

#ZPEurope

10. - 12. SEPTEMBER 2024 | KOELNMESSE

EXHIBITION

AND SPONSORSHIP

OPPORTUNITIES

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ZUKUNFT
PERSONAL®

 CloserStill

ABOUT

#ZPEUROPE | 10. - 12. SEPTEMBER 2024 | KOELNMESSE

» ABOUT ZP SERIES

With the leading European trade fair Zukunft Personal Europe in Cologne and the ExpoEvents in Hamburg and Stuttgart, the established industry forums provide inspiration for the future of HR management and the digital transformation of work. A high-calibre presentation programme and interactive formats complete the events with content about key industry trends and explore future topics from the world of work

» ABOUT ZP EUROPE

Zukunft Personal Europe in Cologne is the leading expo event for the world of work. As a driving force, the leading European trade fair connects people and markets in the fields of HR management, digitalisation and leadership. For three days, innovative product solutions, congress-level presentations and networking with the community take centre stage: decision-makers, HR managers and those responsible for shaping the world of work will be able to gain a decisive market overview at Zukunft Personal Europe and exchange views on the trends of today and tomorrow.

» FACTS Status: ZP Europe 2023



Over 600 exhibitors, partners and sponsors from established companies through to innovative start-ups.



23,000 HR experts used ZP Europe last year to find out about the latest products and trends. information.



Over 750 sessions on 20 different stages: Presentations, panel discussions, workshops, interactive breakout sessions and more.

» THE SUCCESS FACTORS

NEW CONTACTS - NEW BUSINESS

- **Generate leads** - hit your target group without wastage and with 90% decision-maker density
- **Visibility** - Show your market presence - as an innovator, thought leader or industry player.
- **Place to be** - With more than 32,000 HR experts and over 1,000 exhibitors/partners/sponsors the ZP Series 2023 was the „must-attend event“ of the HR industry and therefore the right stage for your company

MORE THAN AN EXHIBITION

- **Expert knowledge** - Present yourself and your company on one of the content stages and inspire the audience with a product presentation, best practices or panel discussion.

GENERATE MORE REACH AND LEADS

- **All in one** - Benefit as an exhibitor, partner or sponsor from our comprehensive umbrella brand, event and theme campaigns. Print and online!

» HIGHLIGHT TOPICS



» ONLINE COMMUNITY Stand: September 2023



» VISITOR SURVEY

97% of visitors would recommend ZP Europe as an important event for the industry

95% of visitors achieved their goals at ZP Europe 2023.

94% of visitors come to ZP Europe to obtain specific information about new products and services for their company.

96% of visitors intend to visit ZP Europe 2024 again.

FACTS

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» ALL THE KEY PLAYERS IN THE HR INDUSTRY IN ONE PLACE FOR THREE DAYS.

- Maximise attention for your company, products and services.
- Network with influential and high-calibre trade visitors from the HR industry.
- Present your innovative solutions.
- Connect with leading organisations from the fields of industry, services, healthcare and many more.
- Explore the latest trends and products with the community.

» INDUSTRY SECTORS:

Banking & Insurance | Construction Industry | Chemical & Pharmaceutical Industry | Consulting & Consultancy | General Services | Energy | Healthcare | Retail | Higher Education & University | Hotel & Catering | Industry in general | IT & Software | Media | Food industry | Social services / NGOs / Church

» EXCERPT FROM THE LIST OF TRADE VISITORS: COMPANIES

- 1 & 1 Telecommunication SE
- ALDI SÜD Dienstleistungs-SE & Co. oHG
- AUDI AG
- BASF SE
- BioNTech SE
- Chocoladefabriken Lindt & Sprüngli GmbH
- Continental AG
- Deutsche Lufthansa AG
- Eisenwerk Brühl GmbH

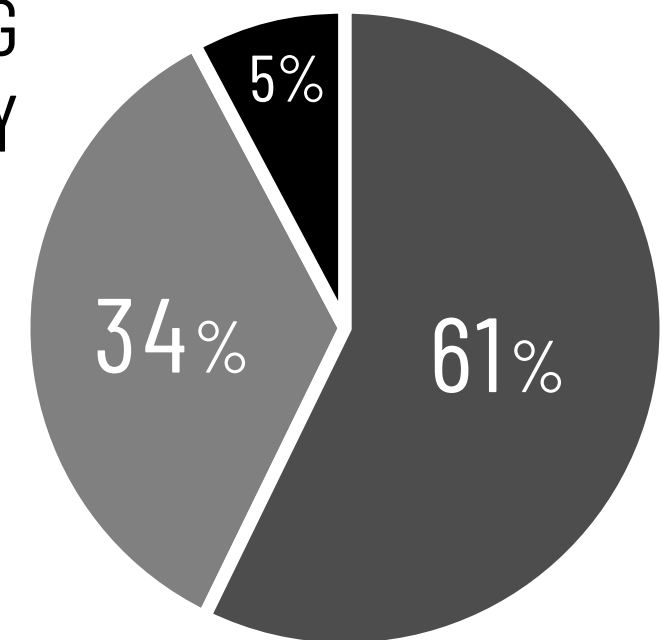
- Ernst & Young GmbH
- Ferrero MSC GmbH & Co. KG
- Formel D Group
- Goldbeck GmbH
- HARIBO GmbH & Co. KG
- HUGO BOSS AG
- idealo Internet GmbH
- Intersnack Deutschland SE
- Jung von Matt AG

