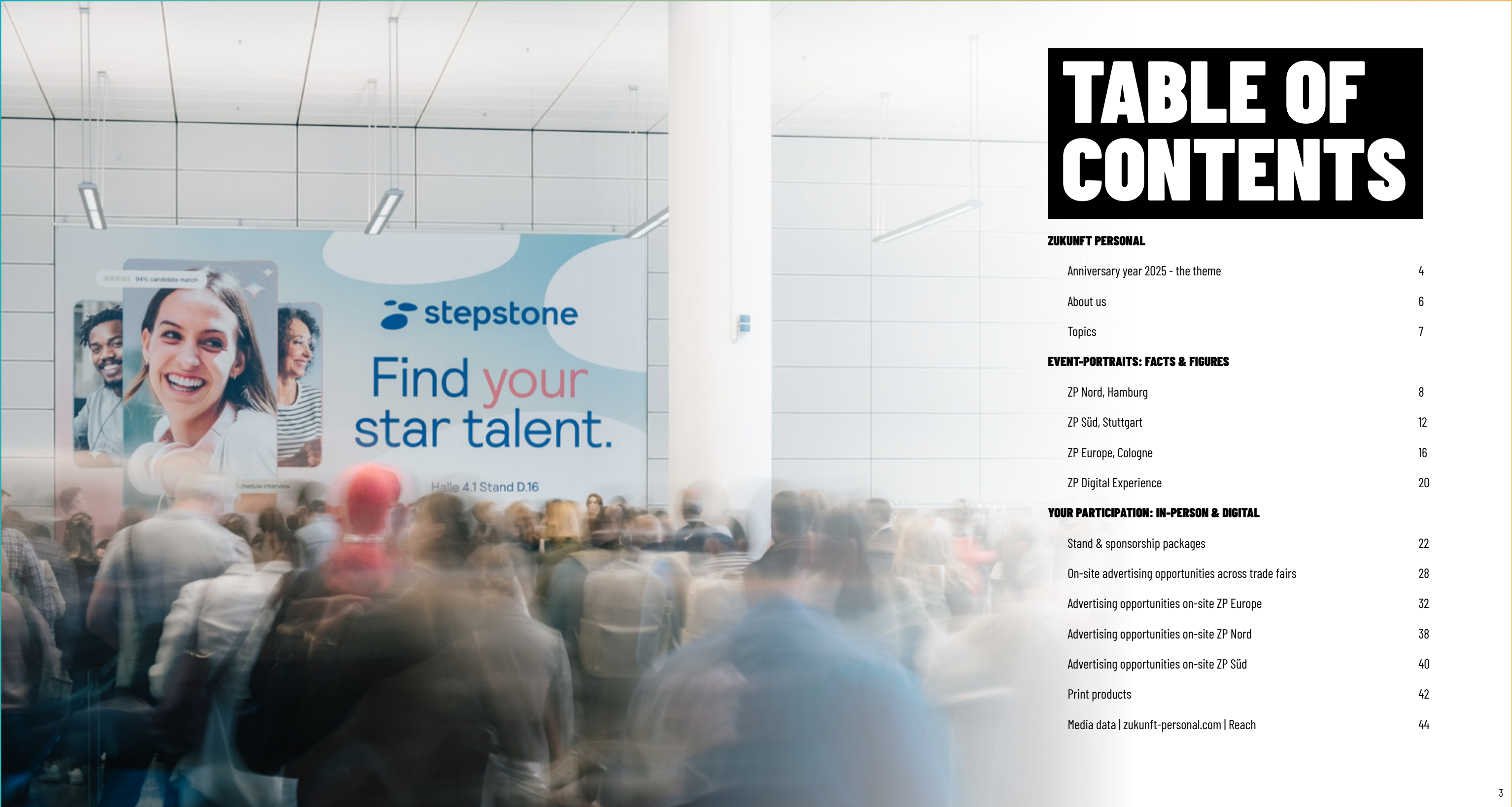




25  
YEARS

SALES  
INFORMATION  
2025

The leading platform for  
people and organisational  
performance



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# TIME FOR NEW BEGINNINGS



## ZUKUNFT PERSONAL IS CELEBRATING ITS 25TH ANNIVERSARY

*CONSISTENTLY LOOKING TO THE FUTURE*

Zukunft Personal is entering its anniversary year. In 25 years, the leading trade fair for HR has developed just as continuously as the topics that move the entire people business. The trade fair organisers have chosen the 2025 theme with care:

### „TIME FOR NEW BEGINNINGS“

stands for answers in a highly dynamic working world within a disruptive context.

Zukunft Personal Nord in Hamburg from 26 to 27 March will be the first ExpoEvent in 2025, followed by Zukunft Personal Süd in Stuttgart from 6 to 7 May, and finally the annual highlight Zukunft Personal Europe in Cologne from 9 to 11 September.

