



reconnect

EVENT AND
REGISTRATION FORM

#ZPreconnect

14-16
SEPTEMBER
2021
KÖLN

9-23
SEPTEMBER
VIRTUAL

**NOW
HYBRID**

www.zukunft-personal.com



ZP Reconnect 2021: The largest hybrid event and showcase for the entire world of work - HR 360° experience!

As one of the first hybrid event concepts, ZP Reconnect will offer companies and players in the HR industry the opportunity to present themselves to the professional world in different formats both live at Koelnmesse from September 14 to 16 and digitally from September 09 to 23, 2021 - i.e. over 15 days. For the first time in a year and a half, the hybrid concept will enable a real exchange between providers, experts and users in the industry under the umbrella of ZUKUNFT PERSONAL.

ZP Reconnect is the missing piece of the puzzle in the extensive ZUKUNFT PERSONAL universe with its live events in Hamburg, Stuttgart, Cologne and the regular web sessions as well as #ZPDX and #ZPEV - the digital success stories from 2020 and April 2021.

In September 2021, Zukunft Personal will stage the world of work as an innovative and interactive event experience and add another dimension. As a highlight, ZP Reconnect will offer live encounters in Cologne as the first live event around human resources - from September 14 to 16. The live experience will be accompanied before, during and after the event by digital content highlights that will allow you to dive deeper into the content - regardless of time or location.

PROGRAMME

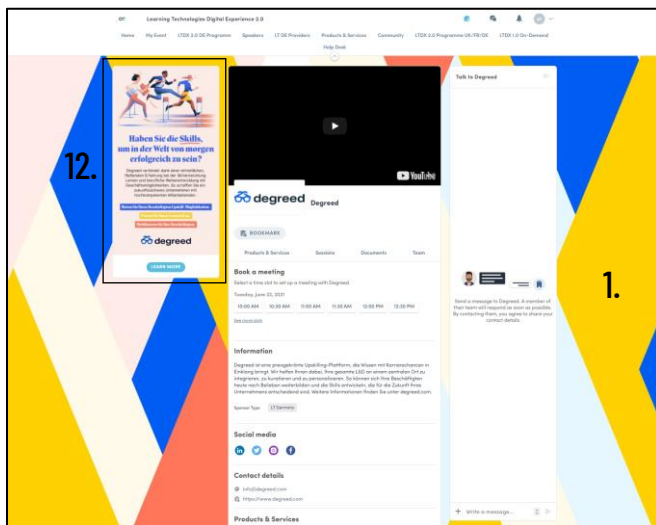
The #ZPreconnect programme includes both digital and live contributions from experts, providers and shapers in the HR scene. Sessions will take place both digitally, hybrid (on-site including live streaming to the digital event platform) and on-site only. Below, a brief overview of the different formats provides an insight into the programme structure:

- Keynote Sessions form the high-profile content highlights at the live event on-site in Cologne. Selected keynote sessions will also be presented and recorded digitally via live stream.
- Presentations (30 minutes, on-site) as part of the Call for Speaker process will once again fill the stages at Koelnmesse. The presentations will be selected after an in-depth jury review and will find their place in the live on-site programme from September 14-16, 2021.
- Pre-recorded Sessions as part of the Call for Speakers process:
pre-recorded sessions are 30-minute presentations on a selected technical topic that will be pre-recorded, embedded as part of the digital programme, and broadcasted during the event on September 14-16, 2021. These pre-recorded sessions will be broadcasted digitally only and can be digitally attended by the speaker/vendor via chat. The recorded sessions will still be available on the event platform during the digital event days of September 22-23, 2021. In addition, they will be published on the ZP 365 website for a period of 3 months after the event.
- Pre-recorded Sessions for Learning & Training, Corporate Health, and Startup vendors:
these pre-recorded sessions are 30-minute presentations on a selected technical topic that will be pre-recorded and embedded as part of the digital program on September 22 (Startup topic) and September 23, 2021 (Learning & Training and Corporate Health). These pre-recorded sessions can be digitally attended by the speaker / provider via chat. In addition, they will be posted on the ZP 365 website for 3 months after the event..
- Workshops (45 minutes, on-site) will take place in the Workshop Area and will accommodate approximately 20 people. Live workshops will take place on-site and will not be recorded or streamed. During the 45 minutes, interested parties come together to discuss a specific topic. In accordance with the applicable hygiene guidelines, the workshop area offers sufficient space for interaction. Registration takes place on the digital event platform and according to the "first-come-first-served" principle. Company or product presentations are excluded.
- Workshops (45 minutes, digital) will take place digitally on the event platform on September 9 and 22-23, 2021. Topics can include any topic along the Employee Experience (Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health and Future of Work) and can accommodate 25 participants.
- Business TV and ZP Spätschicht will be live on site for the first time as new formats at ZP Reconnect and will also be an experience for digital visitors via live stream and recording.

The digitale event-platform Swapcard

The digital event platform Swapcard includes the following possibilities for presentation and interaction:

- detailed supplier profile
1. Header (picture, picture gallery or short video clip) and individual background to the profile
 2. Company logo
 3. Meeting booking tool for arranging appointments by interested parties digitally and for meetings on site (if present on site)
 4. Company description
 5. Link to social media profiles
 6. Contact details of the company
 7. Product overview incl. link to the product catalog on the event platform
 8. Presentation and link to a session (if booked)
 9. Document download to provide more company / product information
 10. Team overview with link to team member profiles
 11. Chat tool for interaction with interested parties and participants via text chat or video call
 12. Additional banner advertising space for your own content, e.g. about your session, product highlights or offers (to the left of the profile)



Note 1: The screenshots shown contain content from LTDX 2.0 2021 and serve as an example for the #ZPreconnect.

Note 2: The presentation options shown in Swapcard are not included in every participation package. Some features or branding opportunities (i.e. number 12) are reserved for sponsors.

