



ZUKUNFT
PERSONAL®

The leading platform for
people and organisational
performance



Zukunft Personal



zukunftpersonal



Zukunft Personal



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ZP EUROPE
2026

BE PART OF THIS!



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ABOUT THE ZP SERIES

Zukunft Personal is a platform that brings together the ecosystem of people and organisational performance, making the entire spectrum of topics accessible and actionable. With Europe's leading trade show Zukunft Personal Europe in Cologne, as well as shows in Hamburg, Stuttgart, and Munich, and the digital event series ZP Digital Experience, Zukunft Personal is the leading platform for People and Organisational Performance. Through newsletters, whitepapers, and social media channels, the brand engages its community year-round with relevant content.

BE PART OF IT

Maximise visibility for your company, products, and services.

Network with influential HR professionals and decision-makers.

Showcase innovative solutions

Connect with leading organisations across industries, services, healthcare, and more.

Engage in discussions about the latest trends and products.

KEY SUCCESS FACTORS

New contacts - New business

Generate qualified leads with minimal wastage and reach an audience with a 90% decision-maker rate.

Visibility

Strengthen your market presence as an innovator, thought leader, or industry expert.

The Place to Be

More than 40,000 HR professionals and 1,200 partners make the ZP Series a must-attend event.

Expert knowledge

Inspire audiences through presentations, best practices, and panel discussions.

All-in-one platform

Benefit from the strength of a unified brand and thematic campaigns across digital and print media.

REACH YOUR TARGET AUDIENCE!

CEO | CHRO | Chief Digital Officer | Chief Innovation Officer | Chief Corporate Communications Officer | Chief Information Officer | Chief Learning Officer | Chief Agile Officer | Heads of Specialist Departments | Occupational Health Managers | Talent Management Executives | HR and Organisational Development Specialists | Business Developers | Innovation Managers | Digital Transformation Managers | Compensation & Benefits Managers | Employer Branding and Marketing Managers | Digital Transformation Consultants | HR Planners | HR Recruiters | HR Officers | HR Department Staff | Training and Development Officers | Health and Safety Officers | Security Officers | Occupational Safety Specialists | Occupational Health Professionals | Ergonomics Consultants | Co-Creators | Visionaries

ZP HIGHLIGHT TOPICS

RECRUITING & ATTRACTION

Active Sourcing
Candidate Management
Diversity, Equity & Inclusion
Employer Branding
Employer of Record
Headhunting / Executive Search
Job Platforms
AI-Powered Recruitment
Employee Benefits
Employee Retention
Mobile Recruitment
Onboarding, Assessments
Outsourcing
Candidate Assessment & Selection
Recruitment Services
Recruitment Marketing
Recruitment Proctoring
Talent Management
Temporary Staffing

ORGANISATIONAL PERFORMANCE

Candidate Management
Change Management
Data Security
Digital Employee Files
Digital Transformation & AI
Document Management
Fleet Management
HCM Software
Immersive Technologies
Employee Engagement Surveys
Organisational Development
Outplacement
Outsourcing
People Analytics
Workforce Planning & HR Administration
Data Centres
Travel & Expense Management
Talent Management
Corporate Culture & Cultural Change
Time & Attendance Management
Access Control Systems

LEARNING & DEVELOPMENT

AI Skills Training
Blended Learning
Change Management
Coaching
Digital Learning Platforms
E-Learning & Learning Technologies
Leadership Development
Intercultural & Language Training
Learning Analytics
Management Training
People Leadership & Management
New Work Skills & Competences
HR Development
Team Development
Upskilling, Reskilling & Organisational Development
Sales Training
VR & AR
HR Professional Development

CORPORATE HEALTH

Workplace Health & Safety
Occupational Health Management
Workplace Nutrition & Healthy Eating
Digital Health & Wellbeing Solutions
Employee Wellbeing
Ergonomics & Workplace Design
Employee Assistance Programmes (EAP)
Workplace Health
Mental Health
Mobility Solutions
Preventive Health & Diagnostics
Psychosocial Risk Assessment
Stress Management



ZP EUROPE

PHOTO GALLERY 2025

AFTERMOVIE 2025

COLOGNE

15 - 17 Sept. 2026

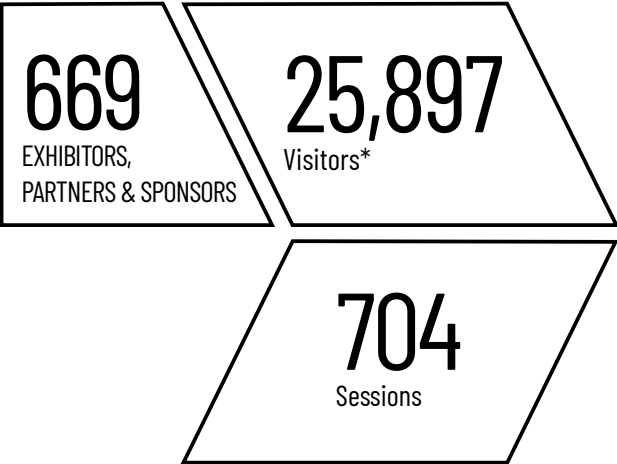
Zukunft Personal Europe in Cologne is the leading platform for people and organisational performance - Europe's leading event and a cornerstone of the HR industry. With deep industry expertise, a keen sense of emerging trends and a clear mission, it provides access to the entire HR ecosystem, from established market leaders to innovative start-ups.

It creates opportunities for exchange, meaningful networking and knowledge sharing, fosters unexpected synergies and helps organisations take a holistic approach to HR that is value-driven and sustainable.

