



ZP EUROPE  
KOELNMESSE  
09. – 11. SEPTEMBER 2025

# Advertising, Branding & Sponsorship



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2 Advertising PRINT

3 Advertising ON-SITE

4 Lead Management

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# 1 Sponsorship

## PREMIUM SPONSORSHIP

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 INCLUDES:

- Logo on the cover of high-circulation online and print media.
- Ticket allocation: 500 multi-day tickets for the trade show.
- Screensaver display on all stages.
- Promotion across all social media channels.
- Company description in the trade show magazine (600 characters).
- Company description and logo placement on the ZP Europe homepage under "Sponsors & Partners".
- Logo placement on:
  - Hall plans (online and print).
  - Sponsorship Wall on-site.
  - All on-site display presentations (screensavers).

*Limited availability, bookable only once per exhibitor.*

GOLD Sponsorship

| starting from € 26,000

SILVER Sponsorship

| starting from € 16,000

BRONZE Sponsorship

| starting from € 11,000

### GOLD

Basic package: € 6,000 +  
advertising services in  
total value of minimum  
€ 20,000

### SILBER

Basic package: € 6,000 +  
advertising services in  
total value of minimum  
€ 10,000

### BRONZE

Basic package: €6,000 +  
advertising services in  
total value of minimum  
€ 5,000

# 1 Sponsorship

## STAGE SPONSORSHIP

ZUKUNFT  
PERSONAL®

### Stage Sponsorship

Selection of the sponsored stage and time slot in coordination with the program team.

#### INCLUDES:

- 1 prime-time presentation (30 minutes) with lead scanning\*.
- Advertorial on ZP 365 (1 week duration).
- Ticket allocation: 100 multi-day tickets for the trade show.
- Company description and logo placement on the ZP Europe homepage under "Sponsors & Partners."
- 4 product index entries.
- Screensaver on the Sponsored Stage: The screensaver will be displayed in rotation with other slides during presentation breaks (display duration: 15 seconds).
- Various logo placements:
  - including on the ZP Europe homepage banner,
  - on-site sponsorship wall,
  - sponsored stage, hall map (online and print).

*Limited availability, bookable only once per exhibitor.*

Stage Sponsoring

| € 15,500



\*The leads are scanned on-site by hostesses and sent within 10 business days after the end of the trade show. Leads include the following information: title, first name, last name, company, position within the company, and email address.

# 1 Sponsorship PROGRAM

## Keynote Stage Sponsorship

Take the stage at the most prestigious platform of the trade fair, the Keynote Stage, and customize your presentation format to suit your needs – whether as a solo talk, interview, or panel discussion. The program participants are provided by the sponsor.

### INCLUDES:

- 45-minute presentation during prime time on the Keynote Stage.
- Extensive brand visibility, featuring logo placement and “powered by” acknowledgment in the trade fair magazine and across all digital channels (ZP Europe homepage, newsletter, social media).
- Inclusion in the event program on the website, magazine, and event app.
- Professional lead management to maximize networking opportunities.

The final confirmation of the Keynote Sponsorship will follow after coordinating the speakers and topics with the ZP program directors..

### Key Selection Criteria for Speakers on the Keynote Stage:

- Charismatic and rhetorically skilled speakers with strong stage presence.
- High public profile or media presence.
- Typically CHROs or C-level executives from reputable companies, politicians, or prominent public figures.

*Limited availability, can only be booked once per exhibitor.*

Keynote Sponsorship

| € 21,950



\*The leads are scanned on-site by hostesses and sent within 10 business days after the end of the trade show. Leads include the following information: title, first name, last name, company, position within the company, and email address.



# 1 Sponsorship PROGRAM

## Presentation

- 30 minute presentation freely designable as a panel discussion, individual presentation, or one-on-one conversation
- Lead scanning of participants\*
- Inclusion of the session in the official event program

*Limited availability. Allocation and placement is based on a "first come, first served" principle.*

30-Minute Presentation incl. Leads\* | € 1,690



## Workshop

- Work collaboratively in small groups on a common topic
- Lead scanning of participants\*
- Inclusion of the session in the official event program

*Limited availability. Allocation and placement is based on a "first come, first served" principle.*

Economy Package (45 Min.) incl. Leads\* | € 1,990

Business Package (105 Min.) incl. Leads\* | € 2,490



\*The leads are scanned on-site by hostesses and sent within 10 business days after the end of the trade show. Leads include the following information: title, first name, last name, company, position within the company, and email address.

