

# Exhibitor Manual

ZUKUNFT PERSONAL EUROPE 2025

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## 1. General Information

### ▪ Halls & Entrance

Hall 4.1, 4.2 and 5.1 South Entrance

### ▪ Main topics

Software solutions, hardware, human resources and management consulting, legal advice, human resources services, continuing education and training, E-learning/blended learning, seminar equipment, seminar and conference venues, services, future trends work, corporate health, occupational health and safety

### ▪ Visitor target group

Occupational Safety Officers | Training and Development Officers | Occupational Physicians and Employee Representatives | Corporate Health Managers | Business Developers | 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 | Compensation & Benefits Managers | Digital Transformation Consultant | Digital Transformation Manager | Employer Branding and Marketing Managers | Ergonomics Consultants | Occupational Safety Specialists | Innovation Managers | Heads of Departments | HR Staff | Co-creators | HR Planners | Recruiters | HR Consultants | HR and Corporate Developers | Safety Officers | Talent Management Executives | Visionaries

### ▪ Where are the special areas?

Info points in the foyer/ South Entrance and probably in Passage 4/5 (between Halls 4 and 5)

#### Halle 4.1 – Access via Eingang Süd

##### Recruiting & Attraction

- Corporate Influencer Club
- Employer Branding Area
- Learning Cafe
- ZP & Friends Lounge

#### Halle 4.2 – Access via Eingang Süd

##### Organisational Performance

- Business Bar
- Kamin Lounge
- Workshop Area

#### Halle 5.1 – Access via Passage 4/5

##### Learning & Development

##### Corporate Health

##### Startup Village

- Activity and Vitality Area
- BBGM-Forum
- Innovative People Lab
- Live Training Area
- ZP Community Lounge

## 2. Exhibitor Portal & ZP - Shop

Access to the Exhibitor portal will be sent to you automatically after registering for the event. If you have not received access, please contact [zpshop@messe.org](mailto:zpshop@messe.org).

### What can you do in the Exhibitors portal?

**2.1** You will find all the **documents** you need for preparation in our exhibitor portal. Factsheet, deadlines, exhibitor manual. Information about your booked stand (you can also find this information in your registration form). Here you will also find information for your stand builder, your colleagues on-site, or your staff, to brief them.

**2.2 Fill out the exhibitor profile and add a company description:** The exhibitor profile has three text fields in total. In the first text field, you can fill out the online description with 600 characters, in the second the English version of the company description, and in the third text field the company description that will be printed in our trade fair magazine. Depending on the booked character count, either 300, 600, or 900 characters are required (the number is indicated). Spaces are counted as characters; line breaks are not displayed.

**2.3 Product indexes** for the product directory: Each exhibitor has **one** of the six main categories included. Additional indexes are included depending on the booked package or can be added at a discounted rate individually or in packages. The more indexes chosen, the more visible the products, services, and opportunities. The products mentioned in the last two sections are regularly mentioned in our newsletter.

**2.4** Through our marketing toolkit, you can access various graphics that we provide. Additionally, after creating your exhibitor profile, a link will be generated that will take you to the so-called "Gleanin page". Here you will receive a personalized banner with your logo, stand number, hall, and the ZP link. Once your exhibitor profile is completed, it will be added by us.

**2.5** Invite your community, your most important customers, or your entire customer database to the event. In the Exhibitor portal, you can create **voucher codes** with your free tickets. The exact explanation can be found under point 6 in this document.

**2.6** You can create **exhibitor badges** to access the grounds during setup and the trade fair. Please note that your suppliers, stand builders, or other persons taking care of your stand also need a **"Crew Ticket"**. Without a ticket, even during setup and teardown, access to the grounds is not possible.

**2.7** You have the section: open tasks. This reminds you of certain tasks that need to be completed in the exhibitor portal.

**2.8 "Additional products":** Here you can purchase additional products. Book a company description, product indexes, hostess licenses, screensavers, ads in the voucher booklet, lead licenses, or other additional services for your on-site visibility.

### Our availability during the preparation time

If you have any questions during the preparation, need help, or if something is unclear, please do not hesitate to contact us. We are very committed to providing you with the best possible service during the preparation phase. You can reach us by email at [zpshop@messe.org](mailto:zpshop@messe.org) or at +49 621 533976 00.

### 3. Exhibitor Service

#### Opening hours for Exhibitors only with Exhibitor badges

Tuesday, 09 <sup>th</sup> Sep. 2025	08:00 am – 06:30 pm
Wednesday, 10 <sup>th</sup> Sep. 2025	08:00 am – 06:30 pm
Thursday, 11 <sup>th</sup> Sep. 2025	08:00 am – 06:00 pm

#### Opening hours for Visitors

Tuesday, 09 <sup>th</sup> Sep. 2025	09:00 am – 05:30 pm
Wednesday, 10 <sup>th</sup> Sep. 2025	09:00 am – 05:30 pm
Thursday, 11 <sup>th</sup> Sep. 2025	09:00 am – 05:00 pm

The registration starts from 08:00 am!