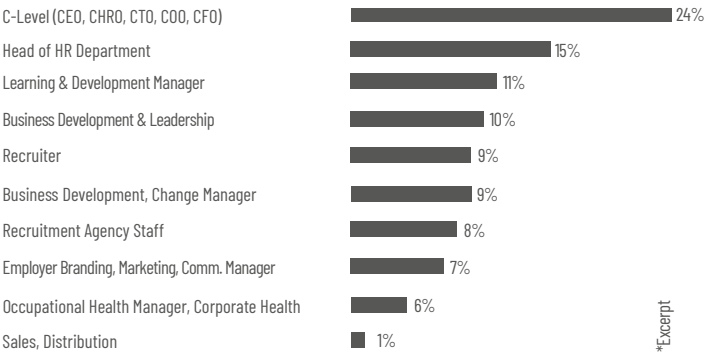
FIGURES, DATA,

FACTS

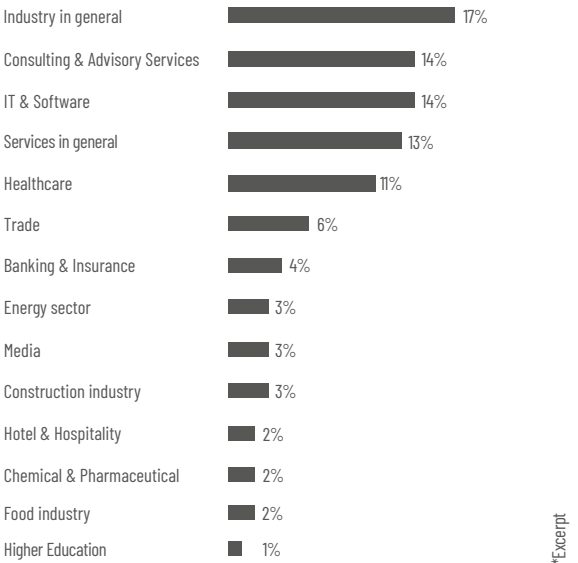
2025 Edition



POSITIONS OF TRADE VISITORS*



SECTORS REPRESENTED BY TRADE VISITORS*



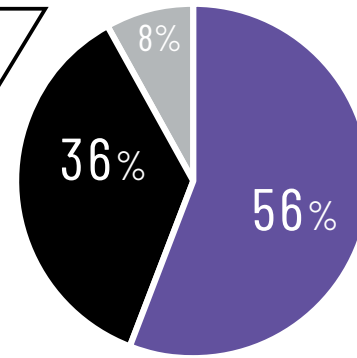
*Note: For the sake of readability, we have chosen not to use gender-specific terms such as 'he', 'she' and 'they' simultaneously. All references to people apply equally to all genders.



FIGURES, DATA, FACTS

DECISION-MAKING AUTHORITY OF TRADE VISITORS*

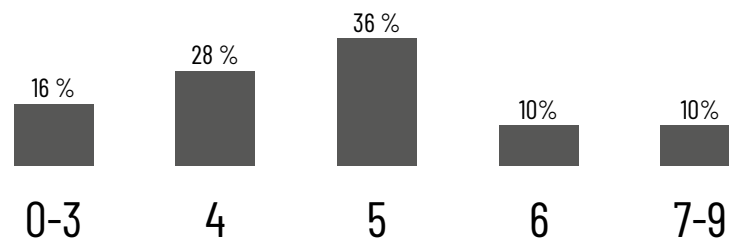
- sole- and co-decisive
- advisory role
- no decision-making authority



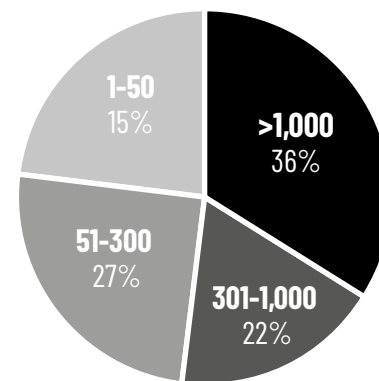
Would you like to attend the next ZP trade show?
For more information, visit:
www.zukunft-personal.com

ORIGIN OF TRADE VISITORS*

POSTCODE AREAS



COMPANY SIZE BY NUMBER OF EMPLOYEES



*Note: For the sake of readability, we have chosen not to use gender-specific terms such as 'he', 'she' and 'they' simultaneously.
All references to people apply equally to all genders.



TESTIMONIALS

Anna Steinhagen, Communications Manager, Jobware GmbH

"I work in corporate communications at Jobware. As a traditional job board provider, we are deeply concerned by the current economic climate: many of our clients have significantly scaled back their recruitment – a problem affecting all sectors. At the same time, this presents opportunities to expand our services, particularly in the area of social recruiting. From the very beginning, Zukunft Personal has been the ideal platform for us to showcase our work – and also an important venue for monitoring the competition."

Marcus Richter, Executive Director of Marketing, ATOSS Software SE

"Zukunft Personal Europe provides the ideal setting for us to discuss new ways of working with customers, partners and HR decision-makers. Our guiding principle, 'Empowering People. Maximising Productivity,' is immediately evident here – in discussions about current trends, in collaborative dialogue and in jointly shaping the workforce management of tomorrow."

Participants (excerpt)*

- | | | | |
|---------------------------|---------------------------|----------------------------------|--------------------------------|
| • ABB | • DB Schenker | • ING Group | • Südzucker |
| • ADAC | • Debeka | • ISS Facility Services | • Tata Consultancy Services |
| • adidas | • Decathlon Deutschland | • John Deere | • Techniker Krankenkasse |
| • Alstom | • Deichmann | • KPMG | • Telefónica |
| • Amazon | • Deloitte | • LANXESS Deutschland | • Thermo Fisher Scientific |
| • AOK | • Deutsche Bahn | • Lufthansa | • Thyssenkrupp |
| • ARAG | • Deutsche Bank | • MAN Truck & Bus | • TUI Group |
| • Arbeiterwohlfahrt (AWO) | • Deutsche Post DHL | • MediaMarktSaturn Retail Group | • TÜV SÜD |
| • AXA Konzern | • Deutsche Telekom | • Mercedes Benz | • Unilever plc |
| • BASF | • Deutsches Rotes Kreuz | • Merck | • United Parcel Service (UPS) |
| • BAUHAUS | • DEUTZ | • METRO | • Vinci |
| • Bayer | • DEVK Versicherungen | • MTU Aero Engines | • Vodafone |
| • Bechtle | • dm-drogerie markt | • MVV Energie | • Volkswagen |
| • Bertelsmann | • E.ON | • OBI GmbH & Co. Deutschland | • Wisag-Gruppe |
| • BioNTech | • ERGO Group | • R+V Allgemeine Versicherung | • Woolworth |
| • BMW | • Evonik Industries | • REMONDIS | • WPP Media |
| • BP Europa | • EY Consulting | • REWE Group | • Wüstenrot & Württembergische |
| • Brenntag | • FedEx Express | • Rheinmetall | • yazaki europe |
| • Bundeswehr | • FERCHAU Management | • Robert Bosch | • Zalando |
| • C&A Buying | • Ford-Werke | • Saint-Gobain GLASS Deutschland | • ZF Group |
| • Canon Deutschland | • Formel D | • Sanofi | • Zurich Gruppe |
| • Carglass | • FORVIA HELLA | • Santander Consumer Bank | |
| • Carl ZEISS | • Foundever | • Scania | |
| • CBRE Group | • Fressnapf Holding | • Schneider Electric | |
| • Ceva Logistics | • Generali Group | • Schwarz Gruppe | |
| • Citibank | • GLOBUS Markthallen | • Securitas Holding | |
| • CLAAS | • Google | • Siemens | |
| • Continental | • Hays | • SIGNAL IDUNA Gruppe | |
| • Daimler Truck | • Henkel | • STIHL | |
| • DAK Gesundheit | • HSBC Continental Europe | • STRABAG | |