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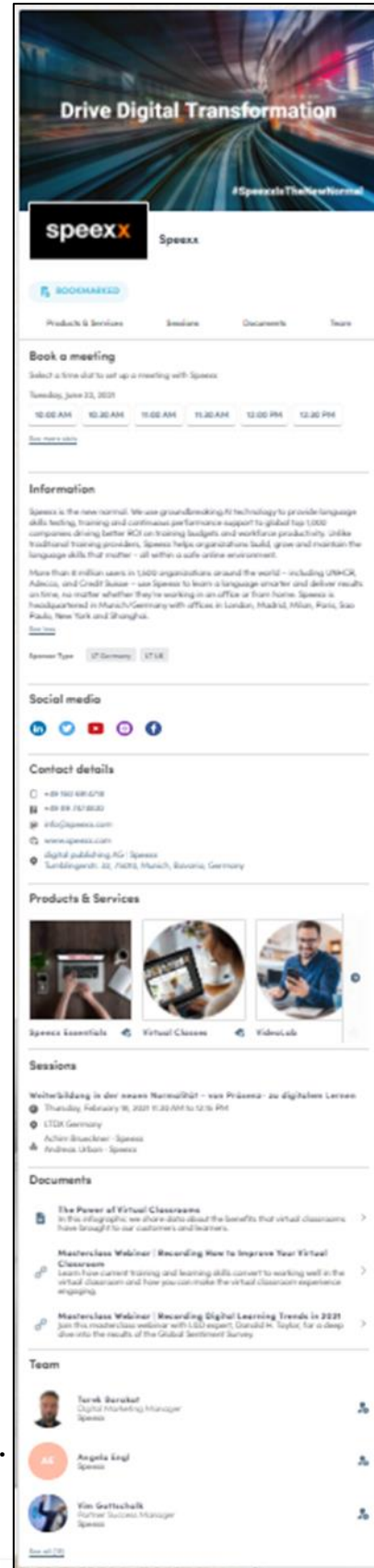
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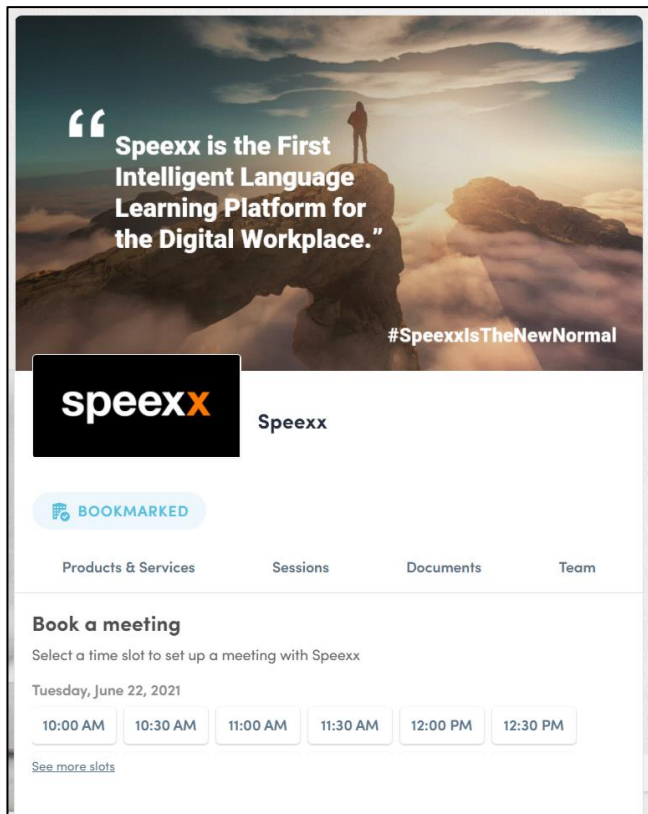
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The digitale event-platform Swapcard



“ SpeeXX is the First Intelligent Language Learning Platform for the Digital Workplace.”

#SpeeXXIsTheNewNormal

speeXX SpeeXX

BOOKMARKED

Products & Services Sessions Documents Team

Book a meeting

Select a time slot to set up a meeting with SpeeXX

Tuesday, June 22, 2021

10:00 AM 10:30 AM 11:00 AM 11:30 AM 12:00 PM 12:30 PM

[See more slots](#)

Information

SpeeXX is the new normal. We use groundbreaking AI technology to provide language skills testing, training and continuous performance support to global top 1,000 companies driving better ROI on training budgets and workforce productivity. Unlike traditional training providers, SpeeXX helps organizations build, grow and maintain the language skills that matter – all within a safe online environment.

More than 8 million users in 1,500 organizations around the world – including UNHCR, Adecco, and Credit Suisse – use SpeeXX to learn a language smarter and deliver results on time, no matter whether they're working in an office or from home. SpeeXX is headquartered in Munich/Germany with offices in London, Madrid, Milan, Paris, Sao Paulo, New York and Shanghai.

[See less](#)

Sponsor Type LT Germany LT UK

Social media

[in](#) [t](#) [v](#) [i](#) [f](#)

Contact details

+49 160 6914718

+49 89 7474820

info@speeXX.com

www.speeXX.com

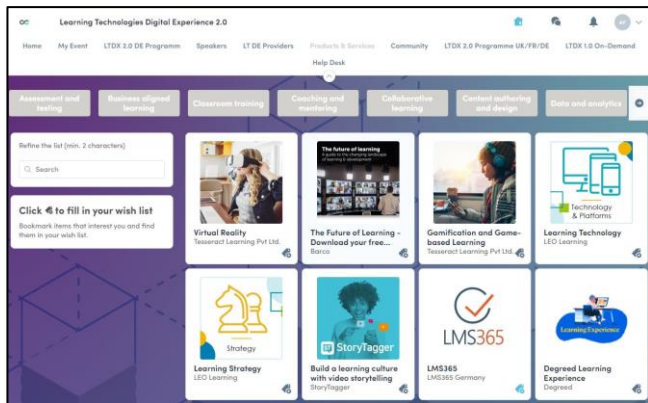
digital publishing AG | SpeeXX
Tumblingerstr. 32, 75010, Munich, Bavaria, Germany

The provider profile is created by the provider himself and filled with content and life. You will receive the concrete specifications for the banner and image sizes after final booking. The provider is also responsible for maintaining the profile and the chat.