**Because it's all about performance: platform for people and organisational performance.**

From a trade show for the traditional HR sector, on to the leading German-speaking trade fair for all topics in the people spectrum: The success of Zukunft Personal is based on the continuous development of its format. However, this is also driven by the tremendous change processes that digital technologies, globalisation and demographic challenges have had on shaping the corporate world.

The ZP decision-makers know this too: „Zukunft Personal redefined: The platform for people and organisational performance - a strong signal for our new claim,“ announces Astrid Jaeger, Managing Director of event organiser CloserStill Media Germany.

### **Business in the midst of change: the future of work**

Zukunft Personal is designing its expo events, digital formats and year-round inspiration and training opportunities for the people community with a pioneering spirit. „HR professionals will of course continue to find their areas of employer branding, learning and development, corporate health, recruiting, employee retention and tech solutions for HR processes in undiminished quality and quantity - on the topic-specific stages, during interactive formats, with best practices, and in the themed exhibition areas. However, we increasingly want to present both the complexity and the holistic nature of HR in a business context,“ says Sandra Reis, Event Director of Zukunft Personal. This is because the HR function is facing a radical reorganisation, especially in light of the economic downturn and the simultaneous shortage of skilled workers and pressure to innovate:

**TIME FOR NEW BEGINNINGS.**

## ABOUT ZP SERIES

Zukunft Personal is the platform that orchestrates and curates the ecosystem of human-centred business. With the aim of making the entire spectrum of topics accessible and tangible. With the leading European trade fair Zukunft Personal Europe in Cologne and the events in Hamburg and Stuttgart, Zukunft Personal is the leading platform for people and organisational performance. And the year-round community support with relevant content via newsletters, white papers, podcasts and on social media channels.

To this end, Zukunft Personal initiates and activates a network of HR experts and influencers, solution providers and business specialists for transformation and innovation. And thus always provides support at the cutting edge. Holistic and competent.

Zukunft Personal meets the challenges of our time. We all have to pull together and change radically if we want to survive. Economically, socially and ecologically.

**TIME FOR NEW BEGINNINGS.**

## BE THERE!

**Maximise awareness** for your company, products and services.

**Network** with influential and high-calibre trade visitors from the HR industry.

**Present** your innovative solutions.

**Make contacts** with leading organisations from the fields of industry, services, healthcare and many more.

**Discuss** the latest trends and products with the community.



## SUCCESS FACTORS

### New contacts - new business

**Generate leads** - Meet your target group without wastage and with 90% decision-maker density.

**Visibility** - Show your market presence - as an innovator, thought leader or industry leader.

**The place to be** - With more than 32,000 HR experts and over 1,000 exhibitors/partners/sponsors, the ZP Series 2024 were the must-attend events in the HR industry and therefore the right stage for your company.

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

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

## HIGHLIGHT TOPICS

### RECRUITING & ATTRACTION

Active sourcing  
AI in recruitment  
Applicant management  
Diversity / Inclusion  
Employee benefits  
Employer branding  
Employer of record  
Employee retention  
Headhunting / Executive search  
Job boards  
Mobile recruiting  
Onboarding, Assessments  
Outsourcing  
Personnel marketing  
Personnel services  
Personnel selection  
Temp agencies  
Recruitment

### ORGANISATIONAL PERFORMANCE | HR TECH

Access and entry systems  
Applicant management  
Change-/Management  
Corporate strategy and culture  
Data centres  
Digital personnel file  
Digitalisation and AI models  
Document management  
Employee surveys  
HCM software  
Organisational development  
Outsourcing  
People analytics  
Personnel planning and administration  
Talent management  
Time recording  
Travel and subsistence

### LEARNING & DEVELOPMENT

Blended learning  
Change management  
Coaching  
Digital learning platforms  
E-learning and learning technologies  
Employee guidance  
Professional development for HR  
Intercultural / language training  
Leadership development  
Learning analytics  
Management training  
New work skills & competencies  
Organisational development  
Personnel development  
Sales training  
Team development  
VR to AR

### CORPORATE HEALTH

Company catering & healthy nutrition  
Digital solutions for a healthy workforce  
Employee wellbeing  
Ergonomic workplace  
Employee Assistance Programmes  
Mobility solutions  
Health & safety  
Occupational health management  
Prevention and diagnostics  
Psychological risk assessment  
Stress management