» JOB ROLES:

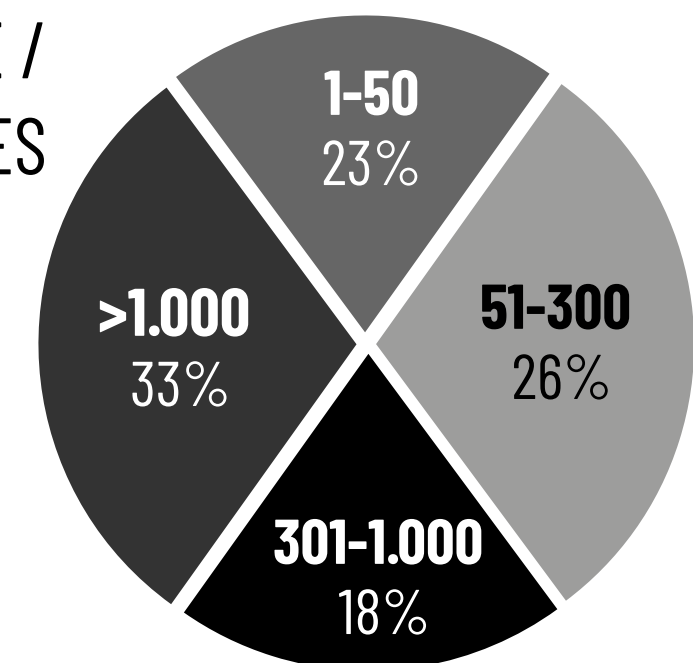
Occupational health and safety officers | Training and further education officers | Company medical and staff councils | Company health managers | Health Managers | Business Developers | Chief Agile Officer | Chief Digital Officer | Chief Corporate Communications Officer | Chief Executive Officer | Chief Human Resources Officer | Chief Innovation Officer | Chief Information Officer | Chief Learning Officer | Compensation & Benefits Manager | Consultant Digital Transformation | Digital Transformation Manager | Employer Branding and Marketing Manager | Ergonomics Consultant | Occupational Safety Specialist | Innovation Manager | Head of specialised departments | Employees of the Human Resources Department | Co-designers | Personnel Planners | personnel recruiters | personnel officers | personnel and corporate developers | security officers | talent Management Executives | Visionaries

VISITOR DECISIONS-MAKING AUTHORITY

- sole and co-decisive
- advisory
- No decision-making authority



COMPANY SIZE / EMPLOYEES



PRICING

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» PARTICIPATE IN 2024

Choose your personalised and exclusive Expo event menu!

Whether you are an exhibitor, partner or sponsor - you and your company will benefit from a tailor-made trade fair presence. We offer you all the necessary services and products. Individual. Service oriented. With a high ROI.



» TALK TO US!

Sandra Reis
Event Director
s.reis@messe.org
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Oliver Remke
Senior Key Account Manager / Team Lead Sales
o.remke@messe.org
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SPACE
FROM **379 EURO/m²**
(EXKL. ZP SERVICE PACKAGE: 999€)

Let's talk!
We will be happy to advise you and your company on the various options and work out a customised offer together!

ALL-IN
PACKAGE
FROM **6,570 €**

All-in Packages for all stand sizes from 9-20m². Includes space, stand build, ZP Service Package, furniture and service fees.

ACTIVITY &
VITALITY AREA
6M² FROM **3,399 €**

Your turnkey stand - available with or without daily 20-min presentation slots.

LIVE TRAINING
AREA
4M² FROM
4,199 EURO

Including two 30-minute presentations per day of the fair.
Attention: limited places, first come first serve.