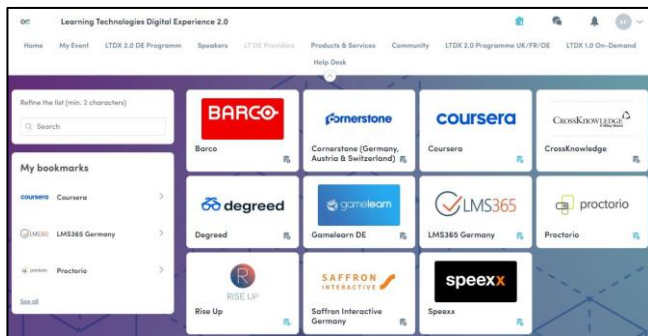
Interaction can take place through:

- Chat on the provider profile: both the prospect and the provider can leave messages in the general chat.
- One-on-one video chat: The prospect can start a video chat with a team member or the general provider chat.
- Chat request: the provider and any other participant can directly text message a participant to make a request for further communication. The addressed participant can reject or accept this request.
- Meeting booking tool: The tool offers interested parties the opportunity to request for a meeting. All meetings will be saved in your personal meeting agenda.

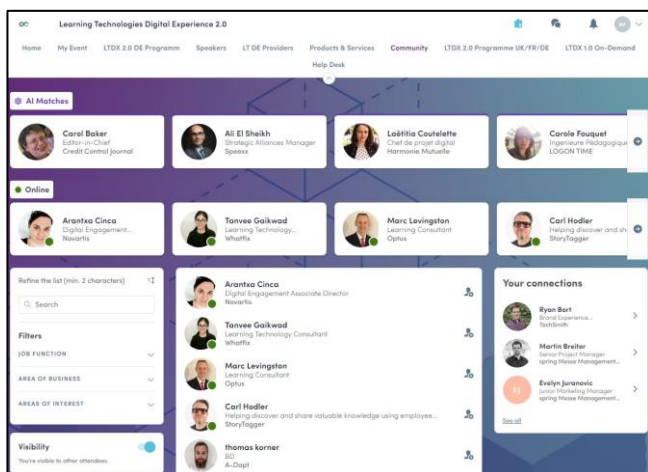
The digital event-platform Swapcard



The **product overview** offers the possibility to present the products published on the provider profiles collectively on a "marketplace". In addition, the products in the product overview are directly linked to the provider profile, so that the interested party can reach the provider via the product overview. All products that are created in the supplier profiles are displayed in the product overview. The participant can also "mark" products of interest to him, which then appear in his personal "wish list".

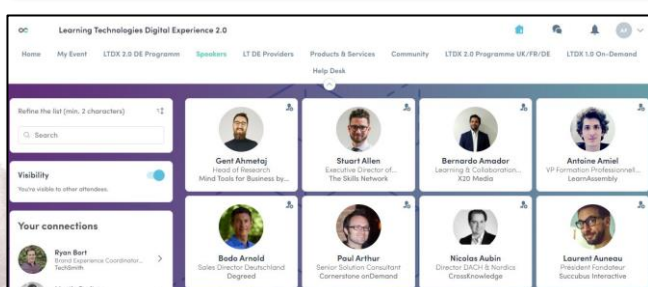


The **provider overview** displays all registered provider profiles by means of a logo. Here, the participant receives an overview of all registered providers and is taken directly to their profiles. The participant can also filter by highlight topic and keywords and thus narrow down his selection and obtain targeted provider lists. Providers of interest to the participant can then also be marked so that they appear in the participant's personal provider watch list.



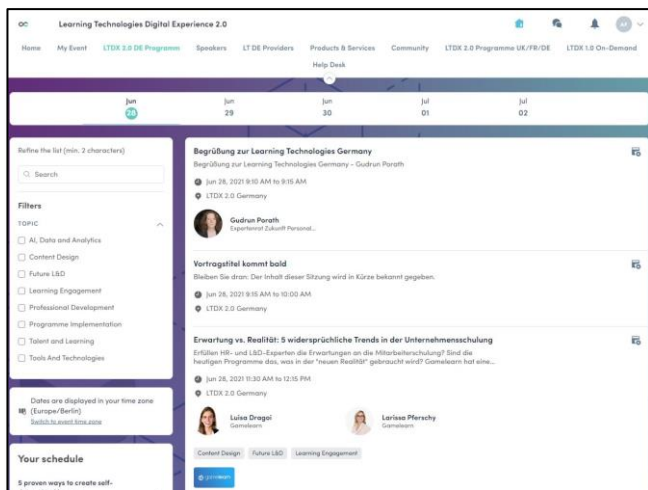
The **participant overview** can be viewed by every participant and provider and contains all registered participants. Through matchmaking options as well as different filter options it offers an opportunity to create your own network and connect with fellow participants.

Note: in accordance with GDPR rules each participant can deactivate his visibility.



The **speaker overview** gives an overview of all speakers of all sessions during the event. Filtering is also possible and visibility can be activated and deactivated via the "Opt-Out-Option".

The digital event-platform Swapcard



The **session overview** gives the participant an overview of all digital and onsite sessions of the event. They can be filtered by keyword as well as by topic and bookmark sessions of interest which will be saved in the personal agenda.

Participation packages

Participation in ZP Reconnect 2021 is possible in the following ways:

1. the **DIGITAL ONLY PACKAGE** with the digital-only presence and a pre-recorded session,
2. the **MEETING POINT PACKAGE** with the digital presence and a meeting point on-site,
3. the **MEETING SPACE PACKAGE** with the digital presence and a meeting space on site
4. an exhibition stand in compliance with the applicable hygiene regulations.

