



RETHINK. CREATE. TRANSFORM.

// FUTURE OF WORK

15-17 SEPTEMBER 2020

subject to changes | all prices excl. VAT

// ZPE 19 | FUTURE OF WORK VILLAGE



HIGHLIGHT TOPIC
// FUTURE OF WORK
We are shaping the Future of Work

DESIGN OFFICES

21ZONE CO:X declaree D3BA
dub devteam 2 Effectory
eko EUROGRES EVERIDE FAIRCOACH
Great Place to Work HAUFER Group Honestly if5
Kannarys hununu
merTens NESPRESSO Peakon
SAMSUNG SAP selecta stylrplan
Spencer Studydrive SPS tisteps
TANDIPLAY TCJG THE ORGANIZATION PLAYGROUND Topcom
viadesk WACHSTUMS WILKHANN

AMBASSADOR SPACES
DESIGN OFFICES MERCER | promerit devteam



// FUTURE OF WORK VILLAGE

AMBASSADOR SPACES
DESIGN OFFICES MERCER | promerit devteam

AMBASSADOR LEADERSHIP, CULTURE & MINDSET
MERCER | promerit

AMBASSADOR TOOLS & METHODS
devteam

47 EXHIBITORS ON AN AREA OF 2.500 M²

29 PRESENTATIONS AT THE FUTURE OF WORK CAMPUS

OVER 50 HAPPY:NINGS IN FESTIVAL STYLE

64 SESSIONS AT THE WORKSHOP & BLOGGER LOUNGE

// ABOUT THE FUTURE OF WORK VILLAGE



Our working world is facing a fundamental change: Globalization and ever advancing digital transformation are forcing us to seriously question the way we work today.

The Future of Work Village at the Zukunft Personal Europe offers you the opportunity to examine every aspect of the megatrend "New Work". Take advantage of the numerous presentations on offer, experience the activities and happy:nings and enter into a dialogue with innovative companies, New Work pioneers and over 20,000 top decision-makers, digitalisation strategists and HR executives.

LEADERSHIP, CULTURE & MINDSET



What is the significance of leadership? How can it be effective if people and machines collaborate independently of time and place?

SKILLS & COMPETENCES



What skills do employees need today to succeed in a world of work 4.0?

TOOLS & METHODS



The Digital Workplace, as a comprehensive component of strategic transformation, is no longer just an IT project, but an important part of a company's employee experience.

SPACES



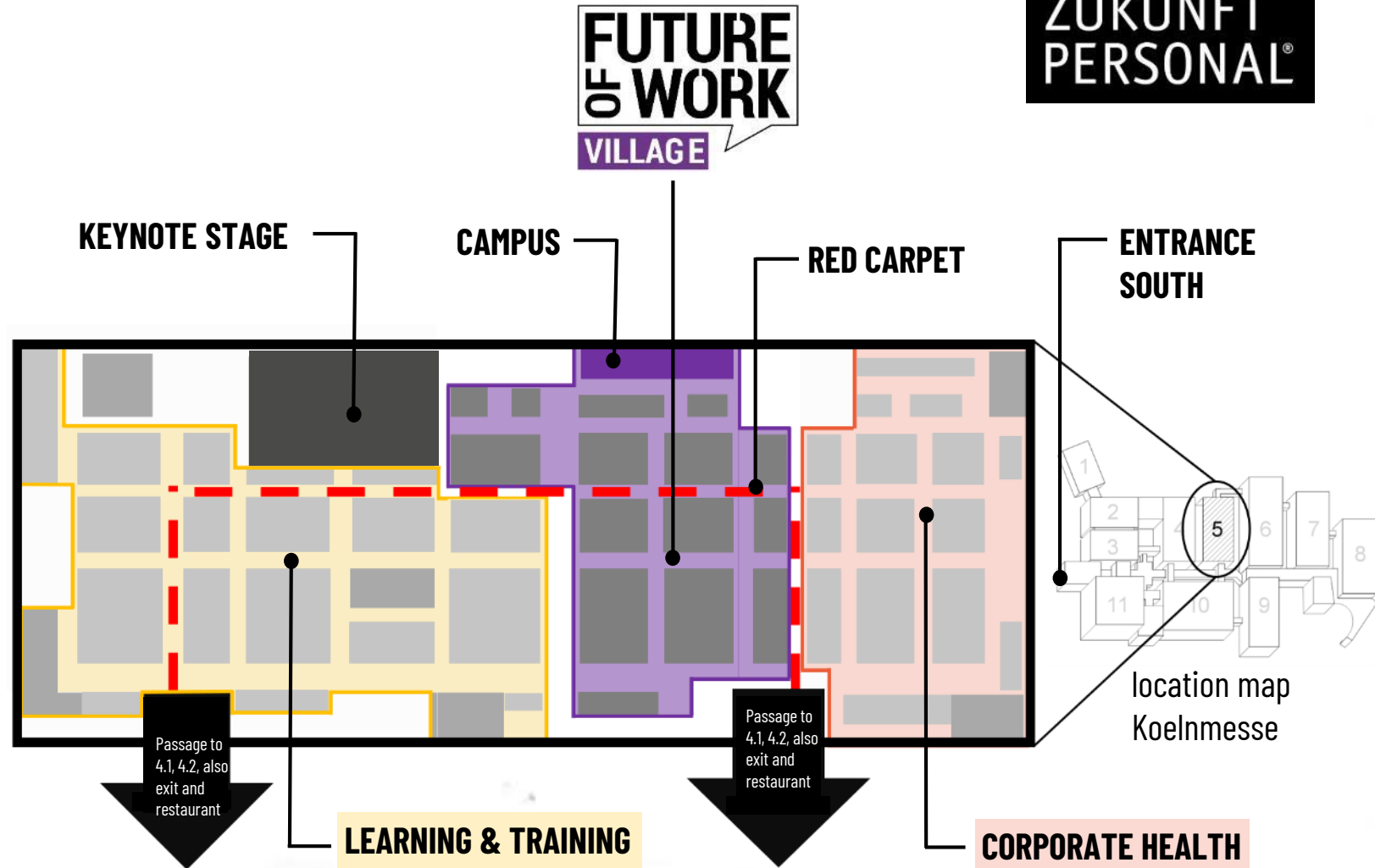
Today's workplace has to satisfy many needs. It is a space, more specifically a work environment, that drives innovation, communication and creativity.

