advertisement: COMBI	В	€ 1,897.00		
1 ad in the Multi-App	В	€ 1,025.00		
2 ads in the Multi-App	В	€ 1,980.00		
5 ads in the Multi-App	Α	€ 4,580.00		
Banner on the ZP 365 website: 1 week	С	€ 750.00		
Banner on the ZP 365 website: 1 month	В	€ 2,790.00		
Media Ad on the ZP 365 website: 1 week	В	€ 1,690.00		
Media Ad on the ZP 365 website: 1 month	А	€ 5,070.00		

ORDER FORM

ZUKUNFT PERSONAL

Zukunft Personal Europe 2021

Big Size Ad on the ZP 365 website: 1 week	В	€ 1,590.00		
Big Size Ad on the ZP 365 website: 1 month	А	€ 4,770.00		
Big Size Ad Video on the ZP 365 website: 1 week	В	€ 1,690.00		
Big Size Ad Video on the ZP 365 website: 1 month	А	€ 5,070.00		
Advertorial Ad on the ZP 365 website: 1 week	В	€ 2,000.00		
Advertorial Ad on the ZP 365 website: 1 month	А	€ 4,000.00		
Featured Exhibitor on the ZP 365 website: 1 week	С	€ 590.00		
Featured Exhibitor on the ZP 365 website: 1 month	В	€ 1,770.00		
ZP RECOMMENDS on the ZP 365 website: 1 week	С	€ 995.00		
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		
Marketing Opportunities ON SITE		Price	Unit	Amount
Exhibition bags	А	€ 21,500.00		
Lanyards	A	€ 18,650.00		
Logo placement on hall plan	A	€ 6,900.00		
Logo placement on the Wall of Startups	С	€ 175.00		

Marketing upportunities un SITE		Price	Unit	Amount
Exhibition bags	А	€ 21,500.00		
Lanyards	А	€ 18,650.00		
Logo placement on hall plan	А	€ 6,900.00		
Logo placement on the Wall of Startups	С	€ 175.00		
Promotion exhibition hall: Promotion licence	В	€ 1,950.00		
Promotion on the exhibition balcony south entrance	А	€ 7,450.00		
Window graphics South Entrance	А	€ 45,350.00		
Mega banner South Entrance	А	€ 34,320.00		
Banner after turnstiles	А	€ 7,650.00		
LED screen passage South Entrance	В	€ 2,742.34		
LED screen Piazza - Boulevard	А	€ 4,113.50		
LED screen Boulevard - Piazza	А	€ 4,113.50		
Advertising banner Boulevard: Position A	Α	€ 9,740.00		
Advertising banner Boulevard: Position B	А	€ 19,350.00		
Advertising banner Boulevard: Position C	В	€ 3,870.00		
Advertising banner Boulevard: Position D	А	€ 21,115.00		
Advertising banner Boulevard: Position 5	А	€ 11,150.00		

ORDER FORM



Zukunft Personal Europe 2021

LED cube Boulevard south A	€ 4,113.50		
LED cube Boulevard west A	€ 4,113.50		
Banner railing above stairs B	€ 3,105.00		
Banner side surface B	€ 3,950.00		
Advertising space sanitary area: men's bathrooms	€ 1,950.00		
Multimedia Wall A	€ 6,850.00		
Floorgraphics (package of 10)	€ 4,350.00		
Screensaver main stages B	€ 2,850.00		
Branding waste bins: exhibition hall B	€ 2,500.00		
Branding waste bins: entrance area B	€ 2,000.00		
Branding napkins A	€ 4,850.00		
QUICK & EASY Package incl 1 company description in the exhibition catalogue: 600 characters incl. spaces - 1 product index entry - Screensaver main stages	€ 2,450.00		
Presentation Opportunities	Price	Unit	Amount
30-minute presentation slot (Call for Paper)	€ 875.00		
My Web Session Plus	€ 5,990.00		
Sponsorshop Packages	Price	Unit	Amount
Sponsorshop Packages WLAN Sponsorship exclusive	Price € 13,500.00	Unit	Amount
		Unit	Amount
WLAN Sponsorship exclusive	€ 13,500.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive	€ 13,500.00 € 19,450.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive	€ 13,500.00 € 19,450.00 € 16,500.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services Highlight Topic Sponsorship Learning & Training	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00 € 13,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services Highlight Topic Sponsorship Learning & Training Highlight Topic Sponsorship Corporate Health	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00 € 13,000.00 € 13,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services Highlight Topic Sponsorship Learning & Training Highlight Topic Sponsorship Corporate Health Highlight Topic Sponsorship Future of Work	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00 € 13,000.00 € 13,000.00 € 13,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services Highlight Topic Sponsorship Learning & Training Highlight Topic Sponsorship Corporate Health Highlight Topic Sponsorship Future of Work Highlight Topic Series-Bundle Sponsorship Recruiting & Attraction	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 13,000.00 € 13,000.00 € 13,000.00 € 13,000.00 € 30,000.00	Unit	Amount
WLAN Sponsorship exclusive Ticket Sponsorship exclusive Event-App Sponsorship exclusive Quick Check-In Sponsorship Shuttle Bus Sponsorship Keynote Sponsorship Highlight Topic Sponsorship Recruiting & Attraction Highlight Topic Sponsorship Operations & Services Highlight Topic Sponsorship Corporate Health Highlight Topic Sponsorship Future of Work Highlight Topic Series-Bundle Sponsorship Operations & Services Highlight Topic Series-Bundle Sponsorship Operations & Services	€ 13,500.00 € 19,450.00 € 16,500.00 € 9,085.00 € 3,550.00 € 11,950.00 € 13,000.00 € 13,000.00 € 13,000.00 € 30,000.00 € 30,000.00	Unit	Amount

We confirm that we comply with the general terms and conditions listed overleaf 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. We confirm that 100% of the above-mentioned total will be paid within 14 days of receipt of the invoice.

Place / date	signature	company stamp	

Digital Sales Regulations



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 organized 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

- 5.1 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

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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)
- 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.
- 6.5 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 advise or judgement or to provide legal advice with the respect to particular circumstances
- 6.7 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