### Podcast Sponsorship: ZP Unplugged – Hear Who’s Thinking!

Leverage the reach and authenticity of the Zukunft Personal podcast ZP Unplugged – Hear Who’s Thinking! to strategically position your brand. Our exclusive sponsorship package includes:

- 5 episodes featuring a 30-second ad placement seamlessly integrated into the middle of each episode.
- Personalized, podcast-host-read advertisements or your own professionally produced ad spot.
- Direct engagement with a committed and interested audience.

*Limited availability, can only be booked 3 times.*

Podcast Sponsorship

| € 4,999



# 1 Sponsorship

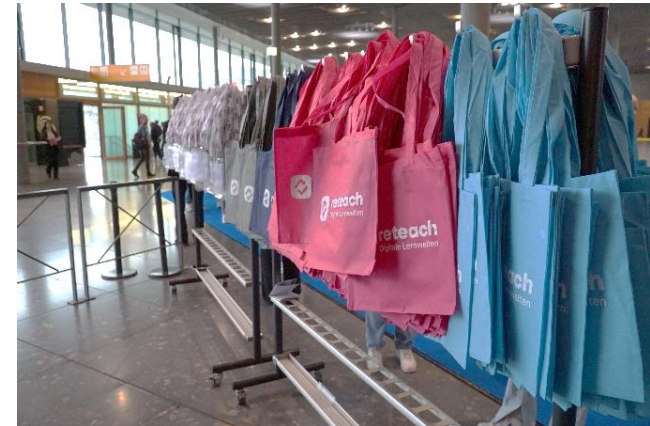
## BRANDING

### Trade Show Bags

- The trade show bags will be offered to each visitor upon entry to the event for free and serve as a carrier for informational materials at the fair. The exclusive design of the trade show bags, in terms of format and design, will be coordinated with the organizer.
- The production and delivery are the responsibility of the client and must be completed by the Friday before the start of the trade show. Any remaining stock can be picked up at the trade show office from the organizer after the event concludes.
- Booking is not possible for two consecutive years; price excludes production costs.

*Exclusive - available for booking only once.*

Bags (10.000 units) | € 21,900



### Trade Show Lanyards

- The lanyards serve as name tags at the trade fair and are distributed free of charge to visitors at the entrance. The custom design of the visitor lanyards will be coordinated with the organizer. The transparent badge holders for visitor badges will be provided by the organizer.
- The production, attachment of the badge holders, and any vouchers or flyers attached to the lanyards are the responsibility of the client or their production facility. Delivery must be made by the Friday before the start of the fair at the latest. Remaining stock can be collected from the organizer's trade fair office after the event.
- Booking is not possible for two consecutive years; prices exclude production costs.

*Exclusive - available for booking only once.*

Lanyards (20.000 units) | € 18,900





# 1 Sponsorship

## BRANDING



### Ticket Sponsorship

Capture the attention of your customers even before they step into the trade fair. With ticket sponsorship, your ad will appear on the print-at-home tickets, ensuring that every visitor sees it while preparing for the event and carries it with them at all times. Size: 105 x 148 mm