# ZP NORD

PHOTO GALLERY 2024

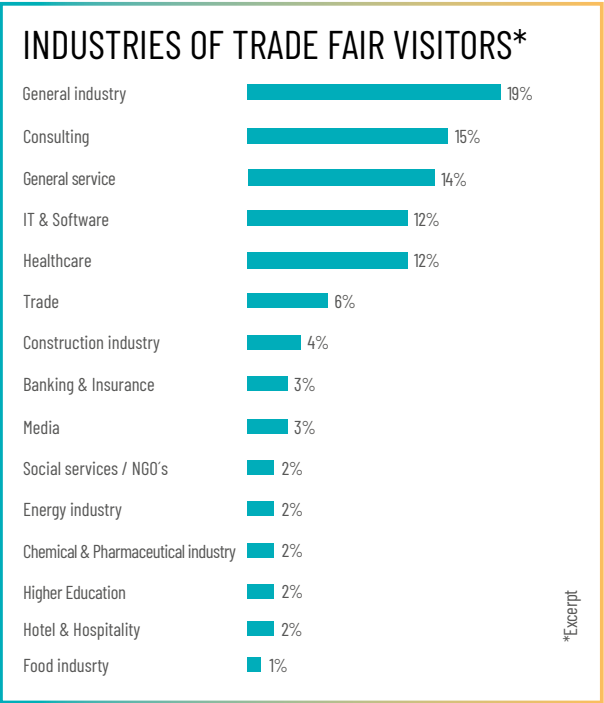
AFTERMOVIE 2024

## HAMBURG

26 - 27 March 2025

Zukunft Personal Nord is the networking event for the people community in northern Germany. The Hamburg event focuses on developments in the entire working world of tomorrow - decision-makers, managers and HR managers meet at the trade fair to exchange ideas and network. Inspiring programme content, best practice cases, innovative products and live training sessions offer visitors high-quality knowledge transfer and practical solutions. What characterises Zukunft Personal in Hamburg? The vibrant atmosphere of the Hanseatic city, its modernity and cosmopolitanism. This makes it the perfect location for our 25th anniversary celebrations under the motto: **TIME FOR NEW BEGINNINGS**

## FIGURES, DATA, FACTS



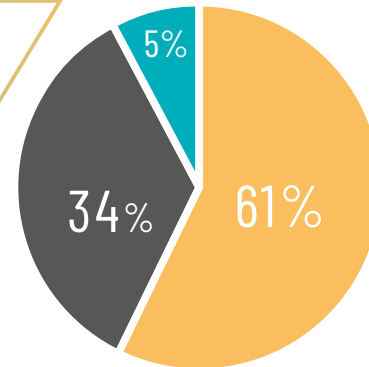




## FIGURES, DATA, FACTS

### DECISION-MAKING COMPETENCE OF THE PROFESSIONAL VISITORS

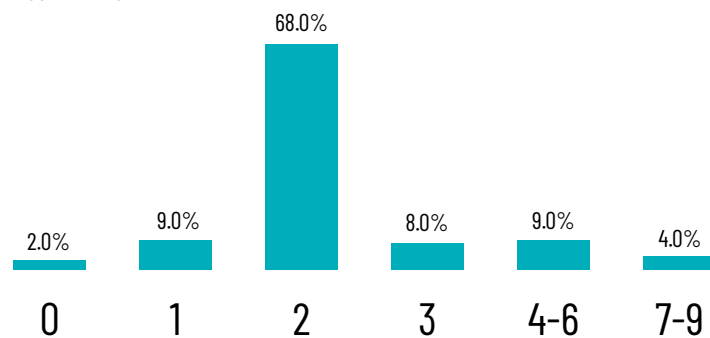
- Sole and co-decisive
- Advisory
- No decision-making authority



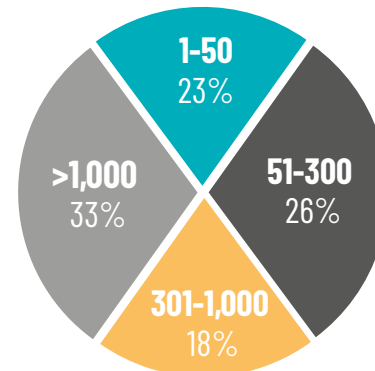
Do you want to be at the next ZP trade show? Find more information at:  
[www.zukunft-personal.com/en/sales](http://www.zukunft-personal.com/en/sales)

