



**ZP NORD**  
HAMBURG MESSE UND CONGRESS  
18TH-19TH APRIL 2023

# Advertising, Branding & Sponsorship

## HIGHLIGHT TOPICS

// RECRUITING  
& ATTRACTION

// OPERATIONS  
& SERVICES

// LEARNING  
& DEVELOPMENT

// CORPORATE  
HEALTH

// FUTURE  
OF WORK

// 360° HR ERLEBEN

### 1 Sponsorship Packages

2 PRINT advertising opportunities

3 Advertising opportunities ON-SITE

4 Lead Management

5 Digital advertising opportunities

# 1 Sponsoring

## PREMIUM SPONSORING

Premium Sponsorship for the trade fair consists of basic services plus freely selectable advertising services.

The selection of additional advertising services as well as the booking are made in consultation with the organizer.

### Basic package:

- Logo on the front page of high-circulation online and print media
- Ticket contingent: 500 day tickets to the trade 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
- Promotion on all social media channels
- Company description in the trade fair magazine (600 characters),
- Company description incl. logo placement on the ZP 365 website under "Sponsors"

**GOLD Sponsoring** | from 25,000.- € (**3 x available**)

**SILVER Sponsoring** | from 15,000.- € (**5 x available**)

**BRONZE Sponsoring** | from 10,000.- € (**5 x available**)

### GOLD

#### Sponsoring

Basic package: 5,000 €  
+ advertising services in  
total value of  
at least 20,000 €

### SILVER

#### Sponsoring

Basic package: 5,000 €  
+ advertising services in  
total value of  
at least 10,000 €

### BRONZE

#### Sponsoring

Basic package: 5,000 €  
+ advertising services in  
total value of  
at least 5,000 €

# 1 Sponsoring

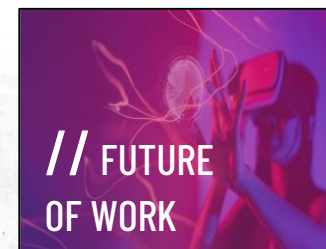
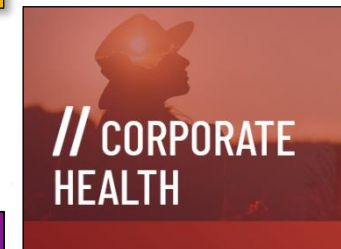
## HIGHLIGHT TOPIC SPONSORING

### SERVICES

- logo placement on a stage banner
- 1 presentation 30 minutes (incl. Video recording and Leadscanning)
- Advertorial on ZP 365 (duration: 1 week)
- Ticket contingent: 100 day tickets to the trade fair
- Company description incl. logo placement on the ZP 365 website under "Sponsors", additional logo placement on the homepage
- 4 product index entries
- Logo placement:
  - on the hall plan
  - on the Sponsoring Wall on site
  - on all theme-related display presentations
  - on the Sponsoring Screensaver on all Main Stages

### Highlight Topic Sponsoring (bookable maximum three times)

- |  |            |
|--|------------|
| ▪ Recruiting & Attraction at #ZPNord23 | 12,000.- € |
| ▪ Operations & Services at #ZPNord23   | 12,000.- € |
| ▪ Learning & Development at #ZPNord23  | 12,000.- € |
| ▪ Corporate Health at #ZPNord23        | 12,000.- € |
| ▪ Future of Work at #ZPNord23          | 12,000.- € |



# 1 Sponsoring

## EXCLUSIVE SPONSORINGS

### Exhibition bags (exclusive)

The trade show bags are offered to every visitor free of charge upon entry to the trade show and serve as a carrier medium for information material at the trade show. The exclusive design of the trade fair bags in terms of format and design will be agreed with the organizer; production and delivery are the responsibility of the client by the Friday before the start of the trade fair at the latest. Remaining stocks can be collected from the organizer at the trade fair office after the end of the trade fair. Booking is not possible two years in a row; price excl. production.

Number of exhibition bags: 3,500 pieces

8,900.- €



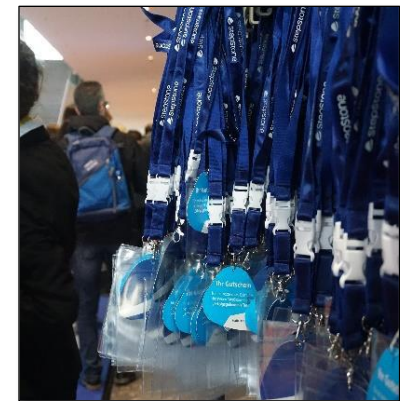
### Lanyards (exclusive)

The lanyards serve as a name tag at the trade fair and are distributed to visitors free of charge at the entrance to the trade fair. The individual design of the visitor lanyards will be made in consultation with the organizer. The transparent badge sleeves for the visitor badges are provided by the organizer. Both production, attachment of the badge covers and, if applicable, a voucher or flyer to the visitor lanyards and delivery by the Friday before the start of the trade fair at the latest are the responsibility of the client or his production facility. Any remaining stock can be collected from the organizer at the trade fair office after the end of the trade fair.