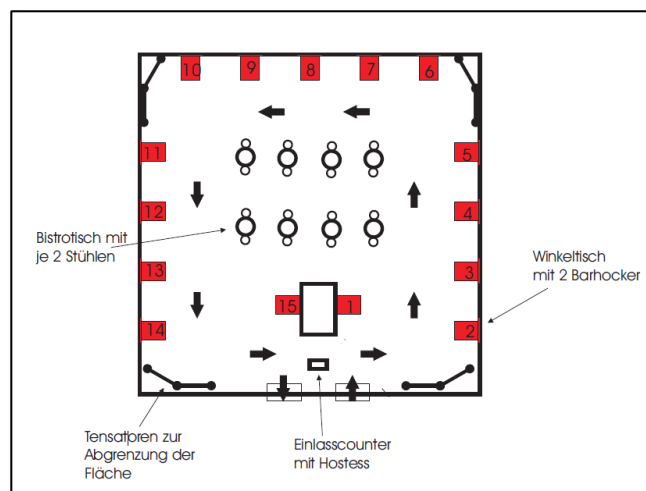
DIGITAL ONLY PACKAGE | 2.199,00 €

The **DIGITAL ONLY PACKAGE** can be booked for the entire ZP Reconnect from September 9 to 23, 2021. It includes the supplier profile on the digital event platform for the entire period as well as a pre-recorded session of 30 minutes, which can be integrated chronologically as follows:

1. in the digital programme coinciding with the on-site event from September 14-16, 2021 or
 2. as part of the ZP Reconnect virtual from September 22-23, 2021.
- Vendor profile* on the digital event platform Swapcard incl. logo, company, company description, contact details, links to company website and company social media profiles, session overview, document download, team overview incl. link to contact profiles, product overview incl. link to product profiles and individual profile header (image or short video) as well as use of the one-to-one networking tool (chat and video calls), use of the appointment scheduler to arrange meetings with interested parties (digital meeting appointments)
 - 1 pre-recorded session (30 min.) as a technical contribution as part of the digital event incl. link to the provider profile, list of session participants incl. name, company, position, industry, zip code area, email address and number of employees as well as provision of the digital session on the ZP 365 website for up to 3 months
 - 100 free eTickets (One Day Tickets) to invite customers and partners to ZP Reconnect 2021 onsite in Cologne - even if you are/can't be there, your customers may want to come to the onsite event in Cologne. Feel free to invite them both digitally and to the onsite event!

MEETING POINT PACKAGE | 2.950,00 €

The **MEETING POINT PACKAGE** is an all-inclusive package and includes both a digital and onsite presentation during ZP Reconnect 2021. It includes a supplier profile on the digital event platform for the entire period as well as a presentation opportunity within the framework of a "Meeting Village" - for each Highlight Topic, there will be a "Meeting Village" according to the onsite sketch below (size of the Meeting Village: approx. 400 m²):



Participation packages

The **MEETING POINT PACKAGE** includes the following services:

- Supplier profile on the digital event platform Swapcard incl. the services listed above*.
- Company presentation on the special "Meeting Village" area of the corresponding Highlight Topic (angled table incl. fully printed back wall, 2 bar stools, spotlights, power socket, trash can, spit shield) and daily stand cleaning (once in the evening from the last set-up day)
- Admission and hygiene control on the area by a hostess on site for the entire event period (the support by a hostess is included in the price for the entire event period)
- ZP Service Package incl. basic catalog entry in all digital and print media for the event, professional marketing materials, for event promotion, 1 free exhibitor pass, 1 app lead management package for lead generation on site and for implementing the logging obligation on the space
- 100 free eTickets (One Day Tickets) to invite customers and partners to ZP Reconnect 2021 on-site in Cologne, Germany

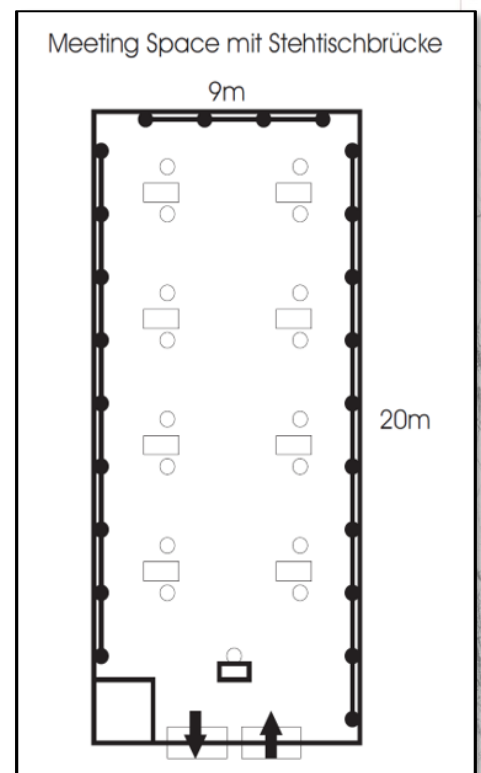


MEETING SPACE PACKAGE | € 16,450.00

The MEETING SPACE PACKAGE is the great all-round carefree package for an outstanding presentation on site and digitally over the entire event period. It includes a supplier profile on the digital event platform for the entire period as well as an attractive exhibition space for exclusive use on site as shown in the following sketch. The space includes 8 bar table bridges incl. advertising space printed on one side, 2 banner suspensions, boundary markings (tensators) as well as an admission concept (counter and hostess support on site for the entire event period) to ensure compliance with all hygiene guidelines.

The package includes the following services:

- Supplier profile on the digital event platform Swapcard incl. the services listed above*.
- Company presentation on your own meeting space incl. area, 8 bar table bridges each with individual printing on one side, 2 bar stools, small booth (2 x 2 m, Octanorm), 2 individually designable banners above the area, counter for admission control, power connection, decorative potted plants and trash can
- Admission and hygiene control on the area by a hostess on site for the entire event period (the support by a hostess is included in the price for the entire event period)
- ZP Service Package incl. basic catalog entry in all digital and print media for the event, professional marketing materials, for event promotion, 1 free exhibitor pass, 2 app lead management package for lead generation on site and for implementing the logging obligation on the space
- 100 free eTickets (One Day Tickets) to invite customers and partners to ZP Reconnect 2021 on-site in Cologne, Germany





Registration ZP Reconnect 09.-23. SEPTEMBER 2021

COMPANY INFORMATIONS

Invoice adress (if different):

Companyname : _____

Tax no. / VAT ID no.: _____

Street / PO Box: _____

Town / Postcode: _____

Country: _____

Phone: _____

Fax: _____

E-Mail: _____

Website: _____

Contact Person: _____

Stand manager: _____

* Confirmations of acceptance are sent via email to the contact person listed here.