#### Delivery during the fair

Tuesday, 09 <sup>th</sup> Sep. 2025	08:00 – 09:00 am / 06:00 pm – 06:30 pm
Wednesday, 10 <sup>th</sup> Sep. 2025	08:00 – 09:00 am / 06:00 pm – 06:30 pm
Thursday, 11 <sup>th</sup> Sep. 2025	08:00 – 09:00 am

*No deliveries are allowed during the Expo Event.*

*You can only make deliveries to your stand one hour before and one hour after the regular opening hours.*

*During the event, deliveries will be made exclusively via gate A in Messeallee Nord. The freight elevators are located on the west sides of the halls. (Please note that the freight elevators may not be used without the appropriate Koelnmesse employee).*

#### Setup times

Friday, 05<sup>th</sup> Sep, 2025 → paid early setup (on request via email to [s.schmeer@messe.org](mailto:s.schmeer@messe.org))

Saturday, 06<sup>th</sup> Sep. 2025 8:00 am – 10:00 pm

Sunday, 07<sup>th</sup> Sep. 2025 8:00 am – 10:00 pm

Monday, 08<sup>th</sup> Sep. 2025 8:00 am – 8:00 pm

**Setup must be completed by 8:00 pm!**

#### Dismantling times

Thursday, 11<sup>th</sup> Sep. 2025 6:00 pm – 10:00 pm

Friday, 12<sup>th</sup> Sep. 2025 8:00 am – 6:00 pm

Dismantling must be completed by 6:00 pm on 12<sup>th</sup> September 2025!

No stand may be completely or partially cleared before the end of the trade fair.

Non-compliant exhibitors agree to pay a penalty of €1.000, which will be donated to a charitable organization.

**After the end of dismantling Friday, 12<sup>th</sup> September 2025, 06:00 pm all vehicles must clear the loading zones. In case of non-compliance, the vehicles will be towed away.**



### 3.1. Stand Construction Booked Through CloserStill Media Germany

If you have booked the stand construction through us, make sure you have received your stand sketch and the necessary data for the graphics from the company mac (our stand builder). Mac will be sending the sketches from the end of June.

If you have any questions, our stand construction partner is available to assist you: [zukunft-personal@mac.de](mailto:zukunft-personal@mac.de)  
You can go to your stand and make final preparations on site, starting from Monday 8<sup>th</sup> around 2 pm.

The deadline for submitting your stand graphics to mac can be found on the deadline sheet in the Exhibitor portal. Through our stand builder, you also have the option to order various additional furniture and carpet. The order form can be found in the exhibitor portal under Service Providers.

### 3.2. Own Stand Construction

In the document "Information for Suppliers and Stand Builders" (available for download in the Exhibitor portal), you will find all the important details for your stand builder and suppliers. This document also states that you must have your stand construction inspected by Delegatis and then receive a approval from us.

### 3.3. Delegatis (Stand Approval)

All exhibitors who exhibit on the Koelnmesse grounds must fill out a separate stand construction approval through Delegatis (sent by Koelnmesse on the 1<sup>st</sup> July 2025). This takes only a few minutes after uploading the required documents, whether for stand construction through our stand builder or your own stand construction and is mandatory for all exhibitors.

### 3.4. Columns on the Stand

All exhibitors who have a column on their stand area will be informed by our technicians. The details and dimensions will be shown in our technical plan.

### 3.5. Technical Hall Plan

By clicking [HERE](#), you can download an up-to-date technical hall plan as a PDF. (The download may take a few seconds as the plan is generated from the live system).

For a better view, there is also a simplified hall plan (without technical data) [HERE](#).

### 3.6. Frequency Management

As more and more sound systems with radio links are being used on stand areas, which interfere with important security links and to prevent sound outages and technical difficulties, the used radio frequencies must be organized and assigned. This is handled by the service provider of Koelnmesse (Neumann & Müller). Please fill out the registration form, which is available for download on the homepage of the Exhibitor Portal, in advance and send it directly back to the service provider. The registration of the radio frequency is free of charge for exhibitors.

### 3.7. Exhibitor Internet

There is no free exhibitor Wi-Fi on-site. There is free visitor Wi-Fi, but it does not provide a stable internet connection. We advise against using this internet for demos, etc., as all devices are automatically logged out after two hours. Internet must be booked through the service provider of Koelnmesse, NetCologne. The contact details can be found in the Koelnmesse exhibitor portal (in the Exhibitor portal under Service Providers). If you are considering bringing your own router, this router must be registered with the service provider NetCologne, in frequency management, and for stand approval, for a fee.

### 3.8. GEMA

If you plan to play music at your stand, hold an exhibitor party, or plan anything else involving music, it is important to know that you may only play GEMA-free music. If you deviate from this music, you are required to register this with GEMA. Please note that GEMA occasionally conducts spot checks on-site. You will find a corresponding registration form in the Exhibitor portal.