// HALL 5.2 – THE NEW WORKING WORLD IS HERE!

Experience at first hand all the facets of New Work in hall 5.2 with technical scenarios, flexible space solutions and exciting happy:nings.

Visit the neighbouring Corporate Health area and browse the services offered by numerous providers of holistic health systems, occupational health advisors and health insurance funds.

In Learning & Training, you can try out interactive formats, listen to exciting presentations and discover innovative tools on the latest trends such as immersive learning technologies with AR & VR and artificial intelligence, while exploring the key factors for successful further training.



// DESIGN OFFICES – WORKSPACE PARTNER



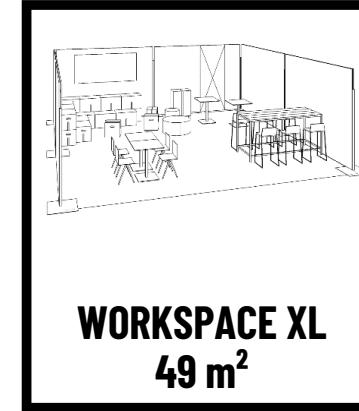
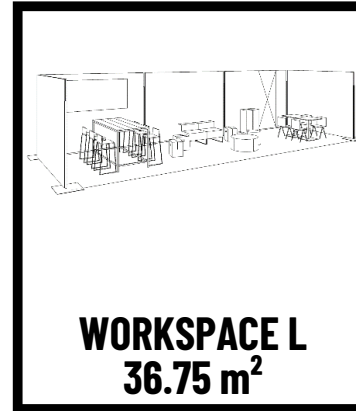
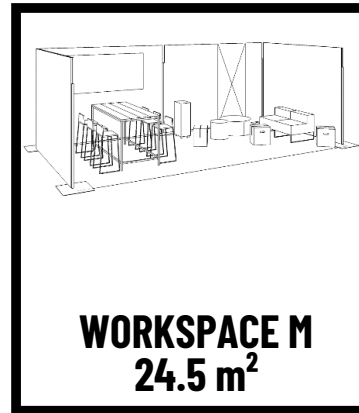
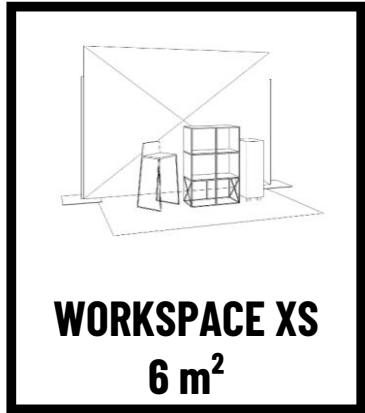
DESIGN OFFICES

Companies and managers face the challenge of creating new, attractive work environments. Spaces should be collaborative, creative and at the same time, tailored to the respective tasks. To make this tangible concept for people to experience, Michael O. Schmutzer, CEO of Design Offices, will again be curating the Future of Work Village in Hall 5.2 in New Work Style. The focus here is on interaction and exchanging ideas. Visitors will be able to see how workspaces can promote creativity and inspiration.

