



ZP EUROPE KOELNMESSE 13 - 15 SEPTEMBER 2022

Become
an
exhibitor
now!

//ZPE 2023 - Europe's leading expo event around the world of work!

» Show market presence

With more than 16.000 HR experts and over 500 exhibitors, partners and sponsors, Zukunft Personal Europe is the "must-attend event" of the industry and thus the right stage for your company.

» More visibility and leads

Benefit from the high reach of our visitor advertising and use our new ZP Service Package to effectively optimize your visitor marketing as well.

» HR:MOTION

We are hosting the party & networking event for the who's who of the HR scene again this year!

» Network efficiently

Meet your target group without scattering losses and with 90% decision-maker density on 45,000 m² of exhibition space.

The thematic and conceptual framework is formed by the Highlight Topics along the Employee Experience. Present your product or service as an exhibitor or sponsor - across all topics and events!

// Highlight Topics



// RECRUITING & ATTRACTION

Temporary Work
Employer Branding
Recruiting
Onboarding
Personnel Marketing
Employment Agency



// OPERATIONS & SERVICES

Startup Innovations
Benefit Management
Personnel Management
Labor Law
Relocation
Services
Work Relations



// LEARNING & DEVELOPMENT

Individual Development
Organizational
Development
Personnel Development



// CORPORATE HEALTH

BGM
Movement & Nutrition
Ergonomics & Workplace
Design
Safety at Work
Consultation &
Prevention



// FUTURE OF WORK

Spaces
Tools & Methods
Leadership
Culture & Mindset
Skills & Competences

//Reach the right ones

Chief Agile Officers | Chief Corporate Communications Officers | Chief Digital Officers | Chief Executive Officers | Chief Human Resources Officers | Chief Innovation Officers | Chief Information Officers | Chief Learning Officers | Chief Human Resources Officers | HR Executives | Occupational Health and Safety Officers | Training and Further Education Officers | Company Medical and and Personnel Councils | Company Health Managers | Business Developers | Compensation & Benefits Managers | Digital Transformation Consultants | Digital Transformation Managers | Employer Branding and Marketing Managers | Ergonomics Consultants | Occupational Health & Safety Specialists | Innovation Managers | Heads of Departments | Human Resources Staff | Human Resources Planners | Human Resources Recruiters | Human Resources and Corporate Developers | Safety Officers | Talent Management Executives | Visionaries

// Participate as an exhibitor, Partner & Sponsor

Choose your exclusive
Expo event menu

Customized trade
fair and event
presence! All
necessary services
and products from
a single source

» Unique & Customized Individual Booth

Spaces from **349€/m²** STAND SYSTEM BUDGET: **169€/m²**
STAND SYSTEM COMFORT: **199€/m²**

ZP Service-Package: **999€**
(obligatory)

» All-round Carefree: All-In Booth Package

All-In booth package for all stand sizes from 9-20m².
Including space, booth system, ZP Service Package, furniture, and
all service flat rates.

Economy

9m² from **6.199€** // 15m² from **9.799€** // 20m² from **12.799€**

Premium

9m² from **7.399€** // 15m² from **10.999€** // 20m² from **13.999€**
(with additional advertising services)

//Special Areas ZP Service Package included

» Live Training Area - Develop. Encourage. Succeed

4m² exhibitor space **3.899€**
including two presentation slot of 30 minutes each per
exhibition day

(Community booth)

» Startup - Innovate. Shape. Accelerate

6m² exhibitor space including furniture and graphic

Basic Package from **2.599€**

Power Package from **2.999€**

including additional advertising services + Presentation

//Content involvement

Present yourself as a knowledge leader and HR expert. With
presentations and workshops you create added value and are
remembered.

Presentation:

» 30 Minutes **1.450€**

Workshop Packages:

» Economy (45 Minutes) **1.790€**

» Business (105 Minutes) **2.190€**

//Sponsorship

Secure the greatest possible attention! Place the focus on individual
trade fairs and events or take advantage of all the benefits of year-
round application across all trade fairs.

The choice is yours:

- » Participation across trade shows and themes in the form of Series Sponsorships.
- » Theme Sponsorships
- » Trade show-specific Sponsorships
- » Online sponsorship opportunities: ZP365 and ZPDX Days

Interested?

Please contact us! We will be happy to advise you
personally for your individual exhibitor success!

CONTACT

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