### 3.9. Stand Party

Stand parties are allowed from 4 pm but require approval from Koelnmesse and are subject to a fee. Here is a breakdown of the prices charged by Koelnmesse:

€204.00 net per hour for up to 99 people / €262.00 net per hour for 100 to 199 people / €323.00 net per hour for 200 people or more.

The maximum number of people depends on the stand size. The guidelines of Koelnmesse apply. In the Exhibitor portal on the homepage, you will find the registration document for a stand party, which must be filled out and signed and sent to [l.kissel@messe.org](mailto:l.kissel@messe.org) along with the sketch of your stand. A stand party must not exceed 70 decibels (measured at the stand edge) during the fair. Please ensure that your stand party is also registered with GEMA.

### 3.10. Waste Disposal and Stand Cleaning

Depending on the booked package (please refer to your registration form or the inclusive services in the Exhibitor portal), stand cleaning may be included or excluded. Cleaning will be carried out after the first and second exhibition days. Stand cleaning includes emptying the waste bin. Additional waste disposal requires ordering through the Koelnmesse exhibitor portal and may only be emptied into the designated garbage bags. There are no other waste disposal options on-site.

### 3.11. Water Extraction in the Hall

There are occasionally painter's sinks within the hall. During exhibition operations, the painter's sinks are covered by shutters, which are not locked. At these points, it is possible to obtain water with larger containers. Please remember to close the shutter again after drawing water.

### 3.12. Distribution of Promotional Materials and Hostess License

**Distributing flyers and giveaways outside your stand area requires a paid permit.**

This hostess permit can be ordered through the Exhibitor portal (while supplies last). Please note that within the scope of the hostess permit, only the distribution of your company's print materials is permitted. The distribution of other promotional materials (e.g., coffee mugs) requires consultation with the organizer and their written approval. Please send your request to: [zpshop@messe.org](mailto:zpshop@messe.org)

**Violations will immediately be penalized with the booking of the hostess license in the amount of €2,190!**

In general, the distribution of bags and/or lanyards is prohibited. For these and other separately bookable sponsorship services, please consult your responsible customer advisor.

The badges for the approved hostess licenses will be delivered to your stand. Alternatively, you can also pick them up in advance at the exhibition office (Passage 4/5).

### 3.13. Lecture Booking/Program

If you have booked a lecture through us, our program team will contact you to discuss the relevant information and everything else important. The scanned leads (included service) will be sent to you within 10 working days after the event. If you have any further questions, you can contact [programm@messe.org](mailto:programm@messe.org).

### 3.14. On-site Catering

Several snack points in the halls will be open on the Koelnmesse grounds.

#### Stand Catering

You are also welcome to order your own catering through the service provider Aramark. You can find this information in the Koelnmesse exhibitor portal.

#### Aramark Catering Credit Card

There is also the option to purchase a Catering Credit Card. With the Catering Credit Card, you and your team can conveniently pay cashless in all the dining establishments on the grounds throughout the entire exhibition. Aramark will provide you with a total invoice for the transactions of all cards issued to your company.

<https://aramark.koeln/catering-card>

### 3.15. Hotel/Accommodation

You can book a hotel room for yourself and your colleagues by clicking [HERE](#). We work with Hotelservice Deutschland, which arranges special prices directly with the hotels.

### 3.16. Train/Event Ticket

You can benefit from reduced ticket prices through our event link with Deutsche Bahn. Please click [HERE](#).

### 3.17. HR:MOTION

CELEBRATE CONNECTIONS! Our exhibitor party will take place on September 09<sup>th</sup>, 2025, from 6:00 pm at the Tanzbrunnen Köln. Depending on the stand size, one or two tickets are included in your booked package. All exhibitors up to 11.75m<sup>2</sup> will receive **one** ticket, and all from 12m<sup>2</sup> onwards will receive **two** tickets. Sub-exhibitors do not receive free tickets. We will upload the personal voucher codes to you in the Exhibitor portal and also send them to you separately in an email. You will find the link to the ticket shop in the Exhibitor portal.

Of course, additional tickets can be booked. These are charged at €79.00 (incl. VAT). We are happy to accept bookings for VIP tables, as well as additional sponsor packages.

### 3.18. Koelnmesse Service Providers

In the Exhibitor portal under Service Providers, you can access the Koelnmesse exhibitor portal. Here you will find the Koelnmesse service providers for, among others: electrical installation, plumbing installation, internet, WLAN & telecommunications, waste disposal, stand cleaning, stand security, suspensions, catering, parking tickets.

### 3.19. M.A.X. Media Technology

If you need various multimedia and technical products such as televisions, computers, tablets, phones, lead devices, etc., M.A.X. our service provider is available to you. Through the Exhibitor portal under Service Providers, you can access the M.A.X. shop.