INVLUED SERVICES - DIGITAL	Digital Only Package	Meeting Point Package	Meeting Space Package
Supplier profile on the digital event platform Swapcard incl. logo, company, company description, contact details, linking to company website and company social media profiles, session overview, document download, team overview incl. linking to contact profiles, product overview incl. linking to product profiles and individual profile header (image / video)	✓	✓	✓
Use of the one-to-one networking tool (chat and video calls)	✓	✓	✓
Use of scheduler to arrange meetings with prospects (digital meetings or on-site).	✓	✓	✓
Listing as a supplier on the event website of the ZP 365 website	✓	✓	✓
1 pre-recorded session (30 min.) as a technical contribution as part of the digital event program (no company or product presentation) incl. linking of the provider profile in the session and vice versa	✓		
Presentation of the digital session on the website ZP 365 for up to 3 months.	✓		
Sending of the participant data of the session incl. name, company, position, industry, zip code area, email address and number of employees**.	✓		
100 free One-Day-Tickets to invite customers to the on-site event	✓	✓	✓
INCLUDED SERVICES- ONSITE			
Company presentation on the special area "Meeting Village" incl. presentation area (angle table incl. fully printed back wall, 2 bar stools, spotlights, power socket, trash can, spit shield), use of the "Meeting Village" area for interaction and daily stand cleaning		✓	
Company presentation on its own meeting space incl. area, 8 bar table bridges each with individual printing on one side, 2 bar stools, small booth (2 x 2 m, Octanorm), 2 individually designable banners above the area, counter for admission control, power connection, decorative potted plants and trash can			✓
Admission and hygiene control on the area incl. support staff		✓	✓
ZP Service Package incl. basic catalog entry in all digital and print media for the event, professional marketing materials, for event promotion, 1 free exhibitor pass, 2 app lead management package for lead generation on site and for implementing the logging obligation on the exhibition space		✓	✓
TOTAL FEES (Choose your Apperance)	2.199,00 €	2.950,00 €	16.450,00 €



Registration ZP Reconnect 09.-23. SEPTEMBER 2021

ADDITIONALLY BOOKABLE SERVICES	Price	Quantity	Total fee
Presentation (30 minutes) on one of the stages on site as part of the Call for Speakers procedure incl. live streaming and publication at the virtual ZP Reconnect days from September 22-23, 2021 as well as digital publication of the session on the ZP 365 website for up to 3 months (bookable max. 1 time per exhibitor, but not for non-exhibitors or DIGITAL ONLY PACKAGE bookers)	875,00 €		
Workshop (45 minutes) as part of the on-site program (for exhibitors on site)	1.690,00 €		
Workshop (45 minutes) as part of the on-site program (for external, non-exhibitors and digital-only)	2.190,00 €		
Digital workshop (45 minutes) as part of the ZP Reconnect Virtual digital workshop program on Sept. 9 or Sept. 22-23, 2021, on the digital event platform (one-time booking available)	1.690,00 €		
Individual, full-surface printing of individual booth walls (Octanorm, 2.5 m ² per wall print) for bookers of the MEETING SPACE PACKAGES	350,00 €		
TOTAL FEE			

All prices shown are net and do not include any statutory VAT that may be applicable at the time that the booked event takes place.

Please select the Highlight Topic under which you would like to be listed (select only one Highlight Topic):

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

** Participants can deactivate their visibility on the digital event platform Swapcard by means of an "opt-out function" and thus object to the disclosure of their data to third parties (providers and sponsors). Therefore, when booking, you will only receive the participant data that have not actively objected to the disclosure.

We confirm that we have complied with the General Trade Fair and Exhibition Conditions of FAMA Fachverband Messen und Ausstellungen e.V., the Special Trade Fair and Exhibition Conditions for ZP Reconnect 2021 listed overleaf, as well as the hygiene guidelines of Koelnmesse and the organizer, the digital terms and conditions, and any changes imposed by the organizer and the trade fair center. With my signature, I confirm that I am authorized to represent the above-mentioned company and that I have received and read the General and Special Trade Fair and Exhibition Terms and Conditions and the Hygiene Guidelines.

We confirm to settle the payment of the above mentioned total amount trade fair appearance at 100 % within 30 days after receipt of the invoice.

Place/Date Exhibitor

Company stamb Exhibitor

Signature Exhibitor

Place/Date Organiser

Company stamb Organizer

Signature Account Manager

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

Special Trade Fair and Exhibition Conditions for ZP Reconnect 2021

1. Components of the Contract of Participation and amendments thereto

1.1. The General Trade Fair and Exhibition Conditions of 'FAMA Fachverband Messen und Ausstellungen e.V.' (FAMA Professional Trade Fair and Exhibition Association) ('aMAB', available online at www.zukunft-personal.com/exhibitorinfo-zpr) shall apply to the Contract of Participation and to the entire legal relationship between spring Messe Management GmbH as the organiser ('organiser') of 'Zukunft Personal Europe 2021' ('event') and the respective exhibitor ('exhibitor') insofar as nothing is agreed to the contrary in these Special Trade Fair and Exhibition Conditions ('bMAB') or in the Contract of Participation for the event.

1.2. The exhibitor undertakes to comply with the event-specific requirements of the organiser, particularly the requirements set out in the 'Ausstellerportal' (Exhibitor Portal), the organiser's technical guidelines, and the general terms and conditions of the exhibition venue, all of which are available online at www.zukunft-personal.com/exhibitorinfo-zpr, as well as all relevant standards.

1.3. In derogation of Section 2.1 and Section 3.1 of the aMAB, the conclusion of the Contract of Participation ('registration') must be made electronically or in writing if it is to acquire legal force. Amendments to the Contract of Participation and (in derogation of Section 1.3 of the aMAB) any agreements contrary to the aMAB and/or the bMAB must be made in writing or electronically if they are to acquire legal force. The general terms and conditions of the exhibitor shall not apply unless the organiser has explicitly agreed to their applicability either in writing or electronically. Declarations made by the exhibitor to the organiser must also be made either in writing or electronically.

2. Event-specific information

2.1. Organiser

spring Messe Management GmbH
Am Friedensplatz 3
D-68165 Mannheim
Germany
Phone: +49 (0) 621 / 70019-0
Fax: +49 (0) 621 / 70019-19
Email: info@messe.org

2.2. Location of the event

Koelnmesse, Halls 4.1, 4.2, 5.2
Messeplatz 1
D-50679 Cologne
Germany

2.3. Event schedule

ZP Reconnect 2021: 14 to 16 September 2021 (9:00 a.m. – 5:30 p.m.)

