

Exhibitor Manual **Personalmesse München**

powered by Zukunft Personal 2026

Mannheim, 14.07.2026

CloserStill Media Germany GmbH

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1. General Informationen

Halls & Entrance

Entrance Hall 1

- **Key Topics**

Software solutions, hardware, HR and business consulting, legal consulting, staffing services, training and education, e-learning / blended learning, seminar equipment, seminar and conference venues, services, future work trends, corporate health, occupational safety

- **Visitor Target Groups**

Occupational safety officers | Training and development officers | Company physicians and works council members | Corporate health managers | Business developers | Chief Agile Officers | Chief Corporate Communications Officers | Chief Digital Officers | Chief Executive Officers | Chief Human Resources Officers | Chief Innovation Officers | Chief Information Officers | Chief Learning Officers | Compensation & Benefits Managers | Digital transformation consultants | Digital transformation managers | Employer branding and marketing managers | Ergonomics consultants | Occupational safety specialists | Innovation managers | Department heads | HR staff | HR planners | HR recruiters | HR representatives | HR and organizational developers | Safety officers | Talent management executives | Visionaries

2. Exhibitor Portal

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@zukunft-personal.com

What can you manage in the exhibitor portal & ZP Shop?

- 2.1** You can find all documents you need for your preparation in our exhibitor portal, including fact sheets, deadlines, and the exhibitor manual. You will also find information about your booked stand (these details are also included in your registration form). In addition, the portal provides information for your stand builder, your colleagues on site, and your staff, so you can keep everyone informed.
- 2.2** **Complete the exhibitor profile and add a company description:** The exhibitor profile includes a total of three text fields. In the first text field, you can enter 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 number of characters booked, either 300, 600, or 900 characters are requested here (the number will be indicated). Spaces are counted as characters, line breaks are not displayed.
- 2.3** **Product indexes for the product directory:** Every exhibitor has **one** of the six different main categories included. Additional indexes are included depending on the booked package, or can be added individually or in discounted packages. The more indexes selected, the more visible your products, services, and opportunities will be. The products mentioned in the last two sections are regularly featured in our newsletter.
- 2.4** Through our **marketing toolkit**, you can access various graphics that we provide. In addition, after creating your exhibitor profile, a link will be generated here that will take you to the so-called "Gleanin page." There, you will receive a personalized banner with your logo, stand number, hall, as well as the ZP link. Once your exhibitor profile has been 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 detailed explanation can be found under point 6 in this document.
- 2.6** You create **exhibitor passes** to gain access to the venue during setup and throughout the trade fair. Please note that your suppliers, stand builders, or any other persons taking care of your exhibition stand also require a "Crew Ticket." Without a ticket, including during setup and dismantling, access to the venue is not possible.
- 2.7** You have the section: **open tasks**. This reminds you of certain tasks that must be completed in the exhibitor portal.
- 2.8** **ZP-Shop:** Here you can purchase additional products. Book a company description, product indexes, promotion license, screensaver, advertisements in the lead licenses, or further additional services to increase your visibility on site.

Contact and support: If you have any questions or problems, you can reach us by email at zpshop@zukunft-personal.com or by phone at +49 621 533976 00.

3. Exhibitor Service

Opening hours for exhibitors

Tuesday, 20.10.2026	08:00 am - 06:30 pm
Wednesday, 21.10.2026	08:00 am - 06:00 pm

Opening hours for visitors

Tuesday, 20.10.2026	09:00 am - 05:30 pm
Wednesday, 21.10.2026	09:00 am - 05:00 pm
	Registration begins at 8:00 a.m.!

Delivery during the trade fair

Tuesday, 20.10.2026	08:00 - 09:00 am / 05:30 - 06:30 pm
Wednesday, 21.10.2026	08:00 - 09:00 am

During the trade fair, deliveries are not permitted.

You may deliver goods to your stand one hour before and one hour after the official opening hours.

MOC Event Center Messe München
Personalmesse
Halle 1, Stand Nr.
z.Hd. Aussteller, Name
Lilienthalallee 40
80939 München
Deutschland/Germany

Setup

Monday, 19.10.2026	08:00 am - 06:00 pm
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// Setup must be completed by 06:00 p.m. on 19th October 2026.