*Exclusive – available for booking only once.*

Ticket Sponsorship | € 19,900



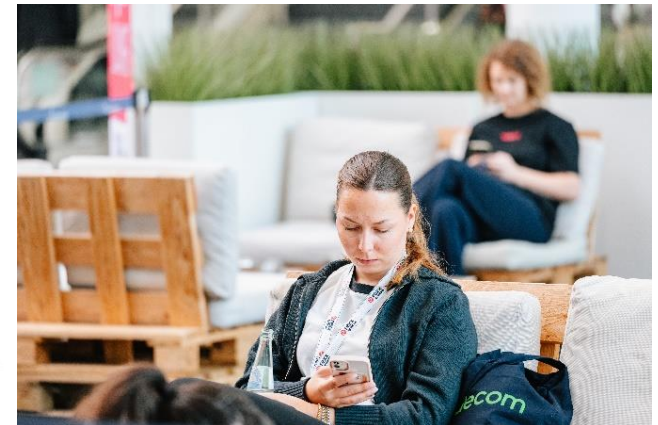
### Lounge Sponsorship

A lounge sponsorship provides an exclusive retreat within the trade fair – an ideal space for conversations and relaxation. Become a sponsor of one of our event lounges. The ZP project team will gladly advise on availability and details of the lounge options.

- Up to 2 roll-up banners provided by the sponsor
- Depending on the lounge location (e.g., in a corner area), a back wall may be required, which can also be branded with graphics.

*Availability is limited to the number of lounges.*

Lounge Sponsorship | € 10,500



# 1 Sponsorship

## BRANDING



### Welcome Counter Sponsorship

A hostess will welcome visitors on all three days, directing their attention to your company.

A carpet in your desired color will guide guests to the welcome counter, and additional promotional elements, such as a roll-up banner, can be arranged upon request. As part of the sponsorship package, you will also receive a contingent of 1,000 day tickets to invite your guests, along with the placement of your logo on the on-site sponsorship wall. The package includes branding of the counter, the hostess, and the carpet.

*Exclusive – available for booking only once.*

Welcome Counter Sponsorship | € 12,990



### Shuttle Bus Sponsorship

With bus sponsorship, we offer you the opportunity to showcase your brand on six highly visible posters. This placement ensures maximum visibility and reaches a broad audience of commuters and passengers, delivering your advertising message directly and effectively.

*Limited availability, bookable only once per exhibitor.*

Shuttle Bus Sponsorship | € 10,900



# 1 Sponsorship

## VIP LUNCH SPONSORSHIP



### VIP Lunch – Your Stage for Premium Connections

Showcase your company in an exclusive setting and seize the opportunity to host up to 40 decision-makers during a VIP lunch. This networking event, part of Zukunft Personal Europe, provides an ideal platform to position your brand and build valuable business relationships.

When: Daily during the trade fair, from 12:00 to 14:00

Where: The ASH restaurant, conveniently located at the South Entrance of the fairgrounds.

#### Benefits:

- Targeted Networking: Welcome decision-makers and industry professionals in an exclusive environment.
- Flexible Invitation Management: Invite your own contacts or let Zukunft Personal handle the guest management. Based on a detailed briefing, we ensure the right people are at your table.
- Personal Exchange: The intimate atmosphere of a VIP lunch allows for meaningful conversations and stronger connections.

#### Sponsor Benefits Include:

- A 3-course meal, including table beverages and an aperitif, for up to 40 participants.
- Professional organization and support from our experienced event team.
- Opportunities for brand integration, such as table decorations in your corporate colors or personalized giveaways.
- Optional add-on: Coverage of your VIP lunch on the official social media channels of the trade fair.

*Limited availability, can only be booked once per exhibitor.*

VIP-Lunch (incl. Participation acquisition and management + invitation management + hostess) | € 15,900

VIP-Lunch (incl. Participation management + invitation management + hostess) | € 9,700



## 2 Advertising PRINT

### PRINT PRODUCTS

#### Voucher Booklet Sponsoring

Set the scene skilfully and lead visitors directly to your booth. Offer something special in our exclusive Voucher Booklet, a print run of around 10,000 copies of which will be distributed to visitors at the entrance. The order of the vouchers in the booklet depends on the order received.