### ORIGIN OF TRADE FAIR VISITORS

POSTAL CODE AREAS



### COMPANY SIZE IN EMPLOYEES



## VISITOR SURVEY

**95%**  
of visitors achieved  
their set objectives.

**93%**  
of visitors learn about  
new products & services.

**94%**  
of visitors return  
the following year.

**92%**  
of visitors recommend  
ZP Nord as an  
industry event.

### Extract from the trade visitor list: Companies

- About You Holding SE
- Airbus Operations GmbH
- alanta health group GmbH
- Axel Springer SE
- BASF Services Europe GmbH
- Behörde für Inneres und Sport - Polizei Hamburg
- BMW Group
- Burger King Deutschland GmbH
- CEWE Stiftung & Co. KGaA
- Charité Universitätsmedizin Berlin
- Detlev Louis Motorrad Vertriebsgesellschaft mbH
- Dirk Rossmann GmbH
- Dürr AG
- E.ON Country Hub Germany GmbH
- EDEKA Handelsgesellschaft Nord mbH
- eyes and more GmbH
- FERCHAU GmbH
- freenet AG
- Gebäudemanagement Schleswig-Holstein AöR
- Globetrotter Ausrüstungs GmbH
- Hamburger Hafen und Logistik AG
- Hapag-Lloyd AG
- Hermes Germany GmbH
- IKEA Deutschland GmbH & Co. KG
- IRS Karosserie & Lack GmbH
- Jungheinrich AG
- K+S Minerals and Agriculture GmbH
- KG Zara Deutschland B.V.&Co
- Kuehne and Nagel AG Co. KG
- Landwirtschaftskammer Niedersachsen
- Mabanaft GmbH
- Meyer Werft GmbH & Co. KG
- Nordfrost GmbH & Co. KG
- OTTO GmbH und Co. KG
- Peek&Cloppenburg KG
- Philips Medical Systems DMC Germany
- Polizei Hamburg
- Raiffeisen Waren GmbH
- Rheinmetall Waffe Munition GmbH
- Schleswig-Holstein Netz AG
- Shell Deutschland GmbH
- Sonic Healthcare Germany GmbH & Co. KG
- Spie SAG GmbH
- Tchibo GmbH
- thyssenkrupp AG
- TÜV NORD Akademie GmbH & Co. KG
- Unilever
- Urban Holding & Central Services
- Vattenfall Europe Sales GmbH
- Viebrockhaus AG
- Volkswagen AG
- WISAG Job & Karriere GmbH & Co. KG
- wtw - Willis Towers Watson
- ZECH Bau Holding GmbH
- ZEIT Verlagsgruppe





# ZP SÜD

PHOTO GALLERY 2024

AFTERMOVIE 2024

## STUTTGART

06 - 07 May 2025

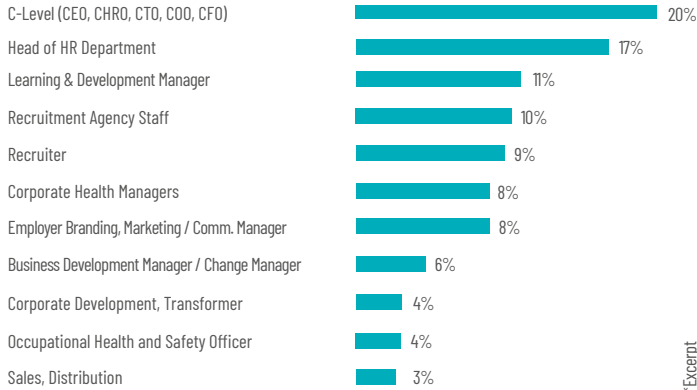
Zukunft Personal Süd is the industry meeting place for people management in southern Germany - this is where people exchange ideas constructively and learn from each other in order to integrate pioneering ideas and products into their own day-to-day work. The scene meets at the main artery of the German SME sector and the automotive industry, where the ability to innovate and at the same time withstand crises are currently among the core qualities of local companies. This is precisely why Zukunft Personal is realigning itself in its anniversary year as a platform for people and organisational performance. Because it's all about performance. Not just for HR departments, but for entire organisations.