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

Number of lanyards: 5.000 pieces

7,900.-€



# 1 Sponsoring

## PRODUCT & PROGRAM SPONSORING

### Keynote Sponsoring

Sponsoring of a Keynote Session:

Available 1 time per Highlight Topic and bookable only 1 time per exhibitor

- One 45-minute presentation by a keynote speaker on the Keynote Stage: speaker provided by sponsor in coordination with spring
- Logo placement and mention by name with the addition of "powered by" in the trade fair magazine - as well as in all digital media for the trade fair: Website ZP 365, newsletter, social media banner
- Presence of the keynote speaker at a Meet&Greet organized by the sponsor (in consultation with the speaker)



Keynote Sponsoring

6,990.- €

### Ticket Sponsoring | exclusive

Display on Registration Terminal + Display on Print-at-Home Ticket

- Logo placement on admission tickets or badges of visitors, press representatives, speakers, VIPs and bloggers (print at home) and on exhibitor passes
- Advertising space on the registration terminals in the entrance area



Package

9,900.- €



# 1 Sponsoring

## CONTENT CONTRIBUTIONS

### 30 minutes Session

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

The allocation and placement of the lecture slot is done on a "first come - first served" principle.

30 minutes session + recording + Leads 1,450.- €



### Workshop

Use our workshop area in the exhibition hall to present your topics and innovations interactively. You will receive all leads from your workshop participants.

Economy Package (45 min.) + Leads 1,790.- €

Business Package (105 min.) + Leads 2,190.- €



# 1 Sponsoring

## PRODUCT & PROGRAM SPONSORING



**NEW**



### **LOUNGE Sponsoring | 9,500.- €**

Relax and enjoy! With a lounge sponsorship, you offer a place to meet in the hustle and bustle of the trade fair.

- Basic equipment: Carpeted floor with 1x power connection (up to 9kW) and multiple sockets, 8x pallet sofa with 3x pallet side tables, 1x reception counter with graphics, 2x bar stools for reception counter, 6x flower box, 4x potted plants with planter.
- further branding graphics up to 500,- EUR included and additionally bookable by arrangement
- 1-2 own roll-up-banners - the banners are provided by the sponsor
- Depending on the placement of the lounge (e.g. on a headstand area), a back wall is required, which can then also be branded with graphics

### **BUSINESS BAR Sponsoring | 1,500.- € for 60 min.** Price plus the consumed beverages - billing is done by the catering service provider of the fair.

Lively bar setting in the middle of the exhibition hall: Whether exclusive use for your customers only 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
- Possibility to set up a roll-up-banner or display advertising materials
- Use of a screen for logo integration, playing an image film or a short presentation
- Advertising of your "Happy Hour" in the exhibition magazine as well as in the online media of Zukunft Personal

### **APERRO WALK Sponsoring | 990.- €**

In the afternoon of the last day of the trade fair, there will be an Aperro Walk starting at 4 pm. Here, visitors will be pointed to the participating exhibitors by means of a roadmap. Whether gin tasting, tapas or other creative ideas - surprise the visitors with a speciality and get into a relaxed exchange.

- Offer of an Aperro Walk Station, the offered services will be organized by the exhibitor
- Promotion of the Aperro Walk in the exhibition magazine as well as in the online media
- Marking of the Aperro Walk stations in the hall plan by means of an icon



## 2 PRINT advertising opportunities

### PRINTPRODUCTS

#### Add-ons in the fair magazine

In the ZP Nord 2023 magazine, experts and contributors to the HR scene have their say, looking back and ahead at the development of the industry's core topics. In addition, there are interviews with selected keynote speakers, as well as notes on highlights and the program of this year's leading trade fair.

- Product index-entry (print und online) 110.-€

#### Additional text Company description

- 300 characters 255.-€
- 600 characters 375.-€
- 900 characters 495.-€



## 3 Advertising opportunities ON-SITE

### ADVERTISING OPPORTUNITIES ENTRANCE AREA

#### Ceiling Suspension in the atrium

Placement of an individually designed banner on the ceiling in the atrium, the transition to the exhibition hall; including production of the banner excluding assembly/disassembly.

Ceiling Suspension (2.0 x 10.0 m)

5,490.- €



#### Indoor Magnetic sign

Advertising display in the entrance area to the exhibition hall. The signs are individually designed.

Magnetic sign (2.5 x 2.0 m)

1,290.- €



#### Ceiling Banner

Placement of a banner hanging from the hall ceiling above the exhibition stands; can be booked in various sizes and individually designed.