*For the sake of readability, we have omitted legal entity suffixes.

STAND PACKAGES

STAND PACKAGES

Whether as an exhibitor, partner or sponsor - you'll benefit from a customised presence across our trade shows and events. We provide a seamless one-stop service and work closely with you to create a package that aligns with your goals and business objectives.

Build your ideal
presence with a tailored
ExpoEvent package.

EXHIBITION SPACE from €409* per m²

Space only - ideal for exhibitors bringing their own stand. Available from 9 m² upwards. Exhibitors are responsible for the design and construction of their stand, including walls, flooring and furnishings, in accordance with the applicable exhibition guidelines.

STARTUP VILLAGE 4 m² from €3,099*

The Startup Village provides companies founded within the last five years with a prime location at the heart of the exhibition. The Startup Package Basic includes a compact 4 m² stand, offering the perfect space for product demonstrations, networking and business discussions. For even greater visibility, the Startup Package Power additionally includes a 10-minute pitch on the Startup Stage, logo placement on the Startup Wall and access to the Village Wi-Fi.

ALL-IN STAND PACKAGES from €6,985* (available from 9m²)

A complete solution for your trade show presence: exhibition space, stand construction, your favorite ZP Marketing Package and all mandatory service fees are included, allowing you to focus on your trade show objectives without the complexity of additional planning and coordination.



ACTIVITY & VITALITY AREA 6 m² from €3,899*

A dedicated area within the corporate health segment for companies, offering programmes focused on fitness, wellbeing, and vitality. The fully equipped 6 m² booths are ready for immediate use and include stand construction as well as customised branding. An optional speaking slot on the adjacent stage is available for booking. Located directly next to the stage, the booths benefit from increased visibility, creating valuable synergies between your presentation and exhibition presence.

LIVE TRAINING AREA 4 m² from €4,499*

The Live Training Area provides the ideal setting for interactive training sessions and hands-on insights into leadership, communication and professional development. Position your company at the centre of the event's learning and development programme and engage directly with a highly relevant and committed HR audience. The package includes training and speaking slots in the Live Training Area, as well as a compact exhibition space to showcase your products and services.



Calculate Your Stand Price

* All stand prices are exclusive of VAT at the applicable rate, the AUMA fee and insurance. Depending on the stand package selected, the corresponding ZP Marketing Package will be charged separately.

PREMIUM SPONSORSHIPS

PREMIUM SPONSORSHIPS

The Zukunft Personal Premium Sponsorship Package includes a range of core benefits, complemented by branding and advertising opportunities of your choice. We are happy to help you select the most suitable options, allowing you to create a package tailored to your specific marketing and communication goals.

**Maximise
your success
through greater
visibility!**

Achieve maximum brand visibility and position your brand at the forefront of the industry.

Your Gold package from €26,000:
Includes the Basic Package* plus a selection of advertising opportunities tailored to your target audience.

GOLD

Increase your visibility, reach more relevant contacts and strengthen your brand in the long term.

Your Silver package from €18,500:
Includes the Basic Package* plus a selection of advertising opportunities tailored to your target audience.

SILVER

Your ideal starter package for targeted brand visibility and qualified lead generation.

Your Bronze package from €13,500:
Includes the Basic Package* plus a selection of advertising opportunities tailored to your target audience.

BRONZE

*BASIC PACKAGE

- » Logo placement:
 - Front pages of high-reach digital and print media
 - Banner ad on the show homepage
 - Hall plan (digital & print)
 - On-Site Sponsor Wall
- » Listing in the "Sponsors & Partners" section of the show website (company profile incl. logo)
- » Screensaver on the themed stages (10-second display)
- » Promotion via LinkedIn and Instagram
- » Company description (600 characters) in the exhibitor list
- » 500 multi-day show tickets

For more information on sponsorship and advertising opportunities, please contact your account manager!



PRODUCT SPONSORSHIPS / PRESENTATIONS

Showcase your brand effectively with product sponsorships that combine visibility, relevant content and exclusive networking opportunities. From high-profile stage events and premium networking opportunities to prominent branding at selected touchpoints throughout ZP Europe, our portfolio offers a wide range of opportunities to maximise your presence.

For more information on sponsorships and advertising opportunities, please contact your account manager!

KEYNOTE SPONSORING

€21,950

Put your company centre stage and connect with an audience of industry professionals actively seeking new solutions. Make the most of 60 minutes in the spotlight – whether through a presentation or panel discussion – to demonstrate your expertise and position in the market. Extend your reach across all ZP channels including stage, show programme, website, magazine, the newsletter and social media. Generate qualified leads through professional lead capture and management, enabling targeted follow-up and lasting business opportunities..

What's included:

- » 60-minute premium speaking slot on the Keynote Stage, the largest stage
- » Flexible session format: presentation, interview or panel discussion
- » Lead scanning with attendee contact details (title, first name and surname, company, job title & email address)
- » Prime slot during peak visitor hours
- » Listing in the official show programme
- » Promotion via the Zukunft Personal newsletter, LinkedIn and Instagram channels
- » Curated speaker selection, ensuring a high-quality programme with relevant topics and recognised industry experts
- » Listing under 'Sponsors & Partners' on the exhibition website (company profile including logo)

Primary objective: Thought Leadership / Lead Generation / Brand Visibility / Visitor Traffic



For more information on sponsorship and advertising opportunities, please contact your account manager!