## 3.20. Exhibitor Badges

### Where and how can I order my exhibitor badges?

Through the Exhibitor portal (until the last day of the trade fair). The badges will be sent directly via email. The badges are personalized and can be adjusted and resent if needed through the ZP Shop. The number of exhibitor badges is unlimited and free of charge.

### A colleague has fallen ill, and I am his replacement. Can I keep his exhibitor badge?

The badge can be adjusted in the ZP Shop. As a result, the old badge loses its validity.

### I forgot my badge. Can I still have an exhibitor badge?

Exhibitor badges can be issued at the trade fair office or at the information desk in the foyer.

### Worker Badges/Crew Ticket:

Every employee (who does not have an exhibitor badge) must be able to present a completed work permit on-site during setup and dismantling. Access to the trade fair grounds is not possible without a badge. Badges can be created through the ZP Shop under Exhibitor Badges using the link provided there or click [HERE](#) until the last day of the trade fair. The link has no deadline and can also be shared with your service provider.

## 3.21. Lead Management (FairVerify):

Lead management allows for easy collection of visitor data on-site. The visitor data collected by scanning visitor badges with the app is automatically transferred to the FairVerify web portal, where it can be analyzed and exported.

Access will be sent to you approximately 4 weeks before the trade fair from the following email: [operations@messe.org](mailto:operations@messe.org). The access includes a link to the FairVerify web portal, your username, and password for login.

Attention - if you copy and paste the login, it ALWAYS copies a space with it, which makes the password and username appear invalid. Therefore, please delete these characters.

Depending on the package booked, 1-2 licenses are included. Additional licenses can be purchased through the Exhibitor portal. These will then be credited to the same account after processing.

A detailed guide on how to create lead forms in the web portal or app can be found in the ZP Shop under Service Providers.



Android



iOS

## 4. Logistics

### 4.1. Navigation app of the Cologne Trade Fair for setup and dismantling

With the free navigation app NUNAV (for Android and iOS), precise, app-controlled routing is ensured for your stand builders, service providers, and employees. You will find a QR code in the information sheets. By scanning this QR code, you can first download the NUNAV app to your device (Android or iOS). Once the app is installed, scanning the QR code again will directly lead to the corresponding event routing.

You can find the document for route guidance on the homepage of the Exhibitors portal.

### 4.2. Where is the delivery point?

**Deliveries** can be made from September 6<sup>th</sup>, 2025, 08:00 onwards. A contact person must be present on-site to accept the delivery. The trade fair organizer does not accept deliveries or packages.

The delivery and access for trucks or cars is via the collective parking lot P22. The on-site staff will guide you for access to the premises. You do not need to deposit any deposit for entry.

Please note the current traffic management system, which is available for download in the Exhibitors portal.

The exhibitor access will be via P4 / the parking deck at Hall 4 by elevator directly to Halls 4.1 / 4.2, via P5 / the parking deck at Hall 5 by elevator directly to Hall 5.1, or via the foyer/entrance West.

For **entry** onto the premises, you need an exhibitor pass, and for setup and dismantling, the trade fair construction service providers need a work permit (one permit per person).

Please forward this information to the trade fair construction company you have commissioned.

Service providers / suppliers should be able to prove before entering the exhibition grounds that they have a delivery for ZPE (e.g., with a clear delivery note, etc.).

If you send a package or delivery to your stand area, provide the following delivery address as your stand area:

Koelnmesse  
Hall [4.1, 4.2, or 5.1]  
Your stand number  
Zukunft Personal Europe 2025  
Attn. / FAQ [Name of on-site contact person]  
Phone [Mobile number of on-site contact person]  
Messeplatz 1  
50679 Cologne  
Germany

### 4.3. On-site storage space



Storage spaces are only available at your stand, but not in the exhibition hall or on the trade fair grounds. If storage on the premises of the Cologne Trade Fair is desired, or if delivery of packages, materials before the start of setup is desired, please contact the freight forwarder: (There is a form in the Exhibitor portal under service providers which lists further contacts)

Schenker Deutschland AG  
Tel.: +49 221 98131-0  
Email: [fairs.koeln@dbschenker.com](mailto:fairs.koeln@dbschenker.com)

#### 4.4. NEW: Access regulation –eSlot

Koelnmesse has introduced the digital tool “eSlot” to regulate set-up and dismantling traffic. Entry to the exhibition grounds by car or truck for set-up and dismantling at the hall is only possible by registering and booking a time slot via eSlot for a fee! You can register and book a time slot via the following link: <https://eslot.koelnmesse.com>

Important: [HERE](#) you will find the traffic guide for set-up and dismantling, which gives you official information about eSlot. [HERE](#) also the traffic control plan for set-up and dismantling, as well as [HERE](#) for the days during the event.