- Set-up:
11 – 12 September 2021 (8:00 a.m. – 10:00 p.m.)
13 September 2021 (8:00 a.m. – 8:00 p.m.)
- Dismantling:
16 September 2021 (6:30 p.m. – 10:00 p.m.)
17 September 2021 (8:00 a.m. – 6:00 p.m.)

The specific set-up and dismantling times – as well as any changes thereto – can be found on the exhibitor portal.

2.4. Scope of services

The organiser provides the exhibitor with the services agreed in the Contract of Participation.

2.5. Fees

The exhibitor pays the organiser the fee that has been agreed in the Contract of Participation.

3. Conclusion of a contract through registration and acceptance

3.1. Offers made by the organiser are non-binding and subject to change unless the organiser explicitly declares otherwise in writing.

3.2. The exhibitor must register using the registration form provided by the organiser, and in derogation of Section 2.1 of the aMAB this must be done in writing or electronically. The registration represents the exhibitor's offer to conclude a Contract of Participation. The registration deadline is 2 August 2021.

3.3. In derogation of Section 3.1 of the aMAB, the Contract of Participation comes into force when the organiser informs the exhibitor that they have been accepted as an exhibitor at the event ('acceptance'). The acceptance must be issued in writing or electronically.

3.4. The organiser is entitled to accept registrations that are received after the deadline.

3.5. The exhibitor must submit the documents for the catalogue entry by the registration deadline. The exhibitor forfeits their entitlement to appear in print media if the organiser receives the documents following the close of the registration period. This does not result in any reduction in the fee that is due.

4. Terms of payment

4.1. All prices shown are net and do not include any statutory VAT that may be applicable.

4.2. Following acceptance, the organiser invoices the exhibitor for the agreed fee. Usage-based charges will be invoiced after the event has concluded.

4.3. 50% of the fee must be paid within 30 days of the receipt of the invoice; the remaining 50% must be paid by no later than six months before the start of the event. All other fees must be paid in full by no later than 30 days after the receipt of the invoice. Should the time between acceptance and the start of the event be less than four months, the fee must be paid in full by no later than 30 days of the receipt of the invoice; payment must in any case occur before the start of the event.

4.4. The exhibitor is only entitled to offset fees, or exercise a right of retention, insofar as their claim has been confirmed in a court of law.

4.5. Insofar as the organiser grants the exhibitor a discount on the applicable list prices, this discount shall be rendered void if the exhibitor violates their obligation to operate, or if they are in default with their payment; in such cases the full amount of the applicable list prices shall be deemed to have been agreed.

5. Exhibitor insurance

5.1. The exhibitor undertakes to obtain exhibitor insurance that includes the following coverage:

- Event expenditures – standard cover: €26,000.00
The full value of sunk costs that are directly related to the event as a result of cancellation, termination, leaving behind, shortening, non-departure or non-arrival of exhibits, which result from causes that are beyond the control of the exhibitor or the organiser.
- Event liability – standard cover: €2,600,000.00
The statutory liability of the exhibitor for any damages, costs and expenditures of the claimant arising from bodily harm or illness that are the result of other persons (not employees) or the loss of – or damage to – material property.
- Event property – standard cover: €26,000.00
The full value of the property during the time on site, during set-up and during transport directly to and from the event venue, protected against loss or damage.

5.2. The organiser undertakes to take out the standard insurance policy arranged by the organiser with the insurer Lloyds of London at a price of €237.00. The insurer's General Terms and Conditions of Insurance (available online at www.zukunft-personal.com/exhibitorinfo-zpr) shall apply; the organiser will send the General Terms and Conditions of Insurance to the exhibitor on request. The organiser invoices the exhibitor for the insurance premium in the amount of €237.00.

5.3. The exhibitor is entitled to obtain this insurance cover themselves. Should they choose to do so, the exhibitor undertakes to provide the organiser with proof that insurance cover in the amount defined under Section 5.1 exists.

This proof of coverage is to be sent to the organiser's administrator:

INEVEXCO LTD
26 Kings Hill Avenue
Kings Hill, West Malling
Kent ME19 4AE
United Kingdom

The conclusion of an insurance contract with the insurer pursuant to Section 5.2 will be reversed in these cases once the organiser or Inevexco Ltd. has notified the exhibitor that the insurance cover for which proof has been submitted has been accepted by the organiser. The exhibitor will be credited for the amount of the insurance premium for which they had already been charged.

6. Stand allocation

6.1. The minimum stand area is 9 m² (both without a stand construction system and with a stand construction system). Stand areas located in special sections (e. g. "Startup Village") may deviate from this rule and require a special agreement between the event organiser and the exhibitor.

6.2. The organiser will assign the exhibitor an area within the sections (including special sections) that the organiser has designated for the "Highlight Topic" specified by the exhibitor.

6.3. The organiser reserves the right to change the floor plan and the event specifications at any time if they believe this is necessary and in the best interests of the event, as long as these modifications do not significantly change the character of the event. The organiser reserves the right to make appropriate changes to the size or position of the stand area assigned to the exhibitor within the sections that the organiser has designated for the "Highlight Topic" if compelling organisational reasons make this necessary and the exhibitor's interests can be appropriately accounted for. The organiser will inform the exhibitor of these changes without delay. Any increase in the stand area and/or improvement of the stand type will not impact the fees agreed in the Contract of Participation.

7. Stand construction and equipment, inspection fees

7.1. The organiser does not generally place walls around the stand area rented by the exhibitor. The exhibitor undertakes to place partition walls around the borders of their stand should it be directly adjacent to a different stand area or if it borders on the end of the event area or exhibition hall. The exhibitor must obtain these partitions themselves, for example from one of the organiser's stand construction partners. Please consult the organiser's technical guidelines for the details.

7.2. The exhibitor can rent a stand construction system ("Budget" or "Comfort") from the organiser at the conditions specified in the registration form – subject to the availability of the option selected.

7.3. The exhibitor's stand must comply with the organiser's technical specifications (available online at www.zukunft-personal.com/exhibitorinfo-zpr).

7.4. The exhibitor may not open the stand until they have received the approval of the organiser. Before the event starts, the organiser inspects the stand to determine whether it is in compliance with the organiser's technical specifications ("inspection"). The organiser approves the stand if it meets these specifications. The exhibitor will be charged an inspection fee in the amount of €85.00 for this inspection. If the stand is not in compliance with these specifications, the exhibitor must undertake the measures necessary to rectify this without delay. The stand will then be inspected once again. The exhibitor is not charged an inspection fee if they rent a stand construction system from the organiser.