STAGE SPONSORING

€15,500

Showcase your expertise live on one of our themed stages and engage directly with relevant decision-makers. Increase your brand visibility by having your logo featured across all key ZP channels. Benefit from digitally recorded participant data for efficient follow-up and high-quality lead generation. Exclusive and limited availability: Secure your stage presence and position your brand at the centre of the show.

Content at a glance:

- » 25-minute speaking slot on the sponsored stage
- » Flexible session format: presentation, interview or panel discussion
- » Lead scanning with attendee contact details for your own presentation slot (title, first name and surname, company, job title & email address)
- » 4 entries in the Product Index
- » Prime airtime during peak visitor hours
- » Listing in the official show programme
- » Logo placement on the homepage carousel, the Sponsor Wall, the show floor plan and permanently on the sponsored stage
- » Bigsize Ad on the show homepage
- » 100 multi-day show tickets for customers and partners
- » Company profile, including logo, listed under "Sponsors & Partners" on the show website

Primary objective: Lead Generation / Brand Visibility / Visitor Traffic

PEER-2-PEER EXCHANGES

€15,900

Peer-2-Peer Exchanges are exclusive discussion forums for senior decision-makers seeking meaningful dialogue on current challenges and trends in the people business. In 90-minute sessions, around 10 peers take part in moderated discussions alongside two subject-matter experts from the hosting company. Participants are carefully selected and invited by Zukunft Personal, creating a high-calibre group to encourage an open, honest dialogue and valuable insights.

What's included:

- » 90 minutes exclusive discussion session in a small-group format (10 participants, 2 company representatives, 1 moderator)
- » curated audience of relevant decision-makers
- » Finger food and refreshments included
- » Lead scanning with participant contact details (title, first name and surname, company, job title & email address)

Primary objective: Thought Leadership / Matchmaking



For more information on sponsorship and advertising opportunities, please contact your account manager!



ZP LEADERS LUNCH HOSTED BY

€15,900

Become the co-host of an exclusive networking lunch for up to 30 selected visitors at ZPE. Zukunft Personal invites selected guests to an exclusive lunch, creating the perfect setting for meaningful conversations, relationship-building and high-quality networking.

Event Details:

Time: Daily during the show, 12:00 - 14:00

Venue: Adina Hotel Cologne

What's included:

- » Three-course lunch, including beverages, for up to 30 guests
- » Participant recruitment and invitation management by Zukunft Personal
(Registered participants will be shared with the sponsor in advance; attendance cannot be guaranteed.)
- » Professional event management, including on-site support staff
- » Opportunity for brand integration, such as table decorations in corporate colours
- » Optional: Coverage of the Leaders Lunch across official ZP channels (LinkedIn & Instagram)

Primary objective: Matchmaking / Networking

HR HACK LAB

€2,590

Use the HR Hack Lab area within the exhibition hall to bring your content, products and innovations to life through interactive formats. Engage directly with your target audience, create meaningful opportunities for dialogue and showcase your expertise in a practical and engaging way. Thanks to integrated lead scanning, you will receive the contact details of participating attendees, enabling effective follow-up and high-quality lead generation.

What's included:

- » 60-minute interactive session
- » Listing in the official show programme
- » Flexible format: workshop, barcamp, working groups
- » Lead scanning with participant contact details (title, first name and surname, company, job title & email address)

Primary objective: Brand Visibility / Product Demonstration / Lead Generation



GUIDED TOURS SPONSORING „TEAM HUMAN X AI“

Present your company to a relevant specialist audience during the Guided Tours and demonstrate how your products and solutions address key challenges in today's HR landscape. In line with the exhibition's theme, "TEAM HUMAN X AI", the focus is particularly on solutions that strengthen the collaboration between people and technology in the HR world.

The format offers a compact and personal platform for providers addressing current challenges and sharing practical insights

To ensure a high-quality experience and strong thematic relevance, participation in the Guided Tours is subject to an application and selection process.

What's included:

- » 5-minute innovation pitch at your stand.
- » One tour stop per exhibition day,with aprox. 20-30 participants /tour.
- » Moderation and time management by the tour guide

- » Visibility via the Guided Tours landing page and Zukunft Personal social media channels
- » Lead data for all tour participants

Optional:

- » Photo opportunity at your stand to encourage social media engagement
- » App-supported tour experience for enhanced participant interaction
- » Personal exchange in a small-group setting with a highly relevant audience

Primary objectives: Lead Generation / Brand Visibility / Visitor Traffic



€2,190



PRESENTATIONS

€1,790

Showcase your company on a relevant themed stage and connect with a specialist audience actively seeking new ideas and solutions. Make the most of your 25-minute speaking slot to demonstrate your expertise in a concise, focused and impactful way while leaving a lasting impression on attendees. Integrated lead scanning enables you to capture valuable attendee data and follow up with interested prospects after the event, helping to turn visibility into measurable business opportunities

What's included:

- » 25-minute slot on a themed stage (allocated on a first-come, first-served basis; off-peak time slots may apply)
- » Listing in the official show programme
- » Flexible session format: talk, interview or panel discussion
- » Lead scanning with attendee contact details (title, first name and surname, company, job title & email address)

Primary objective: Brand Visibility / Lead Generation / Visitor Traffic

WELCOME BAG SPONSORING

€21,900

Put your brand into the hands of every visitor with exclusive branded welcome bags. Distributed at the entrance, the bags provide highly visible brand exposure throughout the event and reinforce your presence across the exhibition grounds. As a practical and reusable giveaway, they continue to generate awareness and positive brand recognition long after the event has ended.

What's included:

- » Exclusive design of the welcome bags (subject to approval by the organiser)
- » Distribution to all visitors at the show entrance
- » Production and delivery of the bags by the sponsor

Primary objective: Brand Visibility / Reach / Exclusivity

SOLD OUT



LANYARD SPONSORING

€18,900

Lanyards as promotional items bring your brand directly to people – visible, close at hand and present throughout their visit to the trade show. As a sponsor, you can have your logo featured on every lanyard, benefit from wide reach across all halls, and be noticed time and again in conversations and at every point of contact. This allows you to strengthen your brand presence, stand out from the competition and make a lasting impression. Exclusive and limited: available to book just once per trade fair!