Fahrzeuge	Portal	Check-in vor Ort (P 22)	Maximale Aufenthaltszeit
bis einschl. 3,5 t* 	10,00 Euro	15,00 Euro	1 Stunde
bis einschl. 3,5 t* 	20,00 Euro	25,00 Euro	2 Stunden
bis einschl. 12 t 	40,00 Euro	50,00 Euro	3 Stunden
bis einschl. 40 t 	50,00 Euro	65,00 Euro	4 Stunden

All prices quoted are subject to the applicable statutory VAT (in accordance with the latest version of the UStG). After the booked time has expired, a new booking is required for each entry and exit. Entry and exit is monitored by Koelnmesse. If the time periods of the booked loading zones are exceeded, Koelnmesse reserves the right to tow away the vehicle for a fee.

Koelnmesse's service team will be happy to help with any questions regarding the booking:

Support hotline: +49 221 821-2097

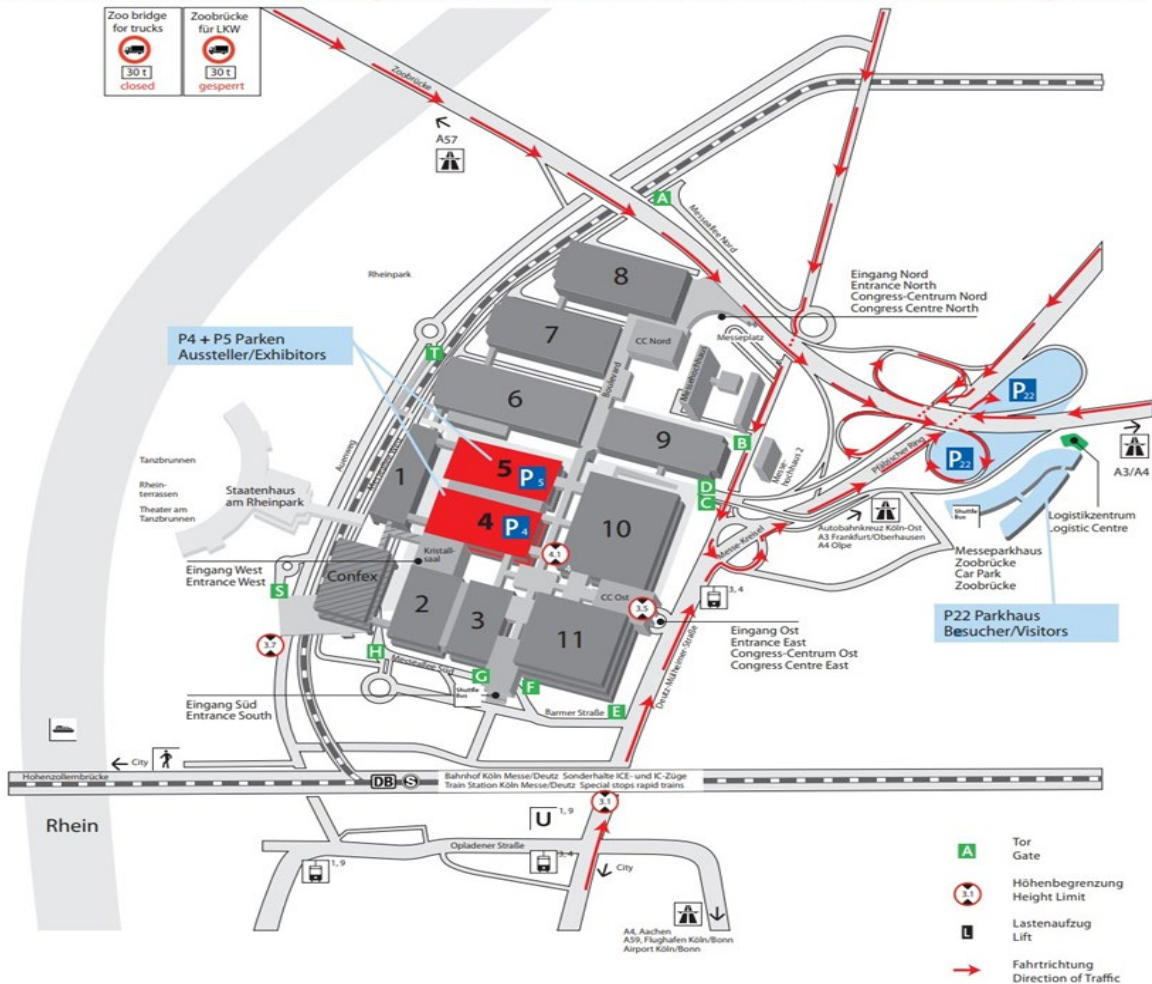
E-mail: [eslot@koelnmesse.de](mailto:eslot@koelnmesse.de)

Without prior booking of an eSlot time slot, cars and trucks over 3.5 t can be delivered to halls 4.1/ 4.2 and 5.1 via parking lot P22 during set-up and dismantling. Vehicles will be registered there and called up for entry depending on capacity. Vehicles over 3.5 t will only be granted access to the exhibition grounds on September 11<sup>th</sup>, 2025 after visitors have left the halls and logistics areas. Deliveries to Halls 4.1 / 4.2 and 5.1 during set-up / dismantling are expected to be made via Gate A (subject to change).