PREMIUM SPONSORSHIPS

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GOLD FROM € 25,000

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

SILVER FROM € 15,000

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

BRONZE FROM € 10.000

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

BASIC PACKAGE

- » **Logo on the front page** of high-circulation online and print media
- » **Ticket contingent:** 500 day tickets for the fair
- » **Logo placement** on the **hall plan**
- » **Logo placement** on the **sponsoring wall** on site
- » **Logo placement** on all **display presentations**
- » **Screensaver** on the Main Stages: cross-thematic
- » **Advertising** on all **social media channels**
- » **Company description** in **trade fair magazine**
- » **Company description incl. logo placement** on the **website** ZP 365 under „Sponsors“

More information on request!

» LET'S TALK ABOUT IT!



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SPONSORSHIP PACKAGES

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LANYARDS

€ 18,650

Lanyards hold the name badge at the fair and will be distributed free of charge to visitors at the entrance to the fair.

*Booking is not possible for two consecutive years;
Price excl. production.*



HIGHLIGHT TOPIC SPONSORING

€ 15,000

Position yourself and your company as pioneer of one of our Highlight Topics in the HR industry!



EXHIBITION BAG

€ 21,500

The exhibition bags will be given to each visitor to the trade fair free of charge and serve as a carrier medium for information material at the trade fair.

*Booking is not possible for two consecutive years;
Price excl. production.*

TICKET

€ 19,900

Logo placement on the admission tickets or badges of visitors, press representatives, speakers, VIPs and bloggers as well as on the exhibitor passes

Display on registration terminal + Display on Print-at-Home-Ticket

Further sponsorship opportunities on request!



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SPONSORSHIP PACKAGES

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30-MIN SESSION € 1.450

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

Sales and timing of the presentation follows a first-come-first-served system



WORKSHOP FROM € 1.790

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

Sales and timing of the workshop slot follows a first-come-first-served system.

KEYNOTE SPONSORING € 12.950

Be in the spotlight and highlight your corporate brand with a keynote sponsorship!

Take advantage of this unique opportunity to be part of the Keynote Stage programme. Liaising with the programme team the sponsor has the opportunity to place a top-class speaker on the on the stage.

- » **Maximum visibility** for your company
- » **Attention** from thousands of industry leaders, decision makers and multipliers
- » Position your company as a **thought leader** in the HR industry and share valuable insights and expertise

Sponsoring a Keynote is exclusive per Highlight Topic. One Keynote per sponsor.



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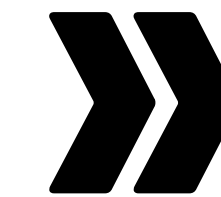
LOUNGE

€ 9,500

Relax, network and shine!

Are you ready to leave a lasting impression and create unforgettable experiences? Then secure lounge sponsorship and let yourself and your company take centre stage!

With a lounge sponsorship, you offer a place to meet in the meeting place in the hustle and bustle of the fair.



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BUSINESS BAR € 1,500

Lively bar setting in the centre of the exhibition hall: Whether exclusive use for your customers only or open access for all visitors - you decide. Offer visitors added value and invite them to your exclusive „Happy Hour“. Exclusive use of the Business Bar for 60 minutes.

Price excludes food and beverages. These will be invoiced by the venue's caterer directly.

SOCIAL WALL

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EXHIBITOR

persomatch GmbH
1.521 Follower:innen
10 Min. • 🌐

Die nächste Messe liegt hinter uns! 🥳

Vorletzte Woche fand die **Zukunft Personal Europe** in Köln statt, wo wir natürlich auch dieses Jahr mit **Thorsten** und **Raoul** an unserem Stand vertreten waren. 🙌
Ach ja, was sollen wir sagen? Wir lieben Messen einfach! ❤️ Es gibt immer super tolle Gespräche, interessante Vorträge und eine Menge neuer Kontakte. Genau nach unserem Geschmack! 😊 Auch wir durften dieses Mal wieder als Speaker auftreten und zusammen mit **Sabine Vockrodt** 🗣️ der **Ebner Media Group GmbH & Co. KG** einen Vortrag zum Thema "7 Hacks, um mit Google und YouTube neue Mitarbeitende zu gewinnen" halten. 📺 Einen ausführlichen Beitrag findet Ihr in unserem Blog.

Eine spannende, aber auch anstrengende Woche war es mal wieder und wir freuen uns jetzt schon aufs nächste Mal! 💙💚

#persomatch #startup #messe #zukunftpersonal #zukunftpersonaleurope #personal #personalmanagement #personalsuche #recruiting



BrALI CoWorkation Retreats
237 Follower:innen
22 Std. • 🌐

Wow!! Die **Zukunft Personal Europe** war der Hammer! 🙌🔥👏

Vielen Dank für die tollen Gespräche an unserem Stand, nach unserem Panel und dem Pitch - Wahnsinn!

