


#ZPNord

23 – 24 APRIL 2024 | HAMBURG MESSE & CONGRESS

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

WWW.ZUKUNFT-PERSONAL.COM



 **CloserStill**

ABOUT

#ZPNORD | 23 – 24 APRIL 2024 | HAMBURG MESSE

» ABOUT ZP SERIES

With the leading European trade fair Zukunft Personal Europe in Cologne and the events in Hamburg and Stuttgart, the established industry platforms provide impetus for the future of HR management and the digital transformation of work. The high-caliber presentation programme and the various interactive formats complement these events and provide opportunities to discuss current industry trends and shine a spotlight on the future world of work.

» ABOUT ZP NORD

Record number of visitors in Hamburg: more than 4,500 HR professionals and interested parties followed the call to the Hanseatic metropolis to readjust the coordinate system of the working world in the year one after the pandemic. Under the slogan „The Big New“, the 200 exhibitors, sponsors and partners of Zukunft Personal Nord 2023 presented new solutions and concepts that bring people even closer together and make them more innovative - sustainable, colourful and intelligently networked. Exciting keynotes, interactive workshop formats and numerous networking areas offered plenty of opportunities for input, exchange and learning.

» FACTS Status: ZP Nord 2023

200
EXHIBITORS,
PARTNERS & SPONSORS

Over 200 exhibitors, partners and sponsors from established companies to innovative innovative start-ups.

4,500
VISITORS &
PROFESSIONALS

More than 4,500 HR experts used the ZP Nord last year, to find out about the latest products and trends.

240
SESSIONS

Over 240 sessions on 11 different stages: lectures, discussion panels, workshops, interactive breakout sessions and more.

» THE SUCCESS FACTORS

NEW CONTACTS - NEW BUSINESS

- **Generate leads** - hit your target group without wastage and with 90% decision-maker density
- **Visibility** - Show your market presence - As an innovator, thought leader or industry player.
- **Place to be** - With more than 32,000 HR professionals and over 1,000 exhibitors/partners/sponsors the ZP Series 2023 was the „must-attend-event“ of the HR industry and therefore the right stage for your company

MORE THAN AN EXHIBITION

- **Expert knowledge** - Present yourself and your company on one of the content stages and inspire the audience with a product presentation. inspire the audience with a product presentation, best practices or panel discussion.

GENERATE MORE REACH AND LEADS

- **All in one** - benefit as an exhibitor, partner or sponsor from our comprehensive umbrella brand, event and theme campaigns. Print and online!

» HIGHLIGHT TOPICS



» ONLINE COMMUNITY Status: September 2023

389.747
PAGE VIEWS

22.051
FOLLOWER

4.203
FOLLOWER

» VISITOR SURVEY

95% of visitors would recommend ZP Nord as an industry event.

92% of the visitors have achieved their goals at the ZP Nord 2023.

93% of the visitors to ZP Nord obtain specific information about new products and services for their company.

94% of the visitors intend to visit the ZP Nord again in 2024.

FACTS

#ZPNORD | 23. - 24. APRIL 2024 | HAMBURG MESSE

» ALL IMPORTANT PLAYERS IN THE HR INDUSTRY IN ONE PLACE FOR TWO DAYS.

- Maximise the attention for your company, products and services.
- Network with influential and high-profile professionals from the HR industry.
- Present your innovative solutions.
- Make contacts with leading organisations from the fields of industry, services, healthcare and many more.
- Discuss the latest trends and products with the community.

» INDUSTRY SECTORS:

Banking & Insurance | Chemical & Pharmaceutical Industry | Construction Industry | Consulting | Energy Industry | Food Industry | Healthcare | Hotel & Gastronomy | Industry in General | IT & Software | Social Services / NGO's / Church | Services in General | Trade | University

» EXCERPT FROM THE LIST OF TRADE VISITORS: COMPANIES

- ADP Employer Services GmbH
- Allianz SE
- Amazon Web Services
- BASF
- BARMER
- Caritas-Betriebsführungs- und Trägergesellschaft Münster mbH