After booking a parking ticket, cars can also access parking lots P4 and P5 (in the exhibition halls) via Gate D for loading and unloading (subject to change).

## 5. Arrival and Departure

Die Zufahrt im Auf- und Abbau erfolgt über den Parkplatz P 22. Access for construction and dismantling via P 22.



### 5.1. Bus and train connections:

#### From Cologne Main Station:

By S-Bahn: Take lines S6, S11, S12 or S19 direction of Köln Messe/Deutz. The stop is directly opposite the South Entrance of Koelnmesse.

By subway: Lines 1 or 9 to Deutz station.

By Deutsche Bahn: Get off at Cologne Main Station, then continue by S-Bahn or U-Bahn as described above.

#### At which stop do I get off?

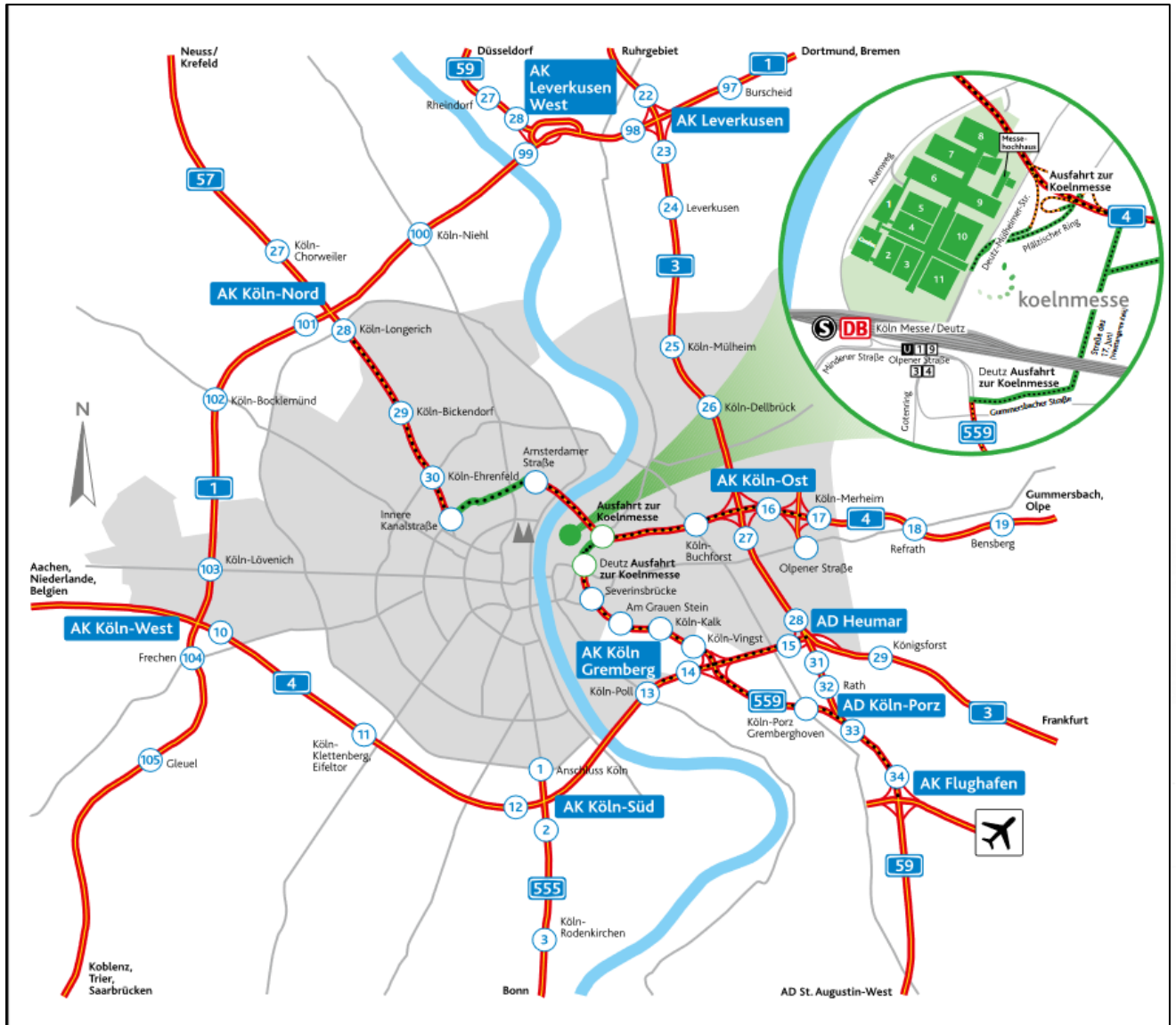
We recommend the station "Köln Messe/Deutz" as the destination station. This is a 3-minute walk from the south entrance.

