

// ZPN 2020 – the HR event in North Germany

» Meet up with the Who's Who of the HR sector

With some 270 top exhibitors and more than 4,200 visitors, "Zukunft Personal Nord" is the matchmaking platform for the HR industry in the north of Germany. The perfect platform: The top-class programme with more than 160 presentations, interactive formats and live coaching events – actively add to the events programme and get into direct contact with the industry's decision-makers.

// What's new 2020? (So far)

» Guided through the Employee Experience: A 360° HR EXPERIENCE

The themed stages in the Employee Experience and the consistent colour coding reflect the entire HR value-added chain and make it even simpler and more intuitive for attendees to find their way.

» Spotlight on the logistics sector

Meet those responsible for HR from one of the most important industry branches with more than 300,000 employees and position yourself with your specific services and solutions.

» New formats such as the HR TEC Night Robindro Ullah and Michael Witt's successful format, now also in Hamburg!

Guided tours
This guided 1-hour tour takes interested trade attendees straight to your stand! Position yourself as an expert in the field, stand out from the competition and present your individual solutions and concepts.

» HR:MOTION now also in Hamburg

BIGGER, BETTER, LOUDER – The party and networking event for the HR community will be coming to Hamburg in 2020. Turn the evening into your party and benefit from an exceptional presence in a new and stunning location.

// Reaching the right people*

Sectors: Transport & logistics | IT & telecommunications | services | media | commerce | healthcare | construction industry

Positions: Chief agility 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 HR officers | HR executives | occupational safety officers | training and CPD officer | company doctors and staff council members | occupational health managers | business developers | compensation & benefits managers | digital transformation consultants | digital transformation managers | employer branding and marketing managers | ergonomics consultants | occupational safety professionals | innovation managers | heads of specialist departments | human resources assistants | personnel planners | personal recruiters | personnel officers | staff development and corporate development officers | security officers | talent management executives | visionaries

// Participating as an exhibitor, partner & sponsor

Select your exclusive
event menu (from 01.11.2019)

**Customised exhibition
and event presence!**
All the necessary services and
products from a single source.

» Unique & tailored: individual stands

Space from **€ 249 per m²**

STAND SYSTEM BUDGET: **€ 135 per m²**

STAND SYSTEM COMFORT: **€ 155 per m²**

ZP service package: **€ 799** (binding)

» Care-free solutions: all-in stand package

All-inclusive participation package for all stand sizes from 9 to 20 m², including space, stand system, ZP service package, furniture and all service charges.

Economy | 9 m² from **€ 4.399** // 15 m² from **€ 6.199** // 20 m² from **€ 7.699**

Premium | 9 m² from **€ 5.599** // 15 m² from **€ 7.399** // 20 m² from **€ 8.899**
(with additional advertising services)

// Special areas Included ZP service package

» HR & Law – new year, new law

90-minute talk slot
from **€ 799**

» Live Training Area – Develop. Encourage. Succeed.

4 m² of exhibition space from **€ 2,699**
including 2 presentation slots of 30 minutes per exhibition day

» Startup – Innovate. Shape. Accelerate.

6 m² angle table with furniture and graphics

Basic package from **€ 1,799**

Power package from **€ 1,999**
(with additional advertising services + talk)



Make your presence felt and generate more leads!

Take advantage of the extensive sponsoring options in order to attract attention before, during and after the fair.

// Content contribution

Present yourself as a driver of knowledge and an expert on HR. With presentations and workshops, you can create added value and make sure you won't be forgotten.

Talks:

» 30 minutes € 720

Workshop packages:

» Economy (45 minutes) € 1,290
» Business (105 minutes) € 1,690

Additional integration options:

Solution Slam € 390
Guided Tours € 395
Meet the Expert € 490
(30-minute talk + 15-minute Q&A session)

// Sponsoring

Ensure you get the maximum amount of awareness and exposure! You can either place the focus on individual exhibitions and events or take advantage of all the benefits of year-round promotion across all exhibitions.

The choice is yours:

» Cross-trade fair and -thematic participation in the form of series sponsoring
» Topic-specific sponsoring
» Trade fair-specific sponsoring

Interested?

Then simply give us a call! We would be happy to advise you personally on a package for success tailored specifically to your needs!

PERSONAL
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