Michael O. Schmutzer – Curator

Michael O. Schmutzer established Design Offices as a full-blooded entrepreneur of the new working world in 2008 and made the company the leading provider of services relating to New Work and corporate co-working in Germany. Numerous well-known national and international companies appreciate the visionary concepts and trend-setting architecture of Design Offices. He was presented with the New Work Award in 2018.

// YOUR WORKSPACE PACKAGE



We would be happy
to provide you with
other design ideas!
Just give us a call!

A WORKSPACE OF YOUR CHOICE, INCLUDING:

- Presentation of your product/service in the Future of Work Village on an area of more than 2,500 m²
- ZP Service Package and power connection (approx. 2,5 KW incl. electricity flat rate)
- Floor covering: carpet
- Access to general Village Wi-Fi (basic)
- Free entry product index "Future of Work"
- Back wall graphic for one wall (dimension vary on each Workspace Package, you provide print data)
- Logo on "Future of Work" wall
- Involvement in the "Happy:ning" activities
- Mention and logo presence in press communication on "Future of Work" and in the high-circulation print and online media

// Workspace XS

FACTS

2 x 3 m | 6 m²

€ 3,499.00

STAND CONSTRUCTION

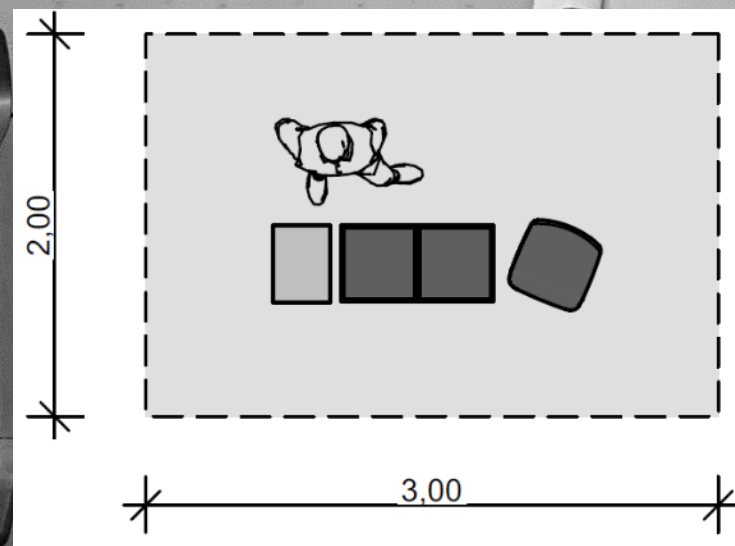
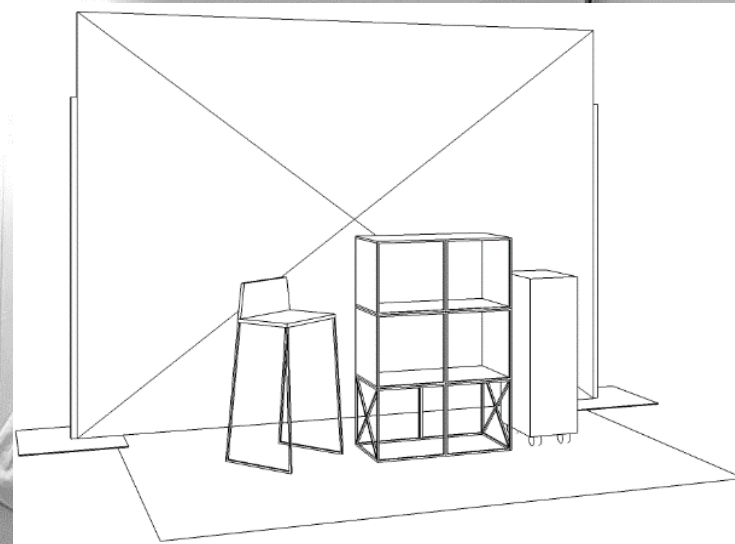
1 self-standing GRID shelving unit (0.4 x 0.8 x 1.2 m) consisting of 6 cubes, 2 spotlights, 1 triple plug socket