Alternatively, you can walk the 1.5 kilometres from the Main Station to Koelnmesse. Leave Cologne Main Station via the main entrance. The entrance to the Hohenzollern Bridge is on the back side of the Cologne Cathedral. At the end of the Hohenzollern Bridge, please follow the signs to Koelnmesse.

Please note that the use of public transport is not included in your ticket.



## 5.2 Arrival by car



## 5.3. Parking on-site

Exhibitors who have booked a ticket through the Cologne Trade Fair exhibitor portal can park on the parking deck of their hall (Parking Deck 4 at Hall 4 or Parking Deck 5 at Hall 5). Access to both parking decks is via Gate D, which is accessible via the Zoobrücke (B55a). Gate D is clearly signposted.

For **visitors**, the "Zoobrücke" parking garage is available. The walking distance to Entrance South is approximately 10 minutes. We provide a shuttle service that takes visitors to entrance South.

A long-term parking permit must be purchased for this purpose. Orders can be placed via the Koelnmesse order portal. The link to the Koelnmesse portal can be found in the Exhibitor portal under service providers.



## Overview of parking fees

- Permanent parking permit for the entire duration of the trade fair for vehicles up to 3.5 tons: €36.00.
- Permits must be ordered through the Koelnmesse portal.
- 1-day parking ticket costs €20.00.  
3-day parking ticket costs €60.00.
- Visitor parking: Exhibition parking garage Zoobrücke with access via the Zoobrücke or Pfälzischer Ring.
- Parking tickets for delivery abroad can be ordered via the Koelnmesse order portal up to four weeks before the event, and two weeks before the event for delivery within Germany.
- On the last set-up day (08.09.25, 09:00 - 18:00) you can purchase parking tickets at the parking ticket counter (at the trade fair office) or collect those already ordered.

## 5.4. Trucks

During the event, trucks can park for free in the unguarded parking lot P25 (under the Zoobrücke). Trucks are not allowed to park on the exhibition grounds during the event, but there are a few parking spaces available on site, which you can book via the Koelnmesse order portal (you can find the link in our webshop under service providers).

## 5.5. Arrival by plane

- We recommend traveling by train from the regional airports. Otherwise there will be taxis outside at the airport.  
Cologne/Bonn Airport CGN (16 km from Koelnmesse)
- Upon arrival, follow the signs to the "Köln/Bonn Flughafen" train station. Take the S-Bahn S19 to Horrem or the Regional Express to Mönchengladbach and get off at the "KoelnMesse/Deutz" station. The journey takes approximately 12 minutes.
- Regionalbahn 8 (RB8) towards Mönchen-Gladbach
- S-Bahn S19 towards Kerpen/Horrem from 7 am to 8 pm, every 20 minutes.
- Düsseldorf Airport DUS (65 km from Koelnmesse)
- Upon arrival, follow the signs to the Sky Train to Düsseldorf. From there, take the Regional Express trains to Aachen or Koblenz. The journey takes about 45 minutes.
- Frankfurt am Main Airport (180 km from Koelnmesse)
- Upon arrival at Terminal 1, please follow the signs to the airport's train station. If you arrive at Terminal 2, please take the shuttle bus to the train station. We recommend taking an ICE ticket, which travels directly to the "KoelnMesse/Deutz" station without stops, which is the closest station to Koelnmesse. The journey takes about 50 minutes.

## 6. Tickets / Visitor Admission

### 6.1 General

- **Who is allowed to visit the fair as a visitor?**

Trade visitors the target groups you can see on page 3.

- **Are students allowed to visit the fair?**

Yes, students are welcome to use the fair as a platform for further education.

- **How much does a visitor ticket cost?**

Ticket Purchase Method	One-day Ticket	Multi-day Ticket
Purchase of a ticket	€95	€150

- **Is the visit to the presentation stages included in the ticket price?**

Yes, the visit to the presentation stages and workshops is included in the ticket price.

### 6.2 Free Visitor Tickets via the Exhibitor portal

Invite **your community**, your most important customers, or your entire customer database to the event. In the ZP Shop, go to the "Visitor Tickets" tab and select "Create Voucher Code." This will open the exhibitor portal of the ticket service provider. In the dashboard, you will get an overview of your booth data and see how many tickets are included in your order. You can also order additional tickets for €2 per single ticket and €4 per multi-day ticket.

To use your **inclusive tickets**, scroll down in the browser and click on **"Create Voucher"** for the single or multi-day tickets as appropriate. Here, you can create a personalized voucher for your company. You can then send this voucher individually or simply attach the voucher to the ticket shop link. This reduces the price directly to €0, and your visitors will not incur any costs for their ticket.