Dismantling

Wednesday, 21.10.2026

ca. 06:00 pm – 10:00 pm

// Dismantling must be completed by 10:00 p.m. on 21 October 2026.

No stand may be fully or partially cleared before the end of the trade fair. Exhibitors who violate this obligation agree to pay a contractual penalty of €1,000, which will be donated to a charitable organization.

After the end of dismantling on Friday, 18 September 2026 at 6:00 p.m., all vehicles must leave the loading zones. Vehicles not complying with this regulation will be towed away.

Stand construction booked via CloserStill Media Germany

If you have booked your stand construction through us, please ensure that you have received the stand layout and the necessary data for the graphics from the company mac (stand construction partner). These are expected to be sent out in July.

If you have any questions, you can contact the responsible persons at: zukunft-personal@mac.de.

Own stand construction

In the document "Information for stand builders and suppliers" (download in the exhibitor portal), you will find all important details for your stand builders and suppliers.

Your stand construction must be reviewed by our technical team, after which you will receive the stand construction approval.

Columns on the Stand

Please check whether there are any columns on your stand. If you have any questions regarding this, please contact technik@zukunft-personal.com.

Hall plan and technical hall plan

By clicking this [LINK](#) you will receive 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 clearer overview, there is also a simplified hall plan (without technical data) available [HERE](#).

Internet on site

There is **no free exhibitor Wi-Fi on site**. A free visitor Wi-Fi is available, but it is not recommended for continuous use at your stand, as all devices are automatically logged out after two hours. We therefore advise against using it for demos, setups, etc. at your stand.

GEMA

If you plan to play music at your stand, host an exhibitor party, or any other activity involving music, it is important to know that only GEMA-free music may be played. If you deviate from this, you are required to register it with GEMA. Please note that GEMA may conduct random checks on site. A corresponding registration form can be found in the exhibitor portal.

Waste disposal and stand cleaning

You can find the relevant form in the exhibitor portal. There is also a container on site where you can dispose of the waste directly. It is located in the delivery zone directly behind Hall 1. If any waste from your exhibition stand is left behind after dismantling, you will be charged for its disposal plus a penalty fee.

Water access in the hall

Water supply points are located behind the hall in the delivery zone and may only be used during setup and dismantling periods.

If you require a water connection directly at your exhibition stand inside the hall, you must order it in advance via the service provider's order form in the exhibitor portal under "Service Providers."

Distribution of Promotional Materials and Promotion License

Distributing flyers and giveaways outside of your designated booth space requires a paid promotion permit.

This promotion license can be purchased through the ZP Shop in the exhibitor portal (subject to availability). Please note that the hostess permit only allows the distribution of the company's own printed materials. The distribution of any other promotional items (such as coffee cups or similar giveaways) requires prior consultation with the event organizer and their written approval. Please send any such requests to: zpshop@zukunft-personal.com

Any violations will result in the immediate imposition of the Promotion License fee of €2,190.

As a general rule, the distribution of bags and/or lanyards is prohibited. If you are interested in these or other separately bookable sponsorship opportunities, please contact your designated account manager for advice and assistance.

Badges for approved Promotion Licenses will be delivered to your exhibition stand. Alternatively, you may collect them in advance from the exhibition office at the entrance.

Presentation Booking / Program

If you have booked a presentation through us, our program team will contact you to discuss the relevant details and any other information. The scanned leads (included as part of the booked service) will be sent to you within 10 business days after the event.

If you have any further questions, please contact us at programm@messe.org.

On-Site Catering

A variety of catering options will be available throughout the exhibition grounds, including hot meals as well as vegetarian and vegan choices.

Stand Catering

In the Exhibitor Portal, under "Service Providers", you will also find the Käfer trade fair shop. Select our event to browse their product range and place orders for catering services at your exhibition stand.