**TIME FOR NEW BEGINNINGS**

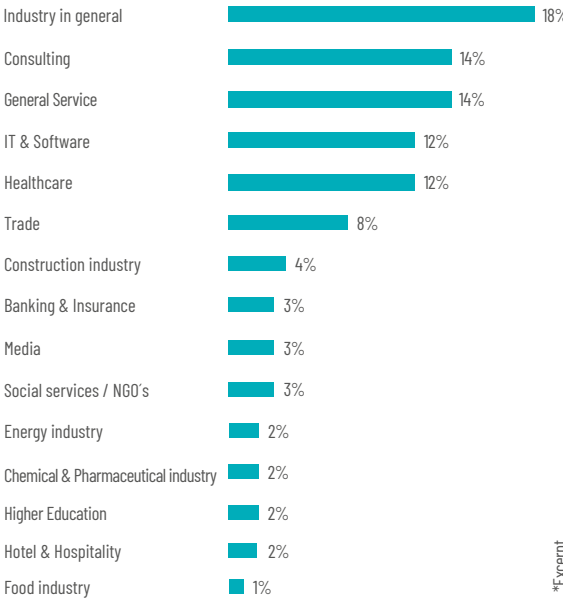
## FIGURES, DATA, FACTS



### POSITIONS OF THE TRADE FAIR VISITORS\*



### INDUSTRIES OF TRADE FAIR VISITORS\*





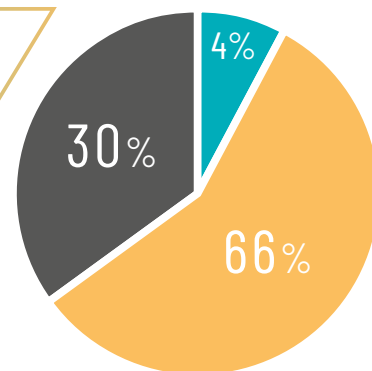


## FIGURES, DATA, FACTS

Do you want to be at the next ZP trade show? Find more information at:  
[www.zukunft-personal.com/en/sales](http://www.zukunft-personal.com/en/sales)

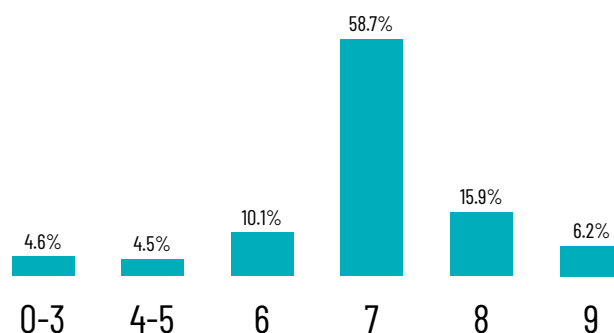
### DECISION-MAKING COMPETENCE OF THE PROFESSIONAL VISITORS

- Sole and co-decisive
- Advisory
- No decision-making authority

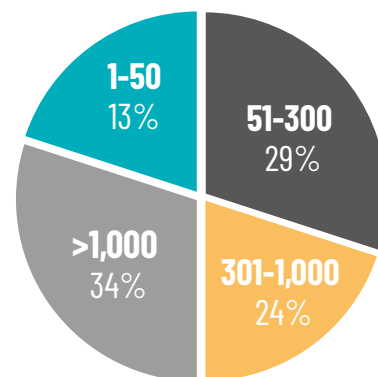


### ORIGIN OF TRADE FAIR VISITORS

POSTAL CODE AREAS



### COMPANY SIZE IN EMPLOYEES



## VISITOR SURVEY

93%

of visitors achieved their set objectives.

92%

of visitors learn about new products & services.

95%

of visitors return the following year.

96%

of visitors recommend ZP Süd as an industry event.

### Extract from the trade visitor list: Companies

- Adidas AG
- Andreas STIHL AG & Co. KG
- ARRK Engineering GmbH
- Bäckerei Nussbaumer GmbH & Co. KG
- Bechtle AG
- BMW Group
- Caritasverband für Stuttgart e.V.
- Daimler Truck AG
- DECATHLON Deutschland SE & Co. KG
- dm-drogerie markt GmbH + Co. KG
- E. Breuninger GmbH & Co.
- E.ON Country HUB Germany GmbH
- Ensinger GmbH
- everclean! GmbH
- Ferrero MSC GmbH & Co. KG
- fischerwerke GmbH & Co. KG
- Fritz Winter Eisengießerei GmbH
- GEMÜ GmbH
- Hochland Deutschland GmbH
- HUGO BOSS AG
- Hutchinson PFW Aerospace GmbH
- IKEA Deutschland GmbH & Co. KG
- IKK classic
- Jugendamt Stuttgart
- Karlsruher Institut für Technologie
- Komm.ONE AöR
- KUTTER GmbH & Co. KG Bauunternehmung
- Landesbank Baden-Württemberg
- LEITZ ACCO Brands GmbH & Co KG
- LEONHARD WEISS GmbH & Co. KG
- MAN Energy Solutions SE
- Mercedes-Benz AG
- MEWA Textil-Service SE & CO. Management OHG
- Nidec Motors & Actuators GmbH
- OPTIMA packaging group GmbH
- Orizon Holding GmbH
- Polizeipräsidium Karlsruhe
- proALPHA Group GmbH
- RENOLIT SE
- Robert Bosch GmbH
- Rommelay SE & Co. KG
- Rutronik elektronische Bauelemente GmbH
- s.Oliver Bernd Freier GmbH & Co. KG
- Schwarz Dienstleistung KG
- Südzucker AG
- Thomann GmbH
- trans-o-flex Express GmbH & Co. KGaA
- Uhlmann Pac-Systeme GmbH & Co. KG
- Viebrock Haus AG
- Volkswagen AG
- WISAG Produktionsservice GmbH
- WOLFF & MÜLLER Holding GmbH & Co. KG
- Würth Elektronik GmbH & Co. KG
- Zollernalb Klinikum gGmbH