8. Exhibitor's obligations; obligation to operate

8.1. The exhibitor undertakes to comply with the setup and dismantling times set out in Section 2.3 of these bMAB.

8.2. The exhibitor undertakes to occupy the entire stand area they have booked and to actively operate their stand during the opening hours of the event in their registered "Highlight Topic" field at a minimum.

8.3. In the event that the exhibitor has still not occupied their assigned stand or stand area by the time the event begins, the exhibitor reserves the right to proceed as they see fit. This is without prejudice to Section 11.1 of the aMAB.

8.4. The stand may not be dismantled before the dismantling period specified in Section 2.3 of these bMAB unless an agreement has been reached. In the event that the stand is culpably dismantled before this time without the written approval of the organiser, the organiser shall be entitled to demand payment of an appropriate contractual penalty according to the point in time at which the stand was

Special Trade Fair and Exhibition Conditions for ZP Reconnect 2021

dismantled. This is without prejudice to further claims for damages by the organiser.

8.5. If the exhibitor intends to set up a presentation stage / presentation area within the stand area, they must register this intention, as well as the persons who will be speaking, in good time and receive the organiser's consent. The organiser's written consent is sufficient. Speakers who are neither representatives of the exhibitor nor persons who deal with personnel topics solely for research purposes are considered to be sub-exhibitors as specified under the terms of Section 9 of these bMAB.

9. Sub-exhibitors

9.1. "Sub-exhibitors" are all companies that exhibit or appear ("appearance") with their own personnel and/or own products (particularly goods and services) at the stand booked by the exhibitor; this is also the case if they have close financial or organisational ties to the exhibitor.

9.2. The appearance of each sub-exhibitor requires the prior written consent of the organiser. The exhibitor must apply to the organiser for the acceptance of the appearance of a sub-exhibitor by submitting a completed registration form for sub-exhibitors (available online at www.zukunft-personal.com/exhibitorinfo-zpr). It is possible to cancel the appearance of a sub-exhibitor without charge up until the time at which the catalogue entry is published on the website www.zukunft-personal.com. The application, the completed registration form for sub-exhibitors, and any cancellation of their appearance/registration must be made either in writing or electronically.

9.3. The appearance of sub-exhibitors is subject to a fee in the amount of €1,149.00 net ("sub-exhibitor fee") that must be paid for each sub-exhibitor. The exhibitor and their sub-exhibitors are jointly and severally liable for the fees. The agreement for the appearance of a sub-exhibitor includes the individual services continued in the Contract of Participation under Section 3 "Sub-exhibitor fees".

9.4. The exhibitor undertakes to ensure that the sub-exhibitor complies with the bMAB and all relevant requirements to which the bMAB refer. The exhibitor can be held liable for the acts of the sub-exhibitor.

9.5. The appearance and the marketing, advertising or promotion of companies who are not appearing as exhibitors or sub-exhibitors is prohibited.

10. Liability

10.1. In derogation of Sections 16.1 to 16.4 of the aMAB, the organiser's liability is defined according to the following provisions; Section 15.1 of the aMAB remains unaffected:

10.2. The organiser shall not be liable for services for which their sole involvement is as an intermediary.

10.3. The organiser shall be liable without limitation in cases of intent or gross negligence.

10.4. The organiser shall also be liable for minor breaches of its essential contractual obligations (cardinal obligations). Cardinal obligations are duties whose fulfilment is essential to the ability to execute the contract and on whose fulfilment the contracting party should regularly be able to rely and trust. In this case, the organiser's liability for damages shall be limited to the typical foreseeable damages.

10.5. In cases covered by Section 10.4, the typical foreseeable damages generally do not exceed the fees to be paid by the exhibitor. Liability for consequential damages is excluded.

10.6. In the event of the assumption of a guarantee, in cases of fraud, in the event of death or personal injury, and in the case of compulsory statutory liability regulations such as under the compulsory liability under the German Product Liability Act (ProdHaftG), the organiser shall be liable in accordance with statutory provisions.

10.7. In all other cases, liability on the part of the organiser shall be excluded.

10.8. The above liability provisions also apply for non-contractual claims against the organiser, its various bodies, legal representatives, employees and other personnel.

10.9. The exhibitor shall be liable to the organiser in accordance with statutory provisions insofar as there are no provisions to the contrary in these bMAB or in the aMAB.

10.10. The exhibitor shall indemnify the organiser against third-party claims against the organiser arising from the culpable breach of the exhibitor's duties; the exhibitor undertakes to reimburse the organiser for the costs entailed by defending such claims.

11. Termination of the contractual relationship

11.1. The exhibitor is entitled to terminate the Contract of Participation up to six months before the start of the event by paying 50% of the total costs (i. e. all costs except for the insurance premium). This termination must be made in writing.

11.2. The exhibitor is not otherwise entitled to terminate or cancel the Contract of Participation. In the event that the participant is unable to take part in the event due to a reason for which they themselves are accountable, they are still obligated to pay the agreed fees; however, the organiser will reimburse the participant for any expenses saved and for any benefits accruing from putting the stand area rented by the exhibitor to a different use. As a rule, the organiser does not save any expenses after the date specified under Section 11.1.

11.3. In addition to the reasons specified in the aMAB and to reasons arising from statutory law, the organiser is entitled to terminate the Contract of Participation without notice in the following cases:

- If an application for insolvency proceedings has been filed in respect of the exhibitor's assets; the exhibitor must inform the organiser of this without delay.
- If less than 50% of the event area allocated to exhibitors has not been booked by the registration deadline;
- If the exhibitor breaches their obligation to operate.

If the reason for termination is based on the breach of an obligation arising from the Contract of Participation, the termination is generally not permitted until the expiration of an appropriate grace period allowed for remedial action to be taken or following the issuance of a warning. This does not apply in cases where providing a deadline or issuing a reminder is not required under the law. This is without prejudice to the organiser's right to demand the payment of damages in the event of an extraordinary termination if statutory requirements are met.