#### Ticket shop link:

<https://www.zukunft-personal.com/de/ticketshop/zpe25>

#### Example of a personalized link:

[https://www.zukunft-personal.com/de/ticketshop/zpe25/?ticketshop\\_id=7&voucher\\_code=EXC\\_YOURVOUCHERCODE](https://www.zukunft-personal.com/de/ticketshop/zpe25/?ticketshop_id=7&voucher_code=EXC_YOURVOUCHERCODE)

You can also use this for marketing campaigns to reduce the effort in ticket creation. To access the leads obtained through the tickets sent out, click on "Invited Visitors" in the same portal. You can export this list as an Excel file.

## 7. On Site: during the event

### General information Koelnmesse Exhibition Center

- **Where can I find a bank/ATM?**  
In the South Entrance foyer area.
- **Where can I drop off my luggage or coats at the trade show?**  
Checkroom: in the South Entrance foyer.  
There are no lockers provided at the fair.
- **Where is the Exhibitors Office (organisers information office)?**  
Passage 4/5, next to the red restaurant Ampere
- **Where are the restrooms?**  
In the entrance area in the foyer, south entrance and on the south sides of Halls 4.1 and 4.2 and 5.1 and in the passage between hall 4/5
- **Where can I smoke?**  
In front of the hall (outside area)
- **Is the hall guarded at night?**  
No, stand guards/security must be ordered individually.
- **Is there free Wifi at the fair?**  
Yes, but this is only a visitor Wifi. Not to be used as stand Wifi! Additional Wifi can be booked in advance, if needed.
- **What to do in case of theft or emergency?**  
Theft: If you have taken out an insurance policy, report it to the insurance company, otherwise call the police at the security center: +49 221 821 3333  
Emergency: Provide assistance an emergency kit is available at the Organisers information office  
Sanitary Station at the back of Hall 11, East Entrance +49 221 8212 608  
Security Center DRK inner courtyard between Hall 11 & 3 (Minor emergencies): +49 221 8212608
- **Hall Inspector**  
Hall 4.1: +49 221 8211547  
Hall 4.2: +49 221 8211548  
Hall 5.1: +49 221 8211549
- **Bag check**  
Koelnmesse carries out bag checks at all entrances to the trade fair centre and on every trade fair participant (exhibitor and visitor). Security personnel will visually inspect all bags, backpacks, small trolleys and other containers. We ask for your understanding that there may be somewhat longer waiting times at the entrances during peak times of the trade fair. From now on, this regulation will apply to all events at the Cologne exhibition centre and serves to ensure general security at major events.

## 8. Program

### 8.1. Where can I find the program of events for the presentation stages?

Here is the link to our **trade fair app**, which also enables a joint chat with the ZP community at the trade fairs: <https://app.zukunft-personal.com>

On-site: In the **trade fair magazine** and at the **stages**.

#### ▪Where are the stages located?

##### Halle 4.1

- A.27 Learning Café
- A.55 Corporate Influencer Club
- A.85 Organisational Performance Stage III
- B.52 ZP & Friends Lounge
- F.02 – Recruiting & Attraction Stage I
- F.62 – Employer Branding Stage
- F.86 – Recruiting & Attraction Stage II

##### Halle 4.2

- G.31 Workshop Area
- G.61 Keynote Stage
- H.92 Kamin Lounge
- J.32 Business Bar
- L.68 Organisational Performance Stage II
- K.66 Organisational Performance Stage I

##### Halle 5.1

- M.01 Corporate Health Stage
- M.45 Innovative People Lab
- Q.90 Startup Stage
- TBA Medialounge
- O.46 Live Training Area II
- O.68 Live Training Area I
- M.28 BBGM Forum
- P.22 Activity & Vitality Stage
- P.38 Learning & Development Stage I
- P.52 Learning & Development Stage II
- P.23 ZP Community Lounge

#### ▪ I am speaker, what is relevant for me?

As a contributor to our extensive lecture program, you will receive all the information relevant for you in good time in a separate e-mail.

#### ▪ How can I also give a presentation?

Please talk to your account manager about it.

#### ▪ Will the presentations be streamed or recorded?

No.

Exhibitors have the opportunity to participate as a sponsor. Your account manager will be happy to help you with this.

## 9. Press and Media

### 9.1. Press

- **Do I need to register/accredit?**  
The link for accreditation will be provided by Martina Hofmann.
- **Who is my contact person?**  
Martina Hofmann – [m.hofmann@messe.org](mailto:m.hofmann@messe.org)
- **Interviews can be arranged upon request.**  
Interviewanfragen gerne an Martina Hofmann – [m.hofmann@messe.org](mailto:m.hofmann@messe.org)

### 9.2. Contact person media partners

Contact person before the trade fair:

Angela Steckelbach

[a.steckelbach@messe.org](mailto:a.steckelbach@messe.org)

+49 621 533 976 47



## 10. Ansprechpartner der CloserStill Media Germany GmbH

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### Press and Mediapartner:

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### Onsite Events:

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