# ZP EUROPE

## COLOGNE

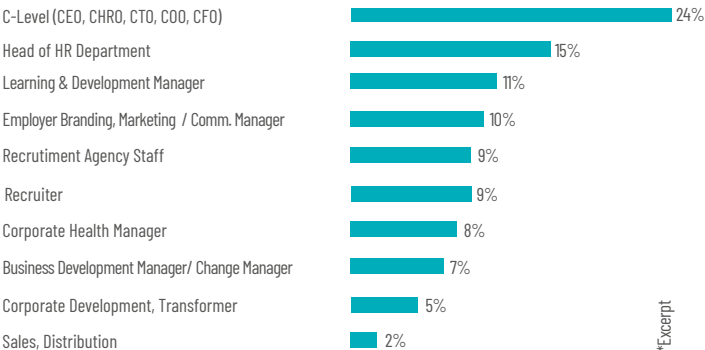
09 - 11 Sept 2025

Zukunft Personal Europe is the Number 1 in Europe. A fixed star and established centre in the entire HR cosmos. With excellent industry expertise, a feel for trends and potential. And a clear mission. Like no other trade fair, Zukunft Personal Europe creates one thing: active access to the entire HR world. To the big players and innovative start-ups. To their new ideas, solutions and tools. Above all, however, Zukunft Personal Europe opens up space for open exchange, creative networking and interdisciplinary transfer. For surprising synergies that make complex HR work manageable. And holistic. 360° value-adding and sustainable, so that employees can realise their full potential. A lively, collaborative platform for integrated people transformation.

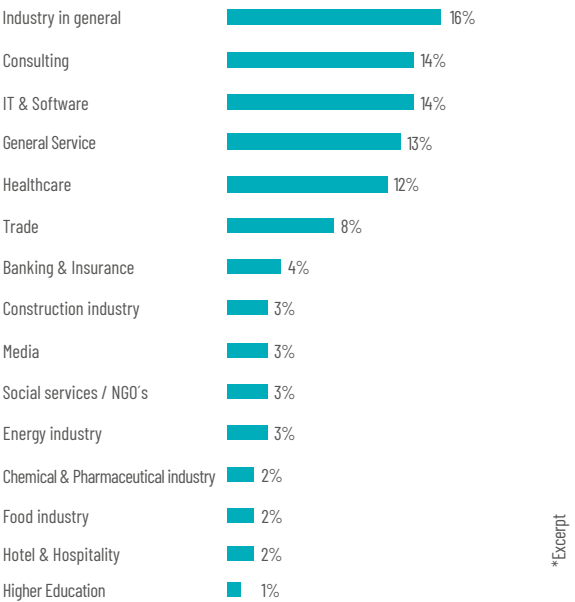
New: Zukunft Personal Europe is officially integrating Organisational Performance into its portfolio. And thus clearly shows what it's all about: performance and competitiveness, while at the same time ensuring cultural progress in the world of work. Only those who succeed in both will manage the transformation.

**TIME FOR NEW BEGINNINGS!**

### POSITIONS OF THE TRADE FAIR VISITORS\*



### INDUSTRIES OF TRADE FAIR VISITORS\*



## FIGURES, DATA, FACTS

600

Exhibitors,  
partners & sponsors

25,220

Visitors

785

Sessions

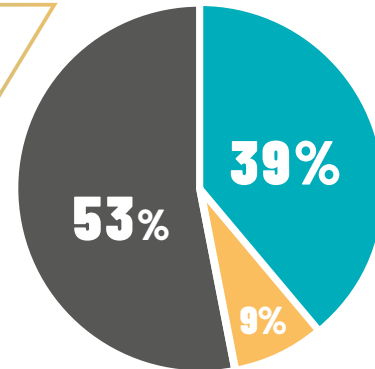




## FIGURES, DATA, FACTS

### DECISION-MAKING COMPETENCE OF THE PROFESSIONAL VISITORS

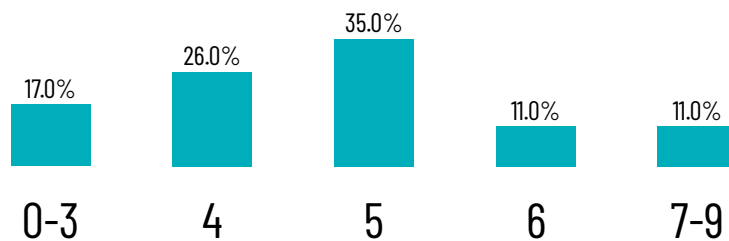
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- Advisory
- No decision-making authority



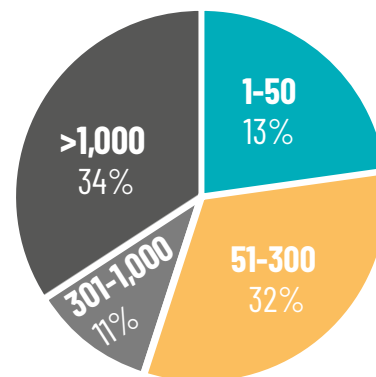
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[www.zukunft-personal.com/en/sales](http://www.zukunft-personal.com/en/sales)

### ORIGIN OF TRADE VISITORS

POSTAL CODE AREAS



### COMPANY SIZE IN EMPLOYEES



## VISITOR SURVEY

92%

of visitors achieved their set objectives.