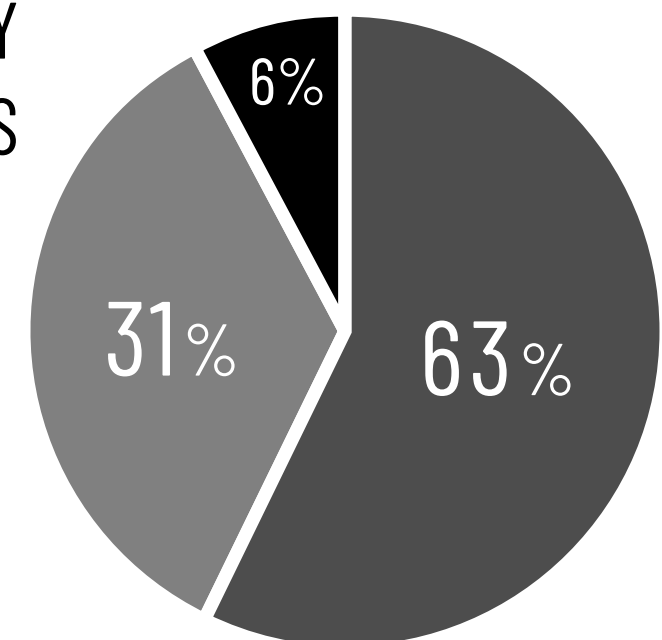
- Hellmann Worldwide Logistics Germany GmbH & Co. KG
- idealo Internet GmbH
- Innotech Arbeitsschutz GmbH
- intersoft AG
- Jungheinrich AG
- K&S Gruppe
- Kühne + Nagel AG & Co. KG

» JOB ROLES:

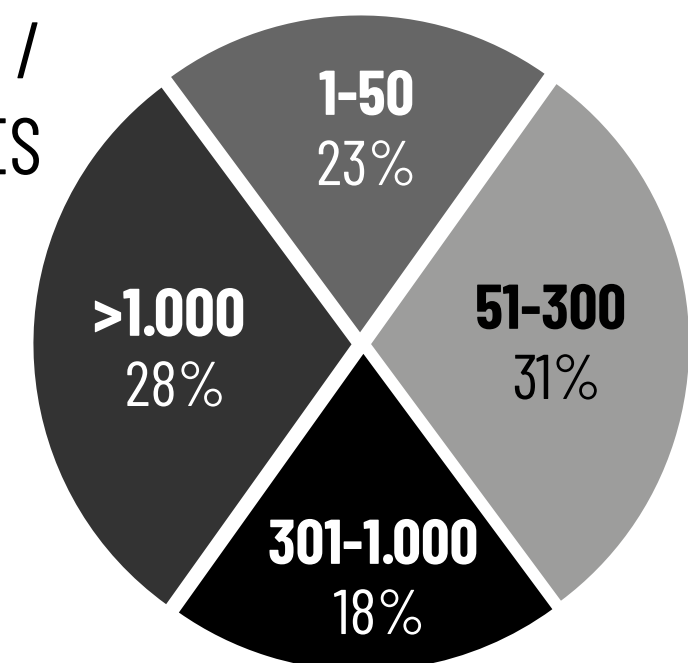
Business Developers | Health and Safety Representatives | Chief Agile Officer | Chief Corporate Communications Officer | Chief Digital Officer | Chief Executive Officer | Chief Human Resources Officer | Chief Innovation Officer | Chief Information Officer | Chief Learning Officer | Company Health Managers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

DECISION-MAKING AUTHORITY OF THE VISITORS

- alone and co-decisive
- advisory
- no decision-making authority



COMPANY SIZE / EMPLOYEES



- Tesla
- TÜV NORD Mobilität GmbH & Co. KG
- ver.di
- Vodafone GmbH
- Volkswagen AG
- ZEIT Verlagsgruppe
- Zentrum für Personaldienste

PRICING

#ZPNORD | 23 - 24 APRIL 2024 | HAMBURG MESSE

» PARTICIPATE IN 2024

Choose your individual and exclusive Expo event menu!

Whether you are an exhibitor, partner or sponsor - you and your company will benefit from a tailor-made trade fair and event presence. We offer you all the necessary services and products from a single source. Individual. Service-oriented. With a high ROI.



STAND AREA EUR 319 PER M²

(EXCL. ZP SERVICE PACKAGE:
EUR 999)

Talk to us - we would be happy to advise you individually to ensure your stand is successfully tailored to your needs.

ALL-IN PAKETSTÄNDE

AB 5.850 €

Complete stand packages make it easy for you: everything from a single source. Chose from a variety of packages and new stand concepts.

ACTIVITY & VITALITY AREA

6M² FROM
EUR 2,999

Your turnkey Workspace Package with or without lecture slot. (20 minutes)

LIVE TRAINING AREA

4M² FROM
EUR 3,599

Including two lectures of 30 minutes per day of the fair.

Attention: limited places, first come first serve.

» TALK TO US!