Contents at a glance:

- » Custom design of the lanyards (in consultation with the organiser)
- » Distribution to all visitors at the entrance
- » Production and delivery by the sponsor

Primary objective: Brand visibility / Reach / Exclusivity

SOLD OUT



EVENT TICKET SPONSORING

Gain maximum brand visibility throughout the entire attendee process – from ticket registration and purchase to show entry and on-site participation. Your brand will be present across key touchpoints, including the ticket shop, website, ticket PDFs, registration terminals, floor plan displays and visitor badges. Every registered attendee will see the message "Ticket sponsored by ...", ensuring prominent and repeated exposure before and during the show.

Primary objective: Brand Visibility | Reach | Exclusivity

What's included:

- » Logo placement, including a 'powered by' mention, on all tickets (print and digital; for visitors, press representatives, speakers, VIPs, bloggers and exhibitors)
- » Exclusive advertising space on all show tickets (print & digital)
- » Logo placement in the ZP ticket shop and in the 'My Tickets' section of the exhibitor portal
- » Digital branding display on registration terminals at the show entrance
- » Listing under 'Sponsors & Partners' on the show website (company profile including logo)



€19,900

LIMITED AVAILABILITY
Only one sponsor per item

ADVERTISING OPPORTUNITIES



Our advertising opportunities help elevate your brand's visibility across every channel: on-site with eye-catching placements such as floor stickers, in print through advertisements in the official trade fair magazine, and digitally via the event app and other online formats. This enables you to engage with your target audience throughout the entire event journey – before, during and after ZP Europe.

For more information on sponsorship and advertising opportunities, please contact your account manager!

ADVERTISING OPPORTUNITIES

ON-SITE

WELCOME
ZUKUNFT PERSONAL EUROPE

FLOOR GRAPHICS

WHAT'S INCLUDED:

- » Advertising space on the floor at your preferred location within the exhibition hall
- » Customisable floor stickers
- » Placement in the exhibition hall in consultation with the organiser
- » Pack of 10 floor stickers (each 1.0 x 0.5 m (WxH))



€4,900

PROMOTION LICENCE

WHAT'S INCLUDED:

- » Licence to distribute promotional materials (e.g. leaflets)
- » Valid exclusively in the booked exhibition hall.
- » Distribution by the exhibitor themselves or by hostesses booked as an optional extra
- » Direct access to visitors in the exhibition hall
- » Limited to 10 licences per exhibition hall



€2,500

SCREEN SAVER

WHAT'S INCLUDED:

- » Display on large digital screens across all theme stages (10-second display)
- » Format specifications: 16:9, 1920 x 1080 px, 72 dpi



€3,190

ADVERTISING SPACE AT THE SOUTH ENTRANCE: DECAL GLASS BALUSTRADE

Custom-designed advertising space on the glass balustrade at the South Entrance;
Material: SK film, printed on one side.

Price includes production and installation/removal
Glass balustrade: Left 17.60 m x 0.94 m / Right 25 m x 0.94 m (WxH)



€11,190

SOLD OUT



€6,690

ADVERTISING SPACE AT THE SOUTH ENTRANCE: CEILING BANNERS (4 Positions)

Custom-designed ceiling-mounted advertising space in the entrance area of the South Entrance, in front of the ticket offices; price includes production and installation/removal.

Allocated on a 'first come, first served' basis.
Ceiling banners (8.0 x 4.0 m WxH)

SOLD OUT



€13,590

ADVERTISING SPACE AT THE SOUTH ENTRANCE: WINDOW DECALS

Custom-designed advertising space on the window front to the left of the South Entrance; material: SK film, single-sided application without backing.

Price includes production and installation/removal
Package of 6 windows (each 3.5 x 1.14 m (WxH))

SOLD OUT



ADVERTISING SPACE, SOUTH ENTRANCE: WALL BANNERS (2 Positions)

Custom-designed ceiling-mounted advertising space in the entrance area of the South Entrance area near the cloakroom; price includes production and installation/dismantling.

Allocated on a 'first come, first served' basis.
Wall banner (5.0 x 3.5 m WxH)

SOLD OUT



€6,690

ADVERTISING SPACE AT THE SOUTH ENTRANCE: LIFT WRAP

Custom-designed advertising space in front of the South Entrance;
Material: SK film; price includes production and installation.

A full wrap is not possible, as the lift must remain clearly visible.
Wrapping (2.43 m x 1.33 m (front) plus 2.61 m x 1.33 m on the right (WxH))



€6,190



€9,190

ADVERTISING SPACE, SOUTH ENTRANCE: TURNSTILE AREA (5 Positions)

Custom-designed advertising space above the registration terminals in the South Entrance area, near the cloakroom.
Material: PVC frontlit, B1. Price includes production and installation/removal.

Allocated on a 'first come, first served' basis.
Advertising banner (7.5 x 4.0 m WxH)



Price on request

ADVERTISING SPACE AT THE SOUTH ENTRANCE: WINDOW GRAPHICS

Advertising space on the window front in the entrance area of the South Entrance, covering a total area of 140.76 m²;

Price includes production and installation/removal
42-panel package (each 2.94 x 1.14 m (WxH))

ADVERTISING SPACE IN THE PIAZZA: WALL BANNER

Advertising space in the Piazza at the entrance to Halls 4 & 5, visible to all arriving visitors; Material: SK film, single-sided application without backing; Price includes production, lamination/delamination and installation/dismantling

Wall banner (4.48 x 2.98 m (WxH))

SOLD OUT



€6,890

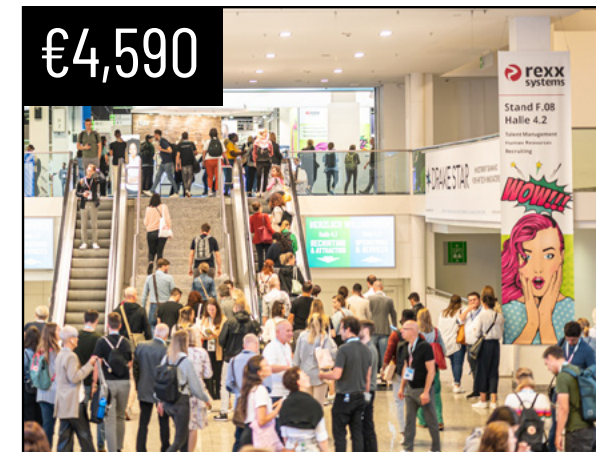


€2,590

PIAZZA ADVERTISING SPACE: WINDOW GRAPHICS

Advertising space on the window front of the entrance area to Halls 4 & 5 (2 units) Installation and removal. Windows can be booked individually.