FURNITURE

1 bar stool Brunner Fina Bar 6451 | 1 KLM airline service trolley

BRANDING OPTION

Rear wall graphic design for one wall
size: ca. 594 x 841 mm (you supply print data)



// Workspace S

FACTS

3.5 x 3.5 m | 12.25 m²

€ 7,599.00

STAND CONSTRUCTION

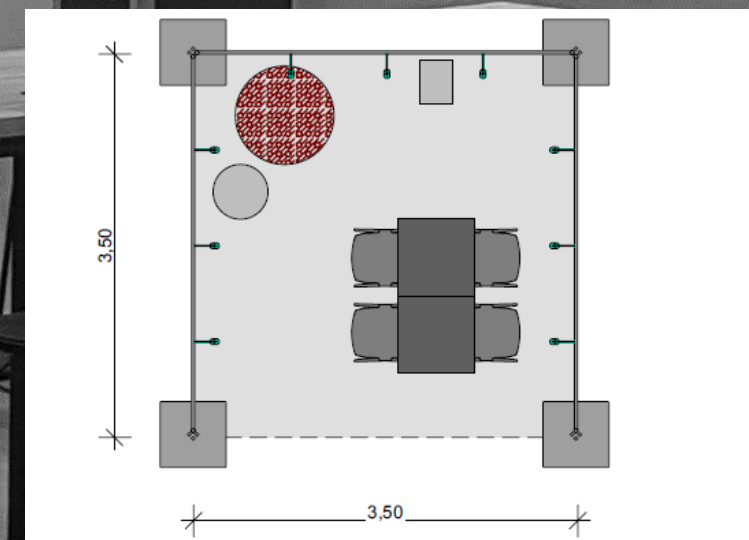
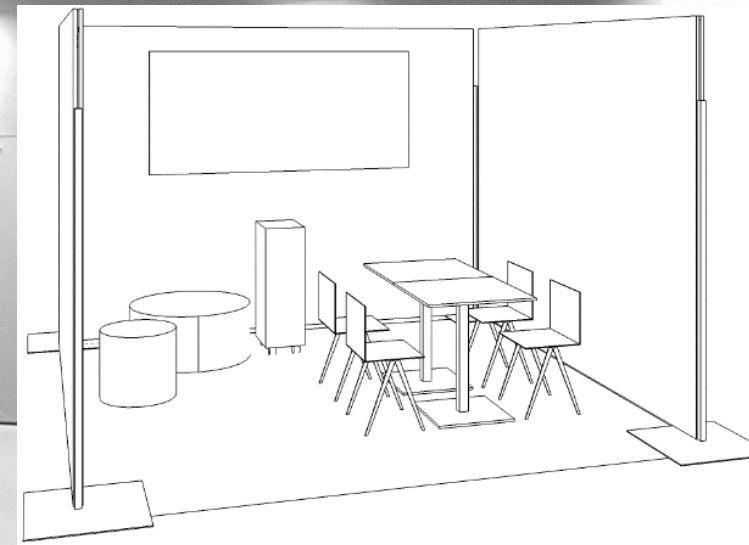
Wall elements with maritime pine cladding (3.5 x 2.5 m each) | 1 whiteboard (2 x 1 m) | 3 spotlights per rear wall | 2 triple plug sockets

FURNITURE

2 tables Brunner Lift (0.7 x 0.7 m) | 4 chairs Vitra TipTon | 1 KLM airline service trolley | 1 pouffe FatboyPffffh | 1 beanbag Trimm CopenhagenSatellite

BRANDING OPTION

Rear wall graphic design for one wall
size: ca. 841 x 1,189 mm (you supply print data)