94%

of visitors learn about new products & services.

96%

of visitors return the following year.

95%

of visitors recommend ZP Europe as an industry event.

### Extract from the trade visitor list: Companies

- ADAC Nordrhein e.V.
- Adam Audio GmbH
- Adecco Germany Holding SA & Co. KG
- Adidas AG
- Adobe
- ALDI Einkauf SE & Co. oHG
- Allianz Beratungs- und Vertriebs AG
- Amazon Deutschland Services GmbH
- AOK Baden-Württemberg
- Axel Springer National Media & Tech GmbH & Co. KG
- BASF
- Bayer 04 Leverkusen Fußball GmbH
- Bayer AG
- Birkenstock Group B.V. & Co. KG
- Bosch Sicherheitssysteme GmbH
- Canon Deutschland GmbH
- Commerzbank AG
- DACHSER SE
- Deutsche Bahn AG
- Deutsches Zentrum für Luft- und Raumfahrt
- DeepL SE
- Deloitte Consulting Germany
- Deutsche Telekom AG
- DIRINGER & SCHEIDEL GmbH & Co. Beteiligungs KG
- E.ON SE
- Eckes-Granini Deutschland GmbH
- Eurowings Aviation GmbH
- EY Consulting GmbH
- FERCHAU Automotive GmbH
- Ferrero MSC GmbH & Co.KG
- Ford-Werke GmbH
- Fresenius Medical Care AG
- Fujifilm Europe
- FUNKE MEDIENGRUPPE GmbH & Co. KGaA
- Galeria Karstadt Kaufhof GmbH
- HARIBO GmbH & Co. KG
- Henkel AG & Co. KGaA
- IBM Deutschland GmbH
- idealo internet GmbH
- IKEA Deutschland GmbH & Co. KG
- Institut der deutschen Wirtschaft Köln e. V.
- K+S Minerals and Agriculture GmbH
- Landeshauptstadt Düsseldorf
- LANXESS Deutschland GmbH
- Lekkerland SE
- Madsack Market Solutions GmbH
- MAN Truck & Bus SE
- Mercedes-Benz AG
- Nintendo of Europe SE
- Nordfrost GmbH & Co. KG
- Nordzucker AG
- OBI Group Holding SE & Co. KGaA
- Otto GmbH & Co KG
- Peek & Cloppenburg B.V. & Co. KG
- Pfalzwerke AG
- PHOENIX Pharma SE
- Polizeipräsidium Köln
- Porsche Consulting GmbH
- ProSiebenSat.1 Media SE
- PUMA SE
- R+V Allgemeine Versicherung AG
- Randstad Deutschland GmbH & Co. KG
- RENOLIT SE
- RheinEnergie AG
- Rheinmetall AG
- RIMOWA GmbH
- RTL Deutschland GmbH
- RWE Power AG
- Salzgitter Mannesmann Handel GmbH
- SAP Deutschland SE & Co. KG
- Schnellecke Logistics SE
- Schufa Holding AG
- Siemens Industry Software GmbH
- Sky Deutschland GmbH
- SNOCKS GmbH
- STRABAG BRVZ GmbH & Co. KG
- TARGO Deutschland GmbH
- Telefónica Germany GmbH & Co. OHG
- Thyssenkrupp AG
- trans-o-flex Express GmbH & Co. KGaA
- TÜV Rheinland AG
- Ubisoft Blue Byte GmbH
- Vaillant GmbH
- Vodafone GmbH
- Volkswagen AG
- WDR mediagroup digital GmbH
- WISAG Gebäude und Industrieservice Holding GmbH
- Yamaha Motor Europe N.V., NL Deutschland, GB Motorisierte Produkte
- Zalando SE
- ZEIT Verlagsgruppe





## WHAT ARE THE ZP DIGITAL EXPERIENCE DAYS?

The ZP Digital Experience Days are the digital complement to the ZP in-person events. In 45-minute sessions, experts provide information and discuss hot topics relating to the world of work. The ZP Digital Experience Days programme is characterised by an exciting mix of experienced industry experts and renowned scientists who provide insight into their activities: Best practices, studies, insights and tips on the topics and challenges that concern you in your day-to-day HR work.