Per window (2.74 x 1.15 m (WxH))



€4,590

ADVERTISING SPACE, PASSAGE 4/10: VERTICAL BANNER

Custom-designed advertising space on a pillar in front of the stairs Passage 4/10 towards the central boulevard; Material: Blackout, B1, dpps. Printed. Price includes production and installation/removal

Signage (1.23 x 4.98 m WxH)

SOLD OUT

ADVERTISING SPACE IN PASSAGE 4/10: BANNER ON THE GLASS BALUSTRADE

Advertising space to the side of the entrance to Hall 4

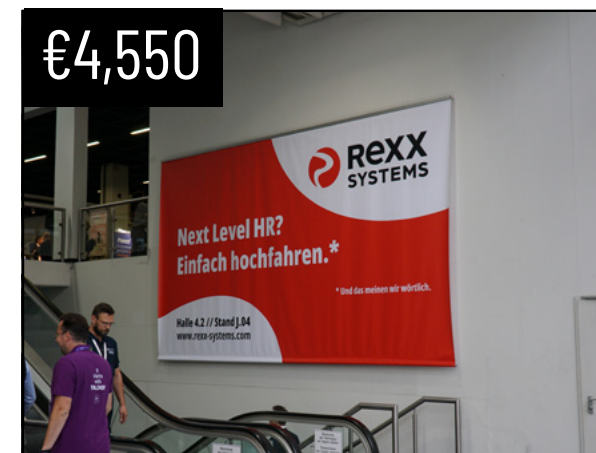
Allocated on a 'first come, first served' basis.

Wall banner (8 m x 1.5 m (WxH))

SOLD OUT



€5,990



€4,550

ADVERTISING SPACE HALL PASSAGEWAY: SIDE PANELS

Custom-designed advertising space on both side walls of the hall passageway, each with a total area of 15 m²; material: PVC frontlit, B1. Price includes production and installation/removal

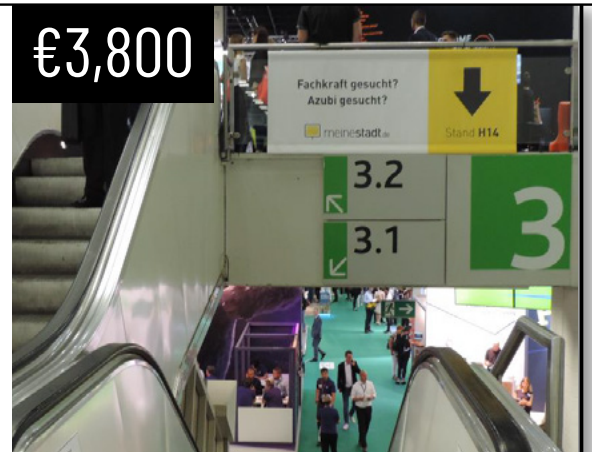
Side panel banners (5 x 3 m (WxH))

ADVERTISING SPACE HALL PASSAGEWAY: FRONT SIDE

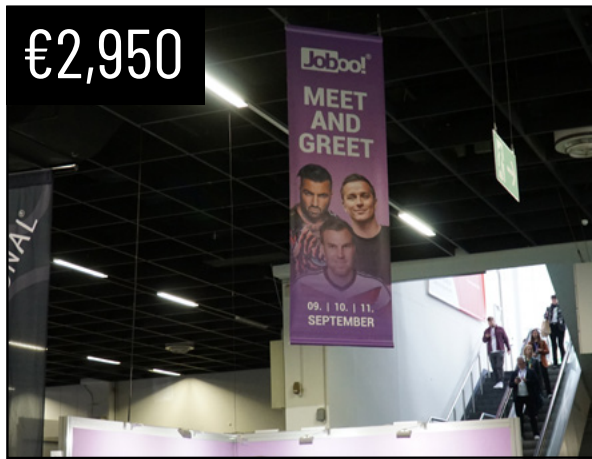
Custom-designed advertising space on the front side of the hall passageway measuring 2.5 x 1 m with a total area of 2.5 m²; material: PVC Frontlit, B1. Price includes production and installation/removal.

Front-facing banner (2.5 x 1 m WxH)

€3,800



€2,950



CEILING BANNER AT THE EXHIBITION STAND

Increase your brand visibility with a ceiling banner positioned directly above your exhibition stand.

Ceiling banner (91.75 cm x 281.25 cm (WxH))

ADVERTISING SPACE AT THE SOUTH ENTRANCE: COLUMN WRAP

Advertising space in front of the entrance (3 positions)

Wall banner (2.8 m x 4.00 m (WxH))

€5,990



ADVERTISING OPPORTUNITIES

PRINT



ADD-ONS IN THE TRADE SHOW MAGAZINE

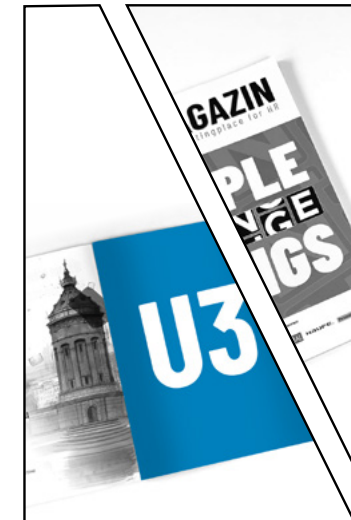
from €110

The Trade Show Magazine features insights from HR industry experts, offering perspectives on current developments and future trends across the sector's key topics. It also includes interviews with selected keynote speakers, along with information on the highlights and programme of this year's trade show.

Product index entry: 1 entry €110 | 5 entries €522.50 | 10 entries €990

A product index entry lists your company under relevant product categories in the Trade Show Magazine, making it easier for visitors to find suitable suppliers.