Ceiling Banner (8.0 x 2.5 m)

je 4,990.- €

# 3 Advertising opportunities ON-SITE

## ADVERTISING OPPORTUNITIES IN THE FAIR

### Hostess license (10x available)

License to distribute advertising materials (e.g. flyers) to visitors in the booked exhibition hall; distribution can be carried out by the exhibitor himself or by hostesses booked for a fee.

Please note: The distribution of advertising materials is prohibited in and around the entrance area, in and around the stairways, and in the lecture areas and catering areas. In addition, only the distribution of the company's own print material is permitted. If material from other companies is distributed, these must be registered in advance as sub-exhibitors. The distribution of other advertising material (not print) requires consultation with the organizer and his written approval. Please send your request for this to: [operations@messe.org](mailto:operations@messe.org). Violations will be punished with a penalty fee of 2,500€.

In principle, the issuance of bags and / or lanyards is prohibited.

A total of 10 licenses per hall can be booked and a maximum of 2 per exhibitor (one license per hall). The allocation takes place on the "first come first served" principle.

License for 1 person/hall (all days of the fair)

1,390.-€



## 3 Advertising opportunities ON-SITE

### ADVERTISING OPPORTUNITIES IN THE FAIR

#### Floorgraphics

Individually designable advertising space in the form of floor stickers (shape adjustments possible in consultation); placement in the exhibition hall in consultation with the organizer.

Booking possible a total of maximum 5 times per hall and 1 time per exhibitor. Allocation is on a "first come first served" basis.

Package incl. 10 floor stickers (1.0 x 0.5 m)

4,350.-€

#### Screensaver Main Stages

Individually designed advertising space on the large digital displays of the Main Stages: format 16:9 or 4:3, depending on the stage; insertion for 5 seconds in rotation; max. 20 advertising spaces possible and max. 1 bookable per exhibitor on all Main Stages.

2 days, all stages

1,990.-€

#### Logo placement on the hall plan

Placement of the company logo on the hall orientation plan in the trade fair magazine and on the hall plan displays on site

Logo placement on hall plan

4,590.- €



## 4 Lead Management

### FAIRVERIFY LEAD SCANNER APP

#### FairVerify

Through our service provider FairVerify, we offer our exhibitors the possibility by means of an app to easily collect visitor data.

The app can be used on any iOS and Android device. Only a good camera is required. After successful verification of the device, it can be used without an internet connection.

Visitors to the trade show enter their data during registration, which is stored on a QR code. To stay in contact with the visitor after a successful stand meeting, the visitor badge can be scanned with the app and the visitor data is automatically stored in the lead portal.

The captured leads can be viewed in a table and exported as XLS, JSON and CSV.

▪ Lead Management Software Package (1 App-User)	132.- €
▪ Lead Management Software Package (2 App-User)	263.- €
▪ Lead Management Software Package (5 App-User)	417.- €
▪ Lead Management Software Package (10 App-User)	602.- €

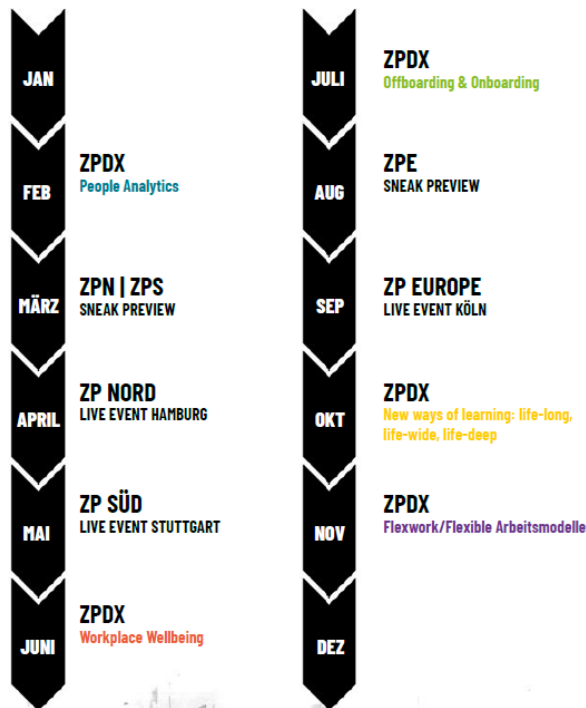




# 5 Digital advertising opportunities

## MEDIA SERVICES

You can find further online sponsoring offers at our media services



## //THEMEN

DIE WELT DER ARBEIT IST VIELFÄLTIG WIE NIE – PROFITIEREN SIE VON EINER VIELZAHL VON RELEVANTEN THEMEN UND PRÄSENTIEREN SIE SICH PASSGENAU FÜR IHRE ZIELGRUPPE

### IHRE PRÄSENZ ENTLANG DER EMPLOYEE EXPERIENCE