Hotel / Accommodation

You are welcome to book a hotel room for yourself and your colleagues using the following link:

- <https://www.zimmerkontingente.de/en/Personalmesse>

Train / Event Ticket

Your team is welcome to take advantage of the discounted Deutsche Bahn event ticket for travel to the exhibition. [LINK](#)

Service Providers at MOC – Event Center Messe München

In the Exhibitor Portal, under "Service Providers", you will find the relevant order forms. These include services offered by the MOC, such as internet, Wi-Fi and telecommunications, truss systems, stand cleaning, stand security, and catering.

Please note that electricity, water connections, and rigging/hanging installations must be booked through us via the ZP Shop. The corresponding invoice will be issued after the exhibition.

M.A.X. Media Technology

Multimedia and technical equipment—including TVs, computers, tablets, mobile phones, and lead capture devices—can be ordered through the M.A.X. shop.

Exhibitor Passes

Exhibitor passes can be ordered through the Exhibitor Portal up until the last day of the exhibition and will be sent directly by email. The passes are personalized but can be updated in the Exhibitor Portal if necessary and reissued with the revised information. There is no limit to the number of complimentary exhibitor passes available. If a team member is replaced, the existing pass can be reassigned to the new person.

through the Exhibitor Portal. Once updated, the previous pass is automatically invalidated. If an exhibitor pass is forgotten, a replacement can be issued at the exhibition office or at the information desk in the foyer.

Work Passes / Crew Tickets

Every staff member who does not have an exhibitor pass must present a completed Work Pass (Crew Ticket) on site during both the setup and dismantling periods. Without a valid pass, access to the exhibition grounds—including vehicle entry—is not permitted. These passes can be created through the Exhibitor Portal under “Exhibitor Passes”, via the link provided there, or by clicking [HERE](#), up until the last day of the exhibition. The link is not subject to any deadline and may also be shared with your external service providers or contractors. Crew Tickets are provided free of charge.

Lead Management (FairVerify)

The Lead Management system enables you to easily capture visitor information on site. Visitor data collected by scanning attendee badges with the app is automatically synchronized with the FairVerify web portal, where it can be analyzed and exported.

You will receive your access details approximately four weeks before the exhibition via email from: operations@messe.org

Your access details include a link to the FairVerify web portal, as well as your username and password for logging in.

Important: If you copy and paste your login credentials, an extra space may be included automatically. This can cause your username or password to appear invalid. Please ensure that any unintended spaces are removed before logging in.

Depending on the package you have booked, one or two licenses are included. Additional licenses can be purchased through the ZP Shop and, once processed, will be assigned to the same account.



Android



iOS

4. Logistics

Where should deliveries be made?

Before and after the event:

Exhibitors may make small deliveries via the designated delivery zone at the front of the venue up to one hour before the exhibition opens and up to one hour after it closes. Alternatively, parking spaces in the delivery zone can be reserved for both event days at a cost of €200 per space (maximum vehicle length: 7 meters). The booking form is available in the Exhibitor Portal under "Service Providers."

Delivery before the build-up period:

Shipments must be registered with and stored by the official logistics partner, DB Schenker, prior to the start of setup.

During the build-up period:

The delivery zone is freely accessible for vehicles, and parcel delivery services are permitted, provided that the recipient is present on site to accept the shipment.

Please note: Neither the MOC nor the event organizer will accept or receive packages on behalf of exhibitors.

Access:

Delivery zone via the South Entrance (Lilienthalallee / Hall 4).

For deliveries by car during the exhibition: Use of the underground parking garage and elevators is recommended.

If you are sending a package or shipment directly to your exhibition stand, please use the following delivery address:

MOC – Event Center Messe München

Hall 1

Your Stand Number

Personalmesse München

Attn: [Name of the on-site contact person]

Phone: [Mobile number of the on-site contact person]

South Entrance (Lilienthalallee / Hall 4)

Germany

On-Site Storage Space

Storage space is available only within your exhibition stand or, subject to availability, inside the exhibition hall upon request through your account manager. If you require storage on the MOC premises or would like packages or materials delivered before the official build-up period begins, please contact the designated freight forwarding company.

DSV

Im Ausstellerportal unter Dienstleister gibt es ein Formular, welches weitere Ansprechpartner anzeigt.