Advertising deadline: 31 July 2024 | Printing material deadline: 7 August 2024  
Print run: probably 10,000 copies, format: DIN long

*Limited availability, can only be booked once per exhibitor.*

Voucher Booklet

| € 810









## 2 Advertising PRINT TRADE SHOW MAGAZINE

### Additional Company Description Text

300 characters including spaces	€ 255
600 characters including spaces	€ 375
900 characters including spaces	€ 495

### Product Index Entry

Additional entries in the product directory (online and print)

1 entry	€ 110
5 entries	€ 533.50
10 entries	€ 990



## PRODUKTVERZEICHNIS

### HR Tech

ADP Employer Services GmbH  
aventis  
Bachman Digital Services  
Beckeeper GmbH  
Business Beat - Your People & Culture Company  
Cloudfreunde GmbH  
CompuTime Aussellsysteme GmbH  
CORE smartwork GmbH  
DATEV eG  
deskbird  
EAST SOFTWARE AG  
Factorial HR  
Flexopus - Die Desk-Sharing-App  
HANSALOG GmbH & Co. KG  
Hauke  
Helmat Software GmbH  
HR4YOU AG  
HRInstruments GmbH  
Microsoft HR Management Lösungen  
NAVIT

A.09  
C.12  
A.32-38  
E.08  
D.02  
A.32-28  
C.18  
E.30  
F.08  
A.17  
D.04  
A.32-34  
E.12  
C.02  
A.32-22  
F.18  
A.32-29  
B.11  
D.21

Saneware Software GmbH  
SOFT-CONSULT Häge GmbH

»Bokumentenmanagement  
Hauke  
ISGUS GmbH  
Penzilla GmbH  
XFT GmbH  
»Digitale Personalakte  
CompuTime Aussellsysteme GmbH  
Hauke  
HR4YOU AG  
i-mat Systemhaus GmbH  
ISGUS GmbH  
SOFT-CONSULT Häge GmbH  
XFT GmbH  
»Betriebsdatenerfassung  
dormakaba Deutschland GmbH  
ISGUS GmbH  
RTM Systems GmbH

H.02-2  
C.18  
»Mitarbeiterumfragen  
HRInstruments GmbH  
SOFT-CONSULT Häge GmbH

C.02  
D.12  
B.18  
B.09  
»Talent Management  
HR4YOU AG  
Penzilla GmbH  
rex systems GmbH  
SOFT-CONSULT Häge GmbH

C.18  
C.02  
F.36  
D.03  
»Skill Management/ Qualifikationsmatrix  
KDV Kanne Datenverarbeitung GmbH

D.12  
C.18  
B.09  
»Zeiterfassung  
AZS System AG - Zeiterfassung  
für den Mittelstand  
CompuTime Aussellsysteme GmbH  
dormakaba Deutschland GmbH  
ISGUS GmbH  
KDV Kanne Datenverarbeitung GmbH  
PapierShift  
rex systems GmbH

## 3 Advertising ON-SITE

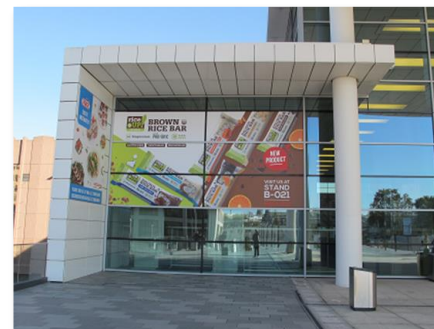
### ENTRANCE SOUTH: OUTDOOR

#### Advertising space entrance south: window sticker

Individually designed advertising space on the window front to the left of the south entrance; material: SK film, single-sided application without backing material; price incl. production and assembly/disassembly

*Exclusive – available for booking only once.*

6 slices package (each 3.5 x 1.14 m) | € 13,200

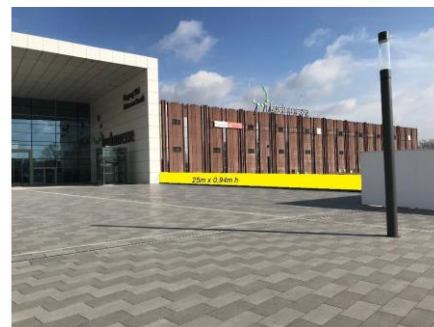


#### Advertising space entrance south: bonding glass railing

Individually designed advertising space on the glass parapet to the right of the South Entrance in the direction of Hall 11; material: SK film, printed on one side. Price incl. production and mounting

*Exclusive – available for booking only once.*

Advertising banner (25 x 0.94 m) | € 10,890



#### Advertising space entrance south: sticker elevator

Individually designed advertising space in the entrance area of the South Entrance; material: SK foil; price incl. production and installation

No complete sticking possible, because the recognizability of the elevator must be guaranteed.