Sandra Reis

Event Director

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Oliver Remke

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PREMIUM SPONSORINGS

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GOLD FROM EUR 20,000

Basic package: € 5,000 +
advertising services with a total value
of at least € 15,000

SILVER FROM EUR 12,500

Basic package: € 5,000 +
advertising services with a total value
of at least € 7,500

BRONZE FROM EUR 7,500

Basic package: € 5,000 +
advertising services with a total value of
at least € 2,500

BASIC PACKAGE

- » **Logo on the front page** of the high-circulation online and print media
- » **Ticket allotment:** 500 day tickets to the fair
- » **Logo placement** on the **hall plan**
- » **Logo placement** on the **sponsoring wall** on site
- » **Logo placement** on all **display presentations**
- » **Screensaver** on the Main Stages: across all themes
- » **Advertising** on all **social media channels**
- » **Company description** in the **trade fair magazine**
- » **Company description incl. logo placement** on the **website** on the ZP 365 website under „Sponsors“

**More information on
personal request!**

» LET'S TALK ABOUT IT!



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SPONSORSHIP PACKAGES

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LANYARDS

EUR 7,900

The lanyards serve as a name badge at the fair and will be distributed free of charge to visitors at the entrance to the fair.

*Booking is not possible two years in a row;
Price excl. production.*



HIGHLIGHT TOPIC SPONSORING

EUR 7,900

Position yourself and your company as a pioneer of one of our Highlight Topics in the HR industry!



EXHIBITION BAG

EUR 8,900

The exhibition bags will be handed out to each visitor free of charge when entering the fair and serve as a carrier medium for informational information material at the fair.

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Price excl. production.*

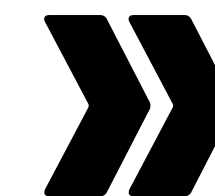
TICKET

EUR 9,900

Logo placement on the admission tickets or badges of the visitors badges of the visitors, press representatives, speakers, VIPs, and bloggers, as well as on exhibitor passes.

*Display on registration terminal + Display on
Print-at-Home-Ticket*

**Further sponsorship opportunities
on request!**



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SPONSORSHIP PACKAGES

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30-MIN SESSION EUR 1,450

Use of a 30-minute presentation session, including lead scanning, on the Main Stage for the presentation of a content-related contribution as part of the official programme of the fair.

The allocation and placement of the lecture slot will take place according to the „first come - first served“ principle.



WORKSHOP FROM EUR 1,790

Take advantage of our workshop area in the exhibition hall to present your topics and innovations interactively.

Receive all leads of your workshop Participants.

The allocation and placement of the lecture slot will take place according to the „first come - first served“ principle.

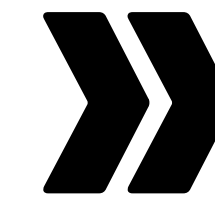
KEYNOTE SPONSORING EUR 12,000

Be in the spotlight and highlight your company brand with a keynote sponsorship!

Take advantage of this unique opportunity to be part of the big Keynote Stage programme. In coordination with the programme team the sponsor has the opportunity to place a top-class speaker on the on the stage.

- » **Maximum visibility** for your company
- » **Attention** from thousands of industry leaders, decision makers and influencers
- » Position your company as a **thought leader** in the HR industry and share valuable insights and expertise.

Sponsoring of a Keynote Session: Available 1 time per Highlight Topic and bookable only 1 time per exhibitor.



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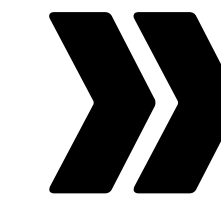
LOUNGE

EUR 9,500

Relax, network and shine!

Are you ready to leave a lasting impression and create unforgettable experiences? Then secure the lounge sponsorship and let you and your company take centre stage!

With a lounge sponsorship you offer a place to meet in the meeting place in the hustle and bustle of the fair.



LET'S TALK ABOUT IT!



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BUSINESS BAR

EUR 1,500

Lively bar setting in the middle of the exhibition hall: whether exclusive use for your customers or open access for all visitors - you decide. Offer visitors added value and invite them to your exclusive „Happy Hour“.

Exclusive use of the Business Bar for 60 minutes.

*Price plus the drinks consumed -the billing
will be invoiced by the fair's catering service provider.*

SOCIAL WALL

#ZPNORD | 23 - 24 APRIL 2024 | HAMBURG MESSE

EXHIBITOR



It's a Wrap! Oder doch noch nicht? 🤔

Vergangene Woche haben [Julia](#), [Max](#), [Lorenz](#), [Felix](#), [Kira Marie](#), [Patrick](#) und [Selma](#) euch auf der [Zukunft Personal](#) Nord mit spannenden Themen rund um Leadership und New Work gefüttert!