// Workspace M

FACTS

7 x 3.5 m | 24.5 m²

€ 12,699.00

STAND CONSTRUCTION

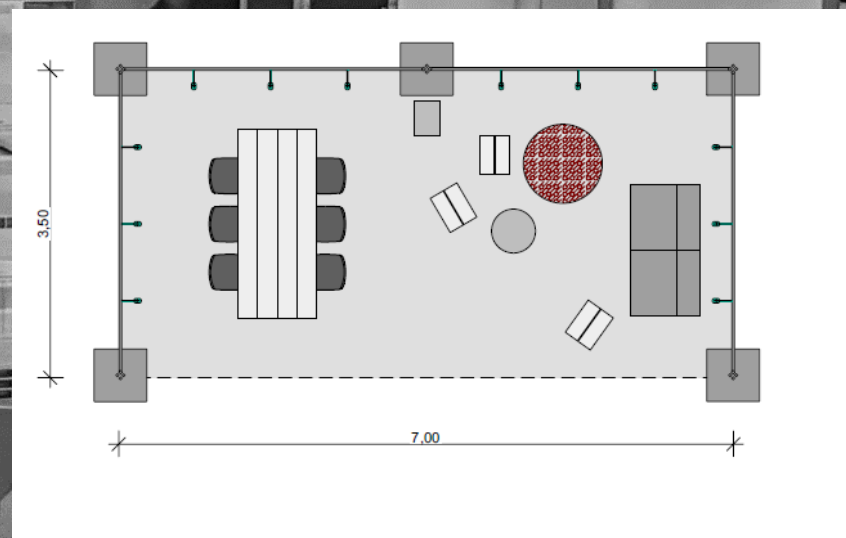
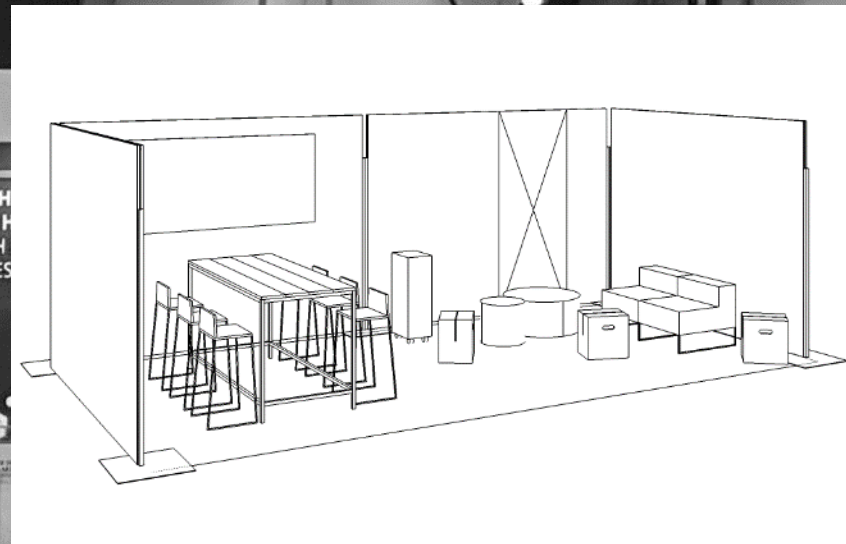
Wall elements with maritime pine cladding (3.5 x 2.5 m each) | 1 whiteboard (2 x 1 m) | 3 spotlights per rear wall | 2 triple plug sockets

FURNITURE

1 event table (2.15 x 1 m) | 6 bar stools Brunner Fina Bar 6451 | 1 KLM airline service trolley | 2 sofa elements April Jammy | 3 wooden stools | 1 pouffe FatboyPfffh | 1 beanbag Trimm CopenhagenSatellite

BRANDING OPTION

Rear wall graphic design for one wall
size: ca. 1,000 x 2,000 mm (you supply print data)