*Exclusive – available for booking only once.*

Bonding (2 x 1.25 x 3.98 m) | € 5,990



# 3 Advertising ON-SITE

ENTRANCE: INDOOR

ZUKUNFT  
PERSONAL®

## Advertising space entrance south: window sticker

Individually designed advertising space on the window front in the entrance area of the South Entrance on a total area of 140.76 m<sup>2</sup>; price incl. production and installation. Size: 2.94 x 1.14 m each.

*Limited availability, bookable only once per exhibitor.*

Window sticker (42 stickers)

| Price on demand

## Advertising space entrance south: turnstile area

Customized display space on the wall behind the turnstiles. Material: PVC Frontlit, B1 . Price incl. production and assembly. Size: 7.5 x 4.0 m

*Limited availability, bookable only once per exhibitor. Allocation and placement is based on a "first come, first served" principle.*

Advertising banner

| € 8,790 each

## Advertising space entrance south: ceiling banner

Individually designed advertising space hanging from the ceiling in the entrance area of the South Entrance in front of the cash desks; price incl. production and installation. The allocation is based on the "first come-first serve" principle. Size: 8.0 x 4.0 m

*Limited availability, bookable only once per exhibitor.*

Ceiling banner

| € 6,490

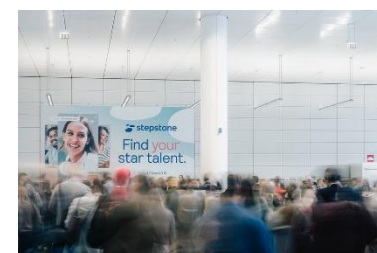
## Advertising space entrance south: wall banner

Individually designed advertising space in the entrance area of the South Entrance near the checkroom; price includes production and installation. Size: 5.0 x 3.5 m

*Limited availability, bookable only once per exhibitor. Allocation and placement is based on a "first come, first served" principle*

Wall banner

| € 6,490



## 3 Advertising ON-SITE

OUTDOOR: PIAZZA

### Piazza advertising space: window stickers

Individually designed advertising space on the window front in the entrance area of the Piazza to Passage 4/10; material: SK film; price incl. production, lamination/decorating and installation. Size: 2.72 x 1.13 m

Windows can be booked individually.

*Limited availability, bookable only once per exhibitor.*

Window stickers | € 2,490 each



### Advertising space Piazza: wall banner

Individually designed advertising space on the outer façade of the Piazza to Passage 4/10, visible to all arriving visitors; material: SK film, single-sided application without backing material; price incl. production, lamination/decorating and installation. Size: 4.5 x 2.92 m

*Exclusive – available for booking only once.*

Wall banner | € 6,490





# 3 Advertising ON-SITE

## CORRIDOR & HALL CONNECTION

ZUKUNFT  
PERSONAL®

### Advertising space passage 4/10: signage

Customized advertising space on column in front of staircase Passage 4/10 in the direction of Mittel boulevard;  
material: blackout, B1, dpps. Printed. Price incl. production and installation. Size: 1.23 x 4.98 m

*Exclusive – available for booking only once.*

Signage | € 4,390

### Advertising space hall transition: front side

Individually designed advertising space on the front side of the hall transition in the format 2.5 x 1 m and with a total area of 2.5 m<sup>2</sup>; material: PVC Frontlit, B1. Price includes production and assembly. Size: 28 x 40 cm

*Limited availability, bookable only once per exhibitor.*

Front face banner | € 3,690

### Advertising space hall transition: side surface

Individually designed advertising space on the two side walls of the hall transition with a total area of 12 m<sup>2</sup> each;  
material: PVC Frontlit, B1. Price incl. production and assembly. Size: 6.0 x 2.0 m