Wir durften zusammen mit der [BAD GmbH](#), [STRIVE](#), [nilo.health](#), Frank Juice, [QUINGS](#), [SNOCKS](#), [Vanessa Hansch](#), [Marcus Merheim](#) und HSV Präsident [Marcell Jansen](#) die [XING](#) Messe Lounge rocken!

Danke an alle, die dabei waren und sich die Zeit genommen haben, mit spannenden Personen zu netzwerken und ihr Wissen mit uns zu teilen.

Es waren 2 mega inspirierende Tage in Hamburg mit euch und wir können die nächste ZP schon jetzt nicht mehr abwarten! ❤️

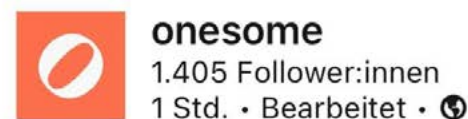
Und das müssen wir auch gar nicht, denn am 09. und 10. Mai geht es direkt mit der [Zukunft Personal](#) Süd in Stuttgart weiter! 📍

Dieses Jahr stehen die Trends der neuen Arbeitswelt im Fokus und [Patrick](#), [Adrian](#), [Julia](#), [Felix](#), [Lorenz](#) und [Franziska](#) sind für euch wieder mit spannenden Vorträgen und interaktiven Workshops in der [XING](#) Messe Lounge und der Learning & Development Stage am Start!

Sichert euch jetzt ein Free-TAMily-Ticket, um dabei zu sein: <https://lnkd.in/eBiKpTjX>

Wir freuen uns auf euch!

[#zukunftpersonal](#) [#traininganddevelopment](#) [#hrdevelopment](#)



Die [Zukunft Personal](#) Nord neigt sich dem Ende und wir freuen uns, dass wir wieder als Aussteller dabei waren! 🙌

Unter dem Motto „*Transformation is here to stay*.“ haben [Nadine Priessnitz](#) und [Florian Fuckner](#) einen spannenden Vortrag gehalten. Dabei haben sie sich Fragen wie „Wie gehe ich mit den konstanten Unsicherheiten meiner Mitarbeitenden um?“ oder „Wie unterstützt onesome als digitale Coaching App die Veränderungsfähigkeit?“ gewidmet.

[Swantje Benussi](#) berichtet von der Messe:

„Es findet ein großer Wandel in der Menschheit statt, heute zählt Purpose in der Arbeit! Mitarbeitende sollen nur Impulse bekommen, um sich selber weiter zu entwickeln. Die Führungskräfte haben den Job, Mitarbeitenden Raum zu geben, Erfahrungsräume zu öffnen und sie zu ermutigen. Sie geben von außen Impulse, damit sich von innen etwas bewegt. *Der Schlüssel zu dieser Transformation ist Vertrauen.*“

Personalverantwortliche dürfen aufhören, zu steuern und zu kontrollieren. Es geht darum, Mitarbeitende ihr eigenes Potenzial erkennen zu lassen. Denn wer sich entwickeln will, mit dem kann ich etwas erreichen.“

[#onesome](#) [#digitalescoaching](#)
[#veränderungsfähigkeit](#) [#transformation](#) [#ZPN23](#)

VISITOR



Gestern war ich auf der [Zukunft Personal](#) Nord in [#hamburg](#) unterwegs. 📍

Die Messe war gut besucht und es gab viele interessante Menschen und Themen. Ich hab mir vorab einen Plan gemacht, um möglichst viel aus meinem Besuch herauszuholen. 📅

Die Qualität und das Niveau der Workshops und Vorträge reichte von geschickten Produktpräsentation bis hin zu hochkarätigen Podiumsdiskussionen mit bekannten [#HR](#) Größen aus DAX-Konzernen und namhaften Bloggern.

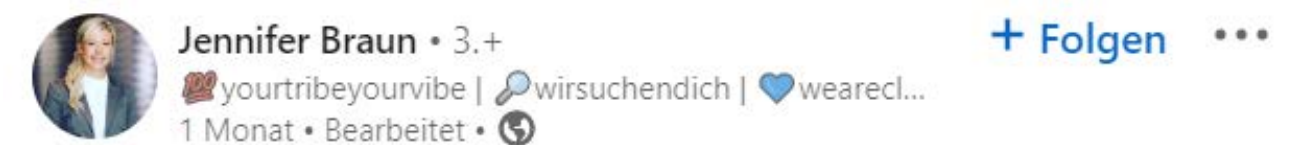
In den Workshop-Areas und vor den Vortragsbühnen war das Interesse besonders groß. Das zeigt mir, wie enorm das Need und die Anstrengungen seitens der HR-Abteilungen sind, endlich offene Stellen zu besetzen.