// Workspace L

FACTS

10.5 x 3.5 m | 36.75 m²

€ 16,699.00

STAND CONSTRUCTION

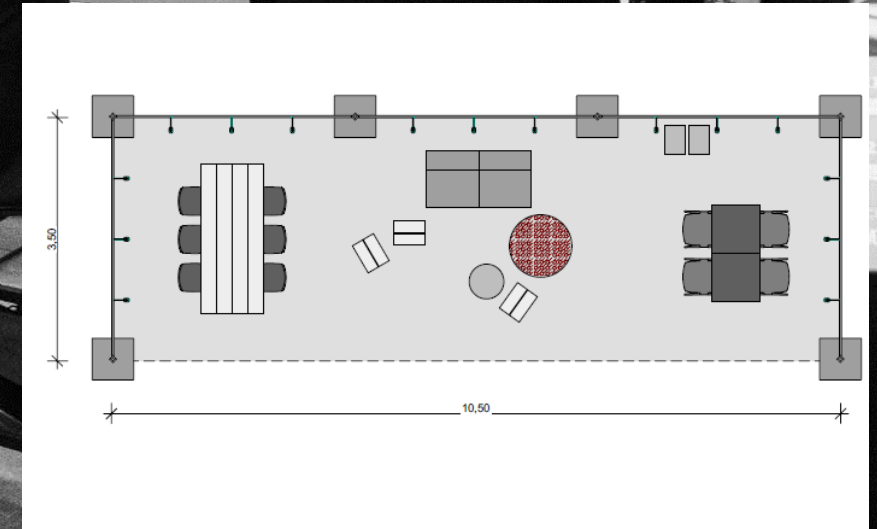
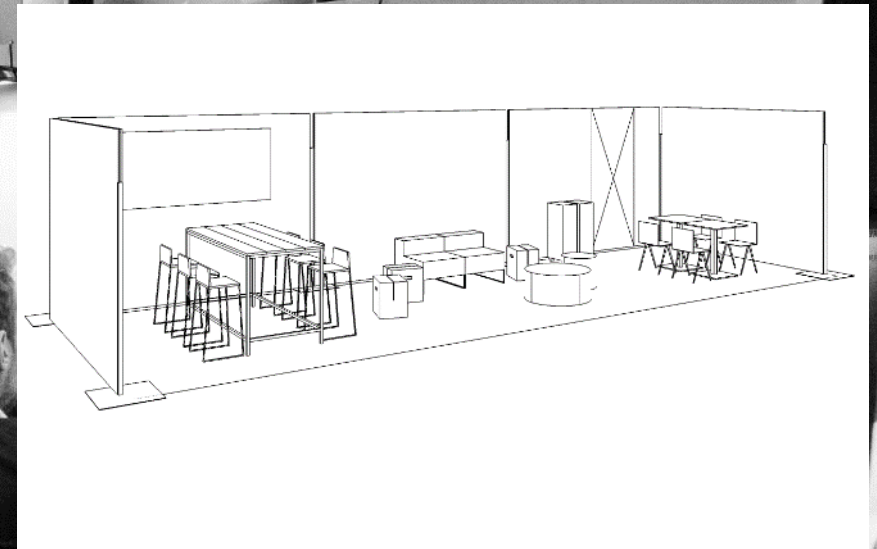
Wall elements with maritime pine cladding (each 3.5 x 2.5 m) | 1 whiteboard (2 x 1 m) | 3 spotlights per rear wall | 2 triple plug sockets

FURNITURE

2 tables Brunner Lift (0.7 x 0.7 m) | 4 chairs Vitra TipTon | 6 bar stools Brunner Fina Bar 6451 | 1 event table (2.15 x 1 m) | 2 KLM airline service trolleys | 2 sofa elements