*Limited availability, bookable only once per exhibitor.*

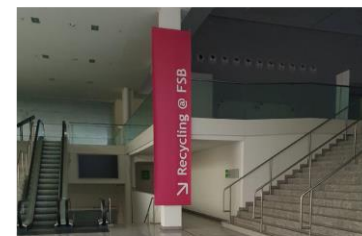
Side banner | € 4,390

### Sanitary advertising men toilet

Individually designed advertising space in the men's area of the sanitary facilities in the exhibition halls; in the format 28 x 40 cm; material: photo paper in frame. Allocation and Quantity: Hall 4.1 - 7 frames & Hall 4.2 - 6 frames

*Exclusive – available for booking only once.*

Sanitary advertisement | € 2,190





## 3 Advertising ON-SITE IN THE EXHIBITION HALL

### Ceiling banner on the exhibition stand (for modular booth construction customers)

Placement of a banner hanging from the hall ceiling above the exhibition booths; available in various sizes and customizable. Size: 91,75 cm x 281,25 cm

Deckenbanner | € 2.650 each



### Floorgraphics

Customizable advertising space in the form of floor stickers. Size: 1,0 x 0,5 m

- Shape adjustments are possible upon request:
- Placement in the exhibition hall is to be coordinated with the organizer.

*Limited availability per hall and bookable only once per exhibitor. Allocation is based on the "first come, first served" principle.*

Floorgraphics (10 Stickers) | € 4,790



## 3 Advertising ON-SITE IN THE EXHIBITION HALL

### Screensaver

Custom-designed advertising space on the large digital displays on all Solution Stages for the duration of the trade fair (2 days).

- Format 16:9 or 4:3 (depending on the stage).
- Displayed for 5 seconds in a rotating manner.

*A maximum of 20 advertising spaces are available, bookable only once per exhibitor.*

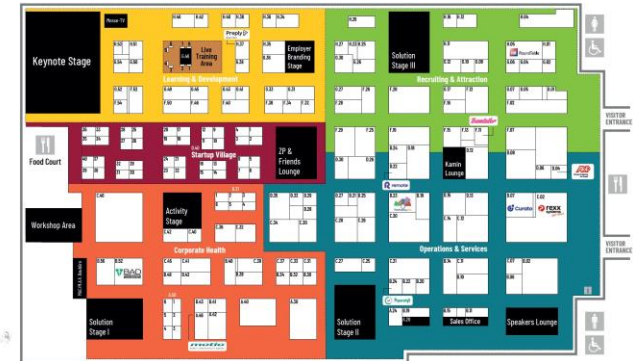
Screensaver | € 3,090



### Logo Placement on the Exhibiton Hall Map

Placement of the company logo on the hall orientation map in the trade fair magazine (online and print) and on the hall map displays on-site.

Logo Placement | € 5,400



## 3 Advertising ON-SITE IN THE EXHIBITION HALL

### Hostess License

License for distributing promotional materials (e.g., flyers) to visitors in the exhibition hall.

Distribution can be carried out by the exhibitor themselves or by hired hostesses at an additional cost.

*Limited availability, bookable only once per exhibitor. Allocation is on a "first come, first served" basis.*

License for 1 person (all trade fair days)

| € 2,390



## 4 Lead Management

### LEAD MANAGEMENT SOFTWARE

#### Lead Management Software - FairVerify

Through our service provider FairVerify, we offer our exhibitors an easy way to capture visitor data via an app.

- The app can be used on any iOS and Android device, requiring only a good camera. Once the device is successfully verified, it can also be used without an internet connection.
- Visitors to the trade fair provide their information during registration, which is stored on a QR code. To maintain contact after a successful conversation at the booth, the visitor badge can be scanned with the app, and the visitor data will be automatically saved in the lead portal.
- The captured leads can be viewed in a table and exported as XLS, JSON, or CSV files.

1 App-License Package	€ 132
2 App-License Package	€ 263
5 App-License Package	€ 417
10 App-License Package	€ 602



## 5 Digital Advertising

Discover additional digital advertising options in our media kit or consult your account manager for personalized recommendations.