12. Consent to data transmission

12.1. Due to the fact that the organiser is a subsidiary of CloserStill Media Ltd, the exhibitors' data will be utilised within the CloserStill Media Ltd corporate group.

12.2. The organiser collects the registration data (contact details such as the company, contact persons, address, phone number, email address, URL) and order data, and it uses these for the performance of the contract. Insofar as additional service providers are contracted, these service providers will receive the collected data (company, contact person, address, phone number and email address) for the performance of stand construction or for the provision of additional services. In addition, the name (company, contact person) and address will be used for the purposes of written advertising. The phone number will be used for advertising purposes if express consent is given or if the requirements are met for the presumption of consent. The organiser uses the email addresses that are collected to provide additional information on similar products and services that they themselves offer. It is possible to object at any time to the use of one's own data for advertising purposes – such as by sending an email to datenschutz@messe.org.

12.3. The exhibitor consents to the transfer of the data collected during registration to CloserStill Media Ltd and its subsidiaries. This involves the following data: company, address (street, postcode, town/city), phone number, URL, name of the owner / marketing director / contact person (and their position) for processing purposes for the trade fair that has been booked / date of the trade fair / scope of services booked for the trade fair.

12.4. The exhibitor also consents to the company being named as an exhibitor within the framework of all communication measures related to the trade fair (press releases, print and online publications).

12.5. The organiser and their partner for data collection cannot provide exhibitors with any data on the visitors. Should the exhibitor make use of the Lead Management System that is included in the ZP Service Package, they will only be able to access the data provided by visitors in the registration process that they have voluntarily made available to the exhibitor. The organiser shall not be liable for the correctness or completeness of visitor data.

13. Audio and video recordings

The exhibitor hereby gives their consent to the publication of images of individual exhibits in accordance with Section 17.3 of the aMAB. Information on photographs and the rights thereto pursuant to Article 13 of the General Data Protection Regulation (GDPR) is available online at www.zukunft-personal.com/en/photo-references.

14. Radio frequencies

14.1. Due to the fact that WiFi networks could interfere with the operations of other exhibitors if their configuration is not controlled, the organiser's rules for the use of exhibitors' own radio frequencies (available on the Exhibitor Portal) must be complied with.

14.2. If the exhibitor wishes to use their own radio frequencies, before activating these they must submit an application to the organiser (in writing or electronically) to register this and receive written approval from the organiser.

14.3. In the event that an unregistered exhibitor-operated WiFi network disrupts other networks or Koelnmesse's own WiFi network, Koelnmesse shall be entitled to demand that the exhibitor adjust the parameters thereof; if the disruption continues, Koelnmesse may demand that the WiFi network be deactivated. In the event that the aforementioned requirements are not observed, the exhibitor's entire data line may be temporarily or permanently switched off. The exhibitor will be invoiced for the cost of this measure.

15. Final provisions

15.1. All claims or complaints related to the event, the organisation and the presentation of the event (including the venue) must be presented to the organiser in writing within the limitation period of two weeks after the end of the event. Claims by the exhibitor against the organiser shall be time-barred six months after the end of the month in which the final day of the event falls. Notwithstanding this provision, claims by the exhibitor pursuant to Section 10.3 and Section 10.6 shall be time-barred in accordance with statutory provisions.

15.2. Should individual provisions of these "Special Trade Fair and Exhibition Conditions" (bMAB) be or become invalid, the validity of the remaining provisions shall not be affected. In such a case, both parties to the agreement undertake to replace any invalid provision with a valid provision that most closely achieves the commercial purpose intended by the invalid provision. This shall also apply in the event of a gap in the provisions.

15.3. The law of the Federal Republic of Germany shall apply exclusively to these bMAB and to all legal relations between the organiser and the exhibitor, to the exclusion of the provisions of international private law. Application of the United Nations Convention on Contracts for the International Sale of Goods (CISG) is excluded.

15.4. Insofar as the exhibitor is a merchant within the meaning of the German Commercial Code (HGB), a legal entity under public law or a special fund under public law, the place of jurisdiction (including internationally) for all disputes arising either directly or indirectly out of or in relation to this contractual relationship shall be Mannheim, Germany. This shall also apply if the exhibitor is an entrepreneur according to Section 14 of the German Civil Code (BGB). However, the organiser is entitled to proceed against the exhibitor at their place of general jurisdiction or at any other permissible place of jurisdiction.

15.5. These "Special Trade Fair and Exhibition Conditions" (bMAB) have been compiled in German and translated into other languages. In the case of any doubt or of a deviation between the German version and the foreign language version, the German version shall be definitive for both parties to the contract.

spring Messe Management GmbH | Mannheim, 1 March 2021

Hygiene guideline information sheet

(June 2021, subject to change)

The following instructions and hygiene guidelines must be observed. The guidelines apply to both exhibitors and visitors for the entire duration of the event.

- Pay attention to the compliance with the measures on your area (rented stand or own exhibition area) and record them. Inspections by the health department may occur.
- Inform your employees about the applicable regulations.
- Provide your employees with suitable protective equipment (mouth/nose covering). Plan to have sufficient hand sanitizer for your employees and visitors.
- Keep track of the maximum number of visitors to your space.
- Be sure to maintain the minimum distance and the requirement to wear a mask if hygiene barriers are not used.
- Document the presence of your staff and each prospective visitor who enters the area.
- Exercise regular cleaning of all contact surfaces. If used intensively, this must be done after each contact. All other areas may be cleaned based on visitor frequency.
- For rented areas in the Meeting Village, the following applies: basic cleaning with disinfection will take place daily before the start of the trade fair and is included in your booked package. The hostess in charge will be provided by the organizer and instructed to clean surfaces at regular intervals. Make sure that this is actually done and document the cleaning if necessary.
- No advertising materials may be offered for self-service. Handing out by your employees is permissible if hygiene guidelines are observed.
- Avoid unnecessary contact.
- Make sure that conversations with visitors only take place in your area. Serving at the aisle is not permitted.

For more information on the hygiene guidelines or if you have any questions, please contact us directly:

Lena Bitterlich

Technical Project Manager /
Infektionsschutz und Hygienebeauftragte für Veranstaltungen und Versammlungsstätten
spring Messe Management GmbH
T +49 621 700 19-241 | E l.bitterlich@messe.org