April Jammy | 3 wooden stools | 1 pouffe FatboyPfffh | 1 beanbag Trimm CopenhagenSatellite

BRANDING OPTION

Rear wall graphic design for one wall
size: ca. 2,000 x 2,000 mm (you supply print data)



// Workspace XL

FACTS

7 x 7 m | 49 m²

€ 21,999.00

STAND CONSTRUCTION

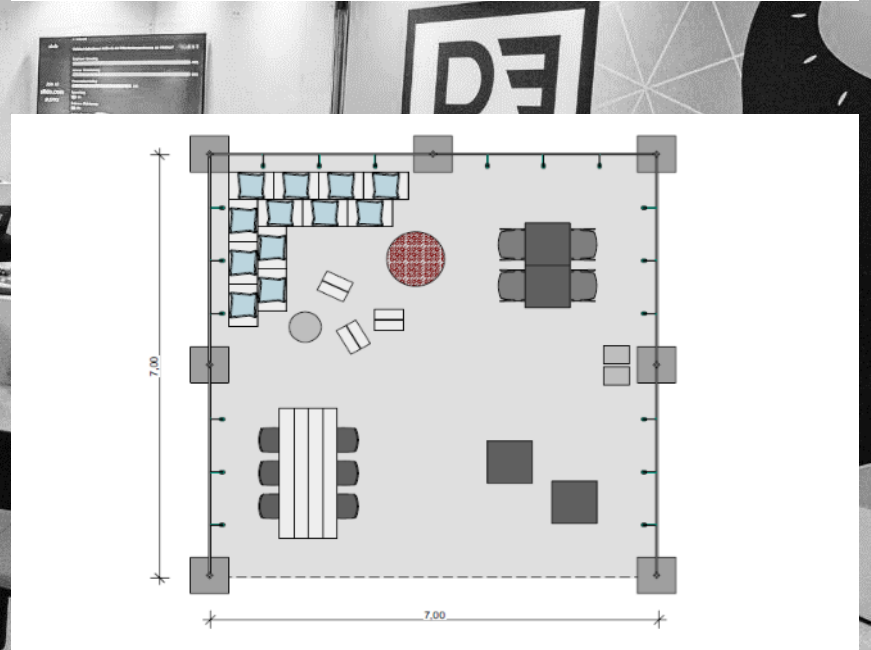
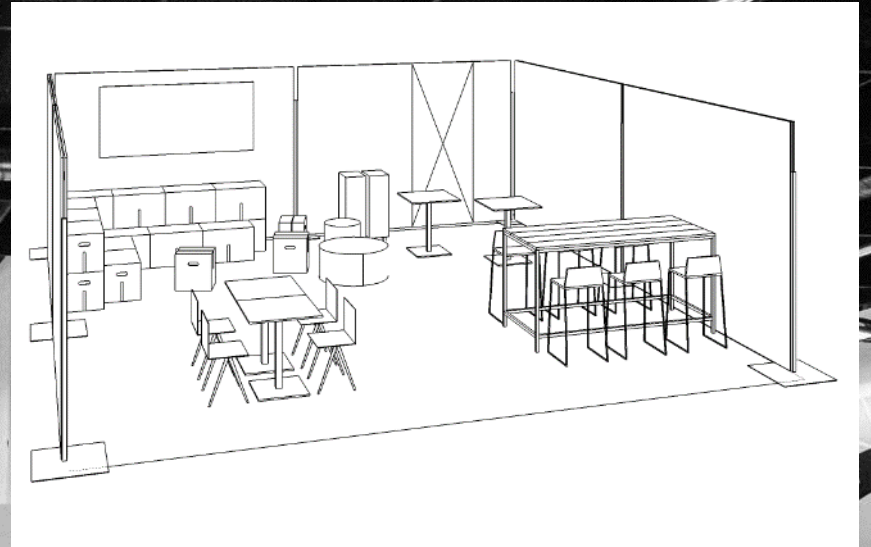
Wall elements with maritime pine cladding (3.5 x 2.5 m each) | 1 whiteboard (2 x 1 m) | 3 spotlights per rear wall | 4 triple plug sockets