Wir sind immer noch überwältigt von dem tollen Feedback, sehen noch stärker als vorher den Bedarf nach diesen Formaten und dem, was wir tun und stürzen uns jetzt rein in die Nachbearbeitung. 📁

Daher, wenn es etwas dauert - wir sind dran und freuen uns darauf, gemeinsam mit euch tolle Konzepte zu entwickeln! 🙌

Also raus in die Natur und rein in die neue Arbeitswelt! 🚀

#offsite #teamretreat #workation #teamworkation #remotework #remote #digitalnomad #futurework

VISITOR

Claudius Fischer • 2.
Sales and service professional for B2B capital goods with focus on customer...
letzt • 🌐

Mein Vortragshighlight: „Age Diversity matters!“ von **Dr. Irène Y. Kilubi** über

- 🌱 Auflösung des Generationenkonflikts
- 🌱 Diskriminierung von Jung & Alt
- 🌱 je nach Lebensphase unterschiedlichen Erwartungen, Bedürfnisse und Erfahrungen
- 🌱 Konflikte durch Angst (überteuert oder nicht ernst genommen zu werden)
- 🌱 Überwindung von Stereotypen und Vorurteilen
- 🌱 Potential altersgemischter Teams
- 🌱 intergenerativen Wissenstransfer, Weiterbildung und Projektarbeit
- 🌱 Empathic und Verständnis
- 🌱 Feedback auf Augenhöhe
- 🌱 miteinander statt übereinander reden
- 🌱 Stellen der richtigen Fragen

Nicht „Was brauchen die Jungen/Alten?“, sondern
„Was brauchen die Menschen, um individuell und im Team besser arbeiten zu können?“ oder
„Welche Unternehmenskultur unterstützt die Bedürfnisse und Wünsche der Delegschaft?“

„Generationsübergreifende Zusammenarbeit und Kommunikation ist der Schlüssel für eine Zukunft der Gleichstellung, des Fortschritts und der Nachhaltigkeit.“

Mehr dazu und weitere konkrete Vorschläge im Podcast "digital kompakt", Folge „Age Diversity“ vom 17.07.2023
<https://lnkd.in/eYTzNatG>

#ZPEurope
#agediversity
#altersdiversität

Mona Heller • 2.
Personalentwicklerin beim Landratsamt München (M...
14 Std. • 🌐 [+ Folgen](#)

Meine Eindrücke von der Zukunft Personal Europe in Köln #ZPEurope23 🥰
Insgesamt hat es sehr viel Spaß gemacht und ich konnte wieder viel lernen. #neverstoplearning 🧐
Meine Top 3 Highlights bei den Vorträgen und interaktiven Veranstaltungen waren:

- ⭐ Positive Leadersip: Potenzialentfaltung in der Praxis von **Sylvia Käsler**
- ⭐ Volkswagens Weg zur selbstlernenden Organisation von **Alisa Giestel** und **Caroline Bolte**
- ⭐ Das volle Potenzial Ihrer Organisation entfesseln: Wie der Aufbau eines Talent-Ökosystems auf den Erwerb von Future Skills gelingt von **Stephanie Conway**, **Franz Strukelj** und **Peer Knoops**

Vielen Dank für die spannenden und inspirierenden Beiträge! 🙌🔥

Danke auch an meine Chefin **Claudla Fischer** und natürlich an das **Landratsamt München**, dass ich die Möglichkeit bekomme, Inspiration und Ideen für uns als #Personalentwicklung zu sammeln! 🥰

LOCATIONS

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STUTTGART

05 - 06 March 2024

Zukunft Personal Sued is the industry meeting place for HR management in Southern Germany. The focus of the event is on the trends of the working world of today and tomorrow. For all relevant HR issues, the trade fair in Stuttgart will showcase product innovations, developments and trends. As an established platform visitors benefit from a comprehensive programme of presentations and best best practices, which are tailored to the market requirements of SMEs and regional economy.

250

EXHIBITORS, PARTNERS
& SPONSORS

5.038

VISITORS

240

SESSIONS

HAMBURG

23 - 24 April 2024

ZP Nord is the meeting place for the HR community in Northern Germany. The most important players in the industry and a top line-up of speakers will create a unique experience around the complete topic cluster of HR - with a focus on the transformation of the working world. The ideal business and networking event for decision-makers, executives and HR managers, to discover innovative solutions, get inspiring input, make contacts and deepen relationships.

200

EXHIBITORS, PARTNERS
& SPONSORS

4.500

VISITORS

240

SESSIONS

COLOGNE

10 - 12 September 2024

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600

EXHIBITORS, PARTNERS
& SPONSORS

23K

VISITORS

750

SESSIONS

#ZPEurope

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BE PART OF THIS!

WELCOME

#ZPEurope

ZUKUNFT PERSONALEUROPE

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 CONTACT

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