Additional text for your company description in the alphabetical exhibitor list:
300 characters, €255 | 600 characters, €375 | 900 characters, €495



ADVERTISING IN TRADE SHOW MAGAZINE

from €2,900

Promote your brand with an advertisement on the cover or inside pages of Trade Show Magazine.

INSIDE PAGES: Unlimited advertising space

Full page, DIN A4 format (210 x 297 mm + 5 mm bleed), 4-colour: €2,900

Special positions:

COVER: Limited advertising space

in DIN A4 format (210 x 297 mm + 5 mm bleed), 4-colour

Cover page 2/3: €3,600

Cover page 4: €4,600



VOUCHER BOOKLET

€810

Put yourself in the spotlight and direct visitors straight to your stand. Promote a special offer in our exclusive voucher booklet, which will be distributed at the entrance in a print run of around 10,000 copies. Voucher placement within the booklet is allocated on a first-come, first-served basis.

2-page advertisement (front and back)

ADVERTISING OPPORTUNITIES

DIGITAL



Zukunft Personal Digital
Advertising Services 2026,
support with planning your
event presence.

DIGITAL REACH & KPIS



1.26 MIO
PAGEVIEWS

Ø 5:15 min
SESSION DURATION



34,808
FOLLOWER



5,843
FOLLOWER



APP



180,939
APP VIEWS

NEWSLETTER

22,311
NEWSLETTER
CONTACTS

17,591
LINKEDIN
NEWSLETTER

Ø 37.19 %
OPENING RATE

Ø 13.54 %
CLICK-TO-OPEN
RATE

DIGITAL ADVERTISING OPPORTUNITIES



ONLINE ADVERTISING

Showcase your business or products with impactful digital advertising and reach your target audience effectively.

CONTENT AD

(530x316 px) including a link

Price: 1 week **€790** / 1 month **€2,990**

BIGSIZE AD

(1650x316 px) Optional text: max. 480 characters (including spaces) + link

Price: 1 week **€1,690** / 1 month **€6,790**

from €790

FEATURED EXHIBITOR

Increase your visibility by prominently displaying your company logo on the relevant event pages for our trade shows.

Price: 1 week **€690** / for 1 month **€1,890**





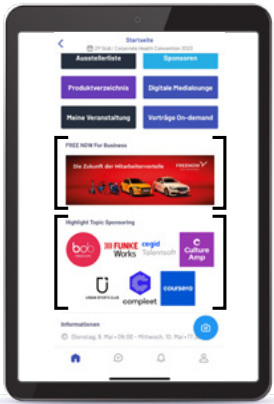








from €690



ZP EVENT APP

The Event App is the ideal companion for live events and digital formats. Take advantage of premium placement opportunities to increase your visibility and connect with potential customers.

BANNER

(1080x360 px) including link | **€4,190**

LOGO IN THE PHOTO GALLERY

(200x200 px) including link | **€1,090**

from €1,090

ADVERTORIAL

from €2,190

Showcase your expertise and/or products through a professional, editorial-style article, thereby offering a valuable contribution to the world of work. An advertorial includes: a newsletter teaser, an editorial article, an author box and a website teaser.

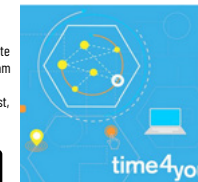
Price: 1 week **€2,190** / 1 month **€6,700**

NEWSLETTER TEASER

Headline

Ut odit eos expere doluptate cori te dolor sinulle cupatur minusa quam alignipos sit et, tem fugitat ali-quoAperori commision rehenimust, coreperae remporiti

ganzen Beitrag lesen



WEBSITE-TEASER



Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

04.09.2023 IBT TAS setzt mit KI auf eine revolutionäre Seminarverwaltung, automatisiert von der Massenbuchung bis zum digitalen Workflow, und ermöglicht so eine effiziente, zeitsparende und fehlerfreie Organisation von Bildungsveranstaltungen in Unternehmen und Bildungseinrichtungen. **MEHR**

EDITORIAL ARTICLE

Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt



Die Seminarverwaltung mit KI digitalisieren
Die Digitalisierung ist eine entscheidende Voraussetzung, um die Prozesse der Seminarverwaltung in Unternehmen, bei Mittelständlern und Bildungseinrichtungen effizienter zu machen. Künstliche Intelligenz und insbesondere die Automatisierung von Aufgaben spielen dabei eine wichtige Rolle. Ein Beispiel aus dem Bereich der Seminarverwaltung und dem Veranstaltungsmarketing liefert das hier vorgestellte Beispiel.

Wettbewerbsfähigkeit durch digitale Technologien
In einer letzten Befragung zur Digitalisierung der Wirtschaft (DESI) lag das befragte Unternehmen Deutschlands Marktführer im Bereich der KI und der Personal- und HR-Technologien. Die KI ist eine entscheidende Rolle bei der Seminarverwaltung.



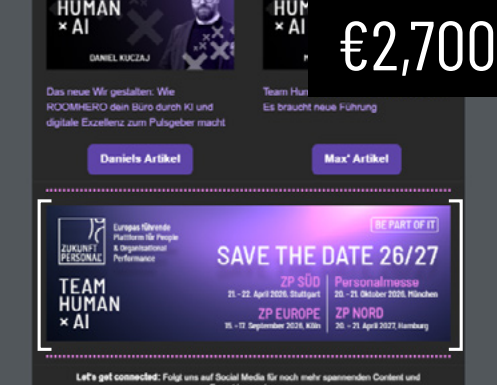
AUTHOR BOX

NEWSLETTER

Take advantage of advertising opportunities in our Zukunft Personal newsletter and reach up to 22,300 recipients with every issue.

PANORAMA DISPLAY

(600x200 px) including link



€2,700

ZP OVERVIEW

MARKETING - PACKAGES

The mandatory ZP Marketing Packages provide exhibitors with targeted support for visibility, reach and lead generation. The following overview compares all the services on offer and helps you choose the right package.