FURNITURE

4 tables Brunner Lift (0.7 x 0.7 m) | 4 chairs Vitra TipTon | 6 bar stools Brunner Fina Bar 6451 | 1 event table (2.15 x 1 m) | 2 KLM airline service trolleys | 19 wooden pedestals | 3 wooden stools | 1 pouffe Trimm CopenhagenSatellite

BRANDING OPTION

Rear wall graphic design for one wall size:
ca. 3,500 x 2,000 mm (you supply print data)

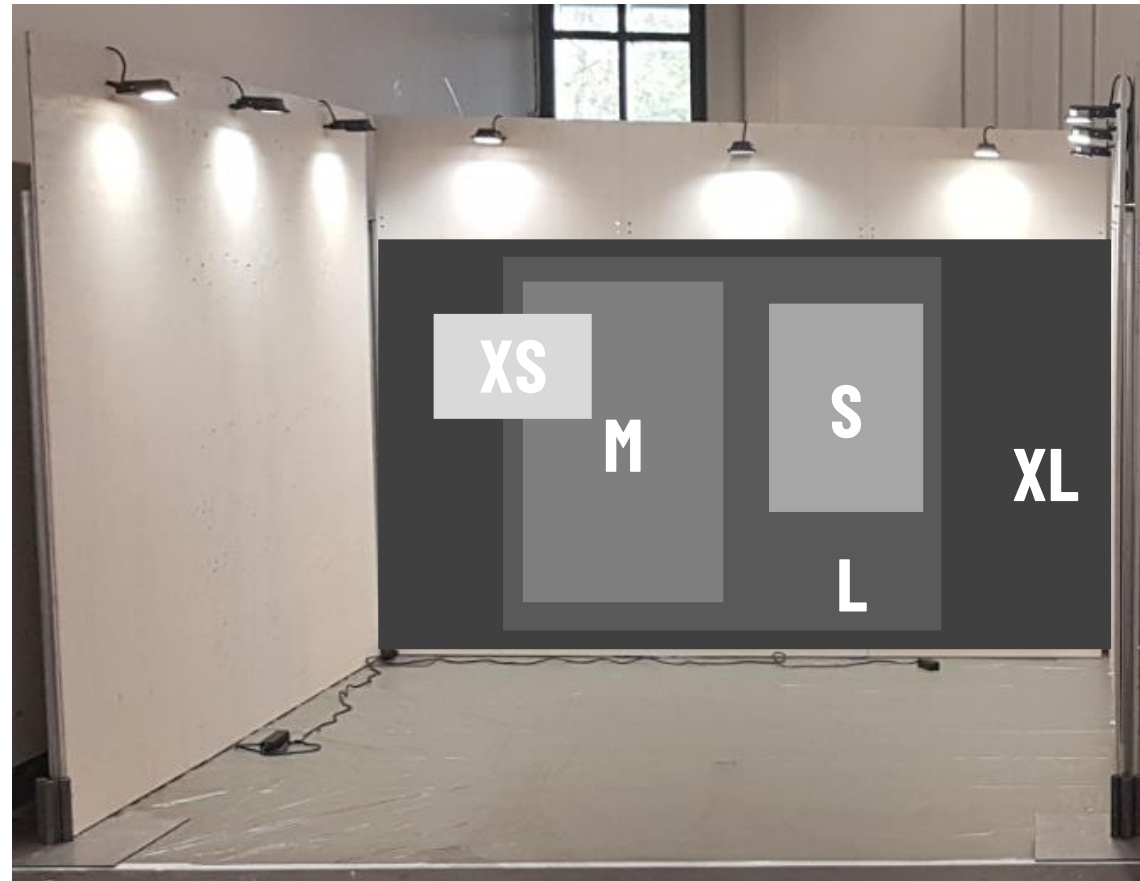


// UPGRADE YOUR STAND

Branding options

Use our upgrade options to add several back wall graphics to your stand or to enlarge the graphic you have already booked.

Workspace	Measurements	Price
XS	ca. 594 x 841 mm	€ 61.00
S	ca. 841 x 1,189 mm	€ 98.00
M	ca. 1,000 x 2,000 mm	€ 168.00
L	ca. 2,000 x 2,000 mm	€ 315.00
XL	ca. 3,500 x 2,000 mm	€ 525.00



// HAPPY:NING – BRING YOUR WORKPLACE TO LIFE



As an exhibitor in the Future of Work Village, you have the exclusive opportunity to offer “Happy:ning” activities to attract the attention of exhibition visitors. You could give an innovative product presentation, stage agile games, organise a raffle or a gin tasting – the possibilities are virtually endless.

All the activities are advertised free of charge both before and at the exhibition. You are welcome to send us your planned activity including title, a brief descriptive text and the time you would like it to take place.

Do you have any individual requests?

Take advantage of the numerous ways to get involved and achieve maximum visibility for your company! We would be happy to advise you personally on how to showcase your company and achieve the best possible exhibition presence in accordance with your need and wishes.

Simply give us a call!

f-o-w.com

// FUTURE OF WORK – SPONSORSHIP PACKAGE*



ZPSeries – Cross-series services:

- Logo on topic-related print media
- Logo on topic page of Zukunft Personal website
- Bimonthly promotions on the topic via social media

Services at Zukunft Personal Europe 2020:

- Extensive ticket allocation (100 free exhibition tickets, 2 free tickets to HR:MOTION)
- Logo on the floor plans, on the sponsorship wall and topic-related display presentations and print media
- Logo & company description on the exhibition website, home page & multi-app
- 1 display per exhibition
- 1 presentation unit (30 min.) at the Zukunft Personal Europe
- 1 product index entry
- Branding of the Future of Work Campus
- Participation in a panel discussion on the topic Future of Work

Price: € 13,000



*A total of maximum 4 x bookable.

f-o-w.com

// FURTHER SPONSORSHIP- & ADVERTISING OPPORTUNITIES



With around 20,000 decision-makers and HR professionals as well as over 770 exhibitors, partners and sponsors, ZPEurope is Europe's leading ExCo event dedicated to the world of work. Take advantage of this opportunity to stand out from the crowd! Attract attention with distinctive services, increase your reach and generate more leads!

Guided Tours | from € 555.00

Become an active part of the themed Guided Tours at Zukunft Personal Europe and give information about your product and/or service to potential customers. Position yourself as an HR topic expert and stand out from your competitors.

Workshops | from € 1,690.00

A different approach to interaction: why not engage with your potential customers as an expert with innovative methods?

Presentation options on the Future of Work Campus | from € 875.00

More information on booking presentations and on the individual stages will be available from March 2020.

Interested?

We would be happy to advise you personally and send you a no obligation quote. Simply give us a call!

// YOUR CONTACTS



Sandra Reis

Director Future of Work

spring Messe Management GmbH

T +49 621 700 19 – 283 | **E** s.reis@messe.org

Evelyn Juranovic

Project Assistant

spring Messe Management GmbH

T +49 621 700 19 – 543 | **E** e.juranovic@messe.org

Copyright:

All the content and ideas presented here and their execution are the intellectual property of spring Messe Management GmbH and are subject to copyright. The reproduction, processing, dissemination and any type of use are only permitted if we have given our prior written consent.