On-Site Parking

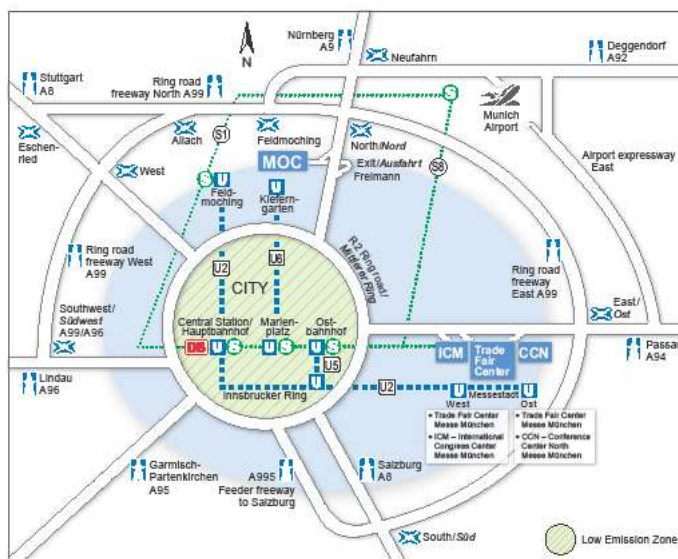
Paid parking facilities are available for exhibitors.

The current hourly and daily parking rates can be found in the overview below.

Parking Passes - Ordering and Processing

The number of parking tickets required depends on your individual needs. Prices and further details can be found in the overview available in the Exhibitor Portal. The APCOA booking form for long-term parking permits is also provided in the Exhibitor Portal. Parking at the MOC Event Center Messe München outside the designated underground parking spaces or in the taxi lane is strictly prohibited. Vehicles parked in violation of these rules will be towed away at the owner's expense. Long-term parking permits can be booked accordingly.

MOC – Event Center Messe München HOW TO GET THERE



Address

MOC – Event Center Messe München
Lilienfalsallee 40
80939 München, Germany
Tel: +49 89 949-11578
Fax: +49 89 949-11579
info@moc-muenchen.de

- 5-minute walk from the subway station Kiefertgarten (U6)
- 12 minutes from downtown by subway
- Direct access to the A8 (Nürnberg/Salzburg) and A99 (Stuttgart) motorways
- 20-minute drive by car from Munich Airport
- Underground parking for 1,500 vehicles on the premises

With navigation system

MOC – Event Center Messe München
Lilienfalsallee 40
80939 München

GPS coordinates MOC
Longitude: 11.610602
Latitude: 48.198273

5. Tickets / Visitor Admission

General

Who is permitted to attend the exhibition as a visitor?

Trade visitors only.

Are students allowed to attend the exhibition?

Yes, students are welcome to attend the exhibition and use it as a platform for learning and professional development.

How much does an admission ticket cost for visitors?

	1-Day Ticket	Multi-Day Ticket
Purchase of an Admission Ticket On Site	20€	30€
Ordering an e-Ticket Online	20€	30€

Is access to the presentation stages included in the admission price?

Yes, access to the presentation stages and workshops is included in the admission ticket.

Complimentary Visitor Tickets via the Exhibitor Portal

Invite your customers or business partners to the event by generating complimentary **voucher codes** for admission tickets through the Exhibitor Portal. To do so, go to "Visitor Tickets" in the Exhibitor Portal and select **"Create Voucher Code."**

This will open the ticket provider's Exhibitor Portal. In the dashboard, you can view your stand details, check how many complimentary tickets are included with your booking, and order additional tickets at a cost of €2 per single-day ticket and €4 per multi-day ticket.

To use your **included complimentary tickets**, scroll down in your browser and select **"Create Voucher"** for either the single-day or multi-day tickets. You can then create a personalized voucher branded for your company. This voucher can be distributed individually to your invitees or simply appended to the ticket shop link. Once applied, the ticket price is automatically reduced to €0, allowing your visitors to register free of charge.