Feature	BASIC	ADVANCED	PREMIUM
Digital presence & services			
Easy management of the exhibitor profile in the online shop	✓	✓	✓
Product and company search	✓	✓	✓
Visibility in visitor profiles, favourites function, contact form	✓	✓	✓
Product index entries included		3	5
Extended company entry app, on the website and in the digital trade show magazine (character count)	300 characters	600 characters	900 characters
Publication of product information (text, images, videos, links)		✓	✓
Featured Product in "ZP Recommends"/Gallery			✓
LEAD GENERATION & CONTACT OPTIONS			
Lead app licences	1	2	3
Custom registration links / voucher codes	✓	✓	✓
Download lists of pre-registered guests	✓	✓	✓
Export leads as an Excel file	✓	✓	✓
QR code scan with event app (lead capture at the stand)		✓	✓
MARKETING MATERIALS & PROMOTIONAL ITEMS			
Access to marketing materials (invitations, web banners, event logos)	✓	✓	✓
Number of voucher codes for visitor generation	100	200	200 + 20 ZP Plus
Company listing with stand number in the trade show magazine (print)	✓	✓	✓
Logo on (hall orientation map, trade show magazine, hall plan display)			✓
Exhibitor interview on trade show TV on site			✓

€ 1,049

€ 2,799

€ 3,999

LEAD

MANAGEMENT

APP

LEAD MANAGEMENT APP

from €139

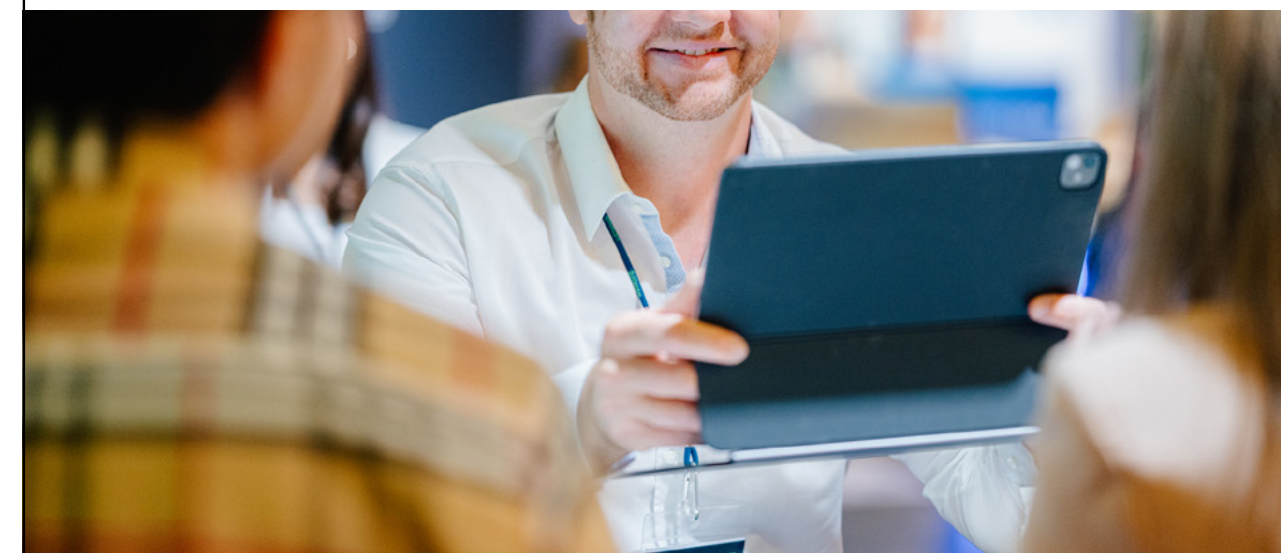
Through our service provider FairVerify, we offer our exhibitors an app that allows them to capture visitor data easily and conveniently.

The app is compatible with any iOS or Android device equipped with a camera. Once the device has been successfully verified, it can also be used offline.

During registration, visitors provide their contact details, which are stored in a QR code on their visitor badge. After a successful conversation at your stand, simply scan the visitor's badge using the app to automatically save their details in the lead portal.

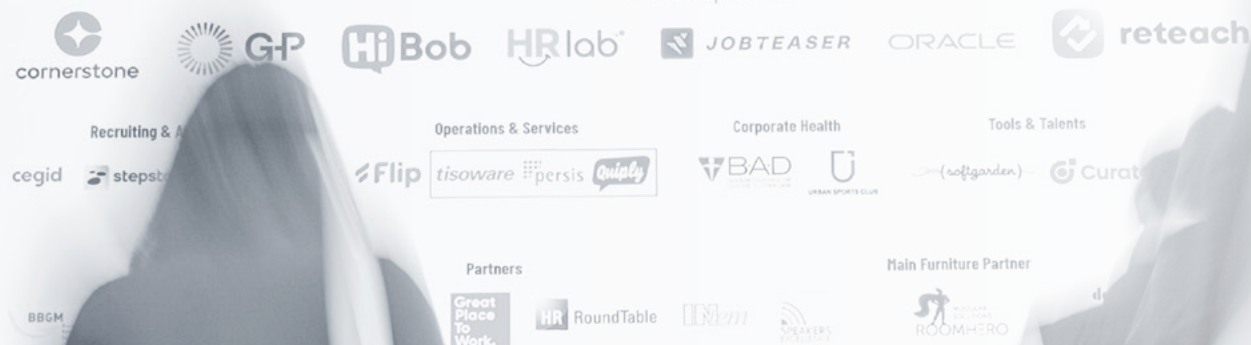
The captured leads can be viewed in a table and exported as XLS, JSON and CSV files.

- » Lead Management Software Package (1 app user): **€139**
- » Lead Management Software Package (2 app users): **€269**
- » Lead Management Software Package (5 app users): **€439**
- » Lead Management Software Package (10 app users): **€699**



ZUKUNFT PERSONAL®

The leading platform for
people and organisational
performance



ABOUT CLOSERSTILL MEDIA

CloserStill Media specialises in high-quality, content-driven events and the creation of B2B and specialist communities. The company organises 150 events annually across a wide range of sectors in the fields of business technologies, healthcare and future transport and infrastructure in the US, Europe and Asia. It has 12 offices and more than 815 employees in Germany, France, the UK, Spain, the US and Singapore.

» CONTACT:



CloserStill Media Germany

Theodor-Heuss-Anlage 2

68165 Mannheim

T: +49 621 533 976 - 0

E: sales@zukunft-personal.com

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