In verschiedenen Gesprächen habe ich erfahren, dass auf der Messe ein Querschnitt durch alle Branchen vertreten war.

Für mich hat sich der Besuch auf jeden Fall gelohnt 😊 - ich habe neuen Input erhalten, neue Kontakte geknüpft und Stammkunden getroffen.

Es war eine gelungene Auftaktveranstaltung zur großen Zukunft Personal [# köln](#) im Herbst, auf der wir selbst mit [stellenanzeigen.de GmbH & Co. KG](#) Aussteller sein werden. 🙌

[#messe](#) [#zpnord](#) [#zpnord23](#) [#zukunftpersonal](#) [#recruiting](#)
[#stellenanzeigen](#)



Ich bin immer noch ganz **begeistert** von der [Zukunft Personal #Messe Nord](#), die ich in den letzten Tagen gemeinsam mit meiner lieben Kollegin [Emily Tiele](#) besucht habe. Es war **unglaublich**, all die **spannenden** Speaker, Workshops und Unternehmen zu erleben.

Besonders **beeindruckt** haben mich die [#Vorträge](#) von:

🇩🇪 [Gazelle Vollhase](#) mit „Bitte alles einmal neu denken: Tipps für eine diverse & inkl. Recruiting Strategie “
🐱 [Dr. Léa Steinacker](#) mit „Von Medici bis Ada Lovelace“
🚀 [Kira Marie Cremer](#) mit „New Work, New Roles“

Ich habe dabei so viele neue [#Denkanstöße](#) erhalten und bin mir sicher, dass ich einige Dinge in meinem [#Arbeitsalltag](#) anwenden werde. ➡️ Meine **Learnings** und **Aha-Momente** werde ich innerhalb der nächsten Tage posten.

Ein weiteres persönliches [#Highlight](#) war das Treffen mit meiner lieben Kollegin [Christine Heydorn](#). Wir haben gemeinsam mit Emily einen **wunderbaren** Abend auf dem Kiez in [#Hamburg](#) verbracht.

[#HR](#) [#Innovationen](#) [#Transformation](#) [#corporateculture](#) [#newwork](#)
[#Diversity](#) [#KI](#)



LOCATIONS

#ZPNORD | 23. - 24. APRIL 2024 | HAMBURG MESSE

HAMBURG

23 - 24 April 2024

ZP Nord is the meeting place for the HR community in northern Germany. The most important players in the industry and a top line-up of speakers will create a unique create a unique experience around the complete topic cluster of HR - with a focus on the transformation of the working world. with a focus on the transformation of the working world. For decision-makers, the ideal business and networking platform for decision-makers, executives and HR managers, to discover innovative solutions, get inspiring input, make contacts and deepen relationships.

200

EXHIBITORS, PARTNERS &
SPONSORS

4,500

VISITORS &
PROFESSIONALS

240

SESSIONS

STUTT GART

05 - 06 March 2024

Zukunft Personal Süd is the industry meeting place for HR management in Southern Germany. The focus of the event is on the trends of the working world of today and tomorrow. and tomorrow. For all relevant HR issues, the trade fair in Stuttgart will showcase shows product innovations, developments and trends. As an established platform visitors will benefit from a comprehensive programme of lectures and best best practices, which are tailored to the market requirements of small and medium-sized and the regional economy.

250

EXHIBITORS, PARTNERS &
SPONSORS

5,038

VISITORS &
PROFESSIONALS

240

SESSIONS

COLOGNE

10 - 12 September 2024

Zukunft Personal Europe in Cologne is the leading expo event for the world of work. As an impulse generator, the leading European trade fair connects people and markets in the areas of HR management, digitalisation and leadership. For three days, the focus is on innovative product solutions, congress-level presentations and networking with the community: decision-makers, HR managers and designers of the world of work will get the decisive market get a decisive overview of the market and exchange views on the trends of today and tomorrow.

600

EXHIBITORS, PARTNERS &
SPONSORS

23K

BESUCHER:INNEN /
FACHBESUCHER:INNEN

750

SESSIONS

#ZPNord

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BE PART OF THIS!

WWW.ZUKUNFT-PERSONAL.COM

>> CONTACT

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