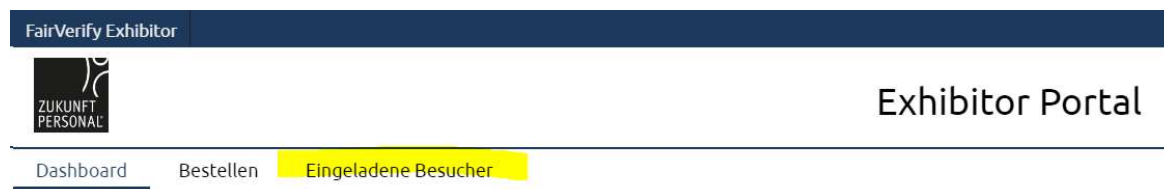
Link Ticketshop:

<https://www.zukunft-personal.com/de/ticket-shop-login/?event=ZPM26>

Example of a personalized Links:

https://www.zukunft-personal.com/de/ticket-shop-login/?event=ZPM26&ticketshop_id=auto&voucher_code=EXC_DEINVOUCHERCODE

You can also use this feature for marketing campaigns to reduce the effort involved in creating individual tickets. To access the leads generated through the distributed tickets, simply click "Invited Visitors" in the same portal. You can then export the list as an Excel file.



6. On-Site Information

General Information about the Koelnmesse Venue

Where can I find a bank or ATM?

In the foyer at the entrance to Hall 1.

Where can I leave my luggage or coat at the exhibition?

A cloakroom is available in the entrance foyer of the exhibition. You can also leave your luggage there.

Where is the exhibition office located?

At the entrance to Hall 1.

Is childcare available?

No.

Are dogs allowed?

Only assistance and service dogs are permitted. Appropriate documentation certifying the dog's status must be carried at all times.

Where are the restrooms?

In the entrance area at the South Entrance, next to catering area C.40.

Where can I smoke?

Smoking is permitted in the outdoor area in front of the hall.

Is the hall guarded overnight?

No. If required, stand security must be arranged and booked individually.

Is free Wi-Fi available at the exhibition?

There is no complimentary Wi-Fi available for exhibitors on site. Free Wi-Fi for visitors is available in the foyer; however, it does not provide a stable or reliable internet connection.

What should I do in the event of theft or an emergency?

Theft: In the event of theft, it is mandatory to notify both the police and the event organization team.

Emergency: Call 112 immediately and provide first aid if possible. You should also inform the exhibition office or the hall inspector.

7. Program

Where can I find the program for the presentation stages and other events?

The event program is available primarily on our website and is also accessible through the event app.

You can also use our **exhibition app**, which includes a shared chat feature connecting members of the ZP community during the event:

ZP APP: <https://app.zukunft-personal.com>

Where are the stages located?

Hall 1

A.37 Solution Stage 1

E.01 Solution Stage 2

A.22 ZP & Friends Lounge

Media Lounge – location to be announced.

I'm a speaker. What information is relevant for me?

As a speaker in our conference program, you will receive all relevant information from our program team in a separate email well in advance of the event.

How can I become a speaker?

Please contact your account manager directly to discuss speaking opportunities.

Will the presentations be livestreamed or recorded?

No, the presentations will not be livestreamed or recorded.

Sponsoring

As an exhibitor, you have the opportunity to participate as a sponsor and strategically increase your company's visibility. We offer a range of sponsorship and advertising opportunities that allow you to showcase your business effectively and attract the attention of exhibition visitors—whether through prominent on-site placements, digital exposure, or customized promotional activities. Your account manager will be happy to advise you on the available options and help you find the sponsorship package that best suits your needs.

8. Press and Media

Press

- Is registration or accreditation required?
The accreditation link will be provided to you
- Who is my contact person?
Martina Hofmann – m.hofmann@messe.org
- For interview requests, please contact:
Martina Hofmann – m.hofmann@messe.org

Media Partner Contact Person

Primar Contact before the Exhibition

Angela Steckelbach

a.steckelbach@messe.org

+49 621 533 976 47

EXHIBITOR MANUAL

PERSONALMESSE
MÜNCHEN
powered by



20 - 21 OCTOBER 2026 | MOC MÜNCHEN

Projektleitung:

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Technik:

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