**TERMINE**  
**2025**

<b>21. JANUARY</b>	People Experience & Employer Branding
<b>03. JUNE</b>	IT strategies for HR
<b>08. JULY</b>	Employee management in focus: dealing with low performers and toxic team members
<b>04. NOVEMBER</b>	Using AI in recruiting
<b>20. JANUARY 2026</b>	Making corporate health and corporate culture measurable



Do you want to speak at an ZPDX event? See page 49 for more details.

## KPIS ZPDX 2024

**695 / DAY**  
**99 / SESSION**  
Unique viewers

**82%**  
Conversions  
registrations / Unique  
viewers

**52 MIN.**  
Average watch  
time

## PARTICIPATION OPTIONS

**MAIN**  
SPONSORSHIP

**SESSION**  
SPONSORSHIP



See page 49 for more details

## EXTRACT FROM THE TRADE AUDIENCE LIST

- AbbVie Deutschland GmbH & Co. KG
- ALDI International Services SE & Co. oHG
- BASF
- Beiersdorf AG
- BioNTech SE
- BMVg / Bundeswehr
- Brauerei C. & A. Veltins
- Bundesagentur für Arbeit
- Capri Sun GmbH
- Coca-Cola Europacific Partner Deutschland GmbH
- Daimler Truck AAG
- DB Cargo AG
- DB Schenker AG
- Deutsche Telekom AG
- DHL Group
- Die Autobahn GmbH des Bundes
- Dr. Oetker
- DS Smith Packaging Deutschland Stiftung & Co. KG
- E.ON Country Hub Germany GmbH
- ESL Gaming GmbH
- Evonik Industries AG
- Finanzministerium Mecklenburg-Vorpommern
- G+E GETEC Holding GmbH
- GEMA - Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte
- Hamburg Airport
- Hamburger Sparkasse AG
- HB Capital GmbH
- IHK Pfalz
- Ikea of Sweden AB
- JENOPTIK AG
- KNIPEX-Werk C. Gustav Putsch KG
- Lufthansa
- Magnit Global
- Mercedes-Benz Financial Services Austria GmbH
- naturenergie
- Otto.de
- PHOENIX Pharma SE
- Porsche Deutschland GmbH
- QVC eDistribution LLC & Co KG
- R+S Group
- R+V Allgemeine Versicherung AG
- Samsung Electronics
- Schaeffler Technologies AG & Co. KG
- SIGNAL IDUNA Gruppe
- thyssenkrupp Bilstein
- trans-o-flex Express GmbH & Co. KGaA
- United Parcel Service
- Vorwerk SE & Co. KG
- WALA Heilmittel GmbH
- Zurich Versicherung

# STAND- & SPONSORSHIP PACKAGES

## STAND PACKAGES

Choose your  
individual  
and exclusive  
expo event menu!

Whether you are an exhibitor, partner or sponsor - you and your company will benefit from a customised trade fair and event presence. We offer you all the necessary services and products from a single source. Customised. Service-orientated. With a high ROI.

### FLOOR SPACE

from € 349 per m<sup>2</sup> (EXCL. ZP Service Package: 1049€)

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

Note: from 9 m<sup>2</sup>



### STARTUP VILLAGE

4 m<sup>2</sup> from € 2,699

The Startup Village: The hotspot for innovations by companies in business for up to 5 years - this is where new ideas meet the perfect stage for maximum visibility!



### ALL-IN PACKAGES

from € 6,570

All-in package stands for all stand sizes from 9-20m<sup>2</sup>. Including space, stand system, ZP Service Package, furniture and all service packages.



### ACTIVITY & VITALITY AREA

6m<sup>2</sup> from € 3,399

Your turnkey stand concept with or without a presentation slots. (20 minutes)



### LIVE TRAINING AREA

4m<sup>2</sup> from € 4,199

Including two presentations per trade fair day, (30 minutes each)

Note: Limited availability, first-come first-served.



Price list attached



# SPONSORSHIP PACKAGES

GOLD	SILVER	BRONZE
<p><b>ZP Nord &amp; ZP Süd:</b> Basic package* + advertising services with a total value from € 20,000</p> <p><b>ZP Europe:</b> Basic package* + advertising services with a total value from € 26,000</p>	<p><b>ZP Nord &amp; ZP Süd:</b> Basic package* + advertising services with a total value from € 12,500</p> <p><b>ZP Europe:</b> Basic package* + advertising services with a total value from € 16,000</p>	<p><b>ZP Nord &amp; ZP Süd:</b> Basic package* + advertising services with a total value from € 7,500</p> <p><b>ZP Europe:</b> Basic package* + advertising services with a total value from € 11,000</p>



## \*BASIC PACKAGE

- » Logo on the cover page of trade fair magazine (digital and print)
- » Ticket allocation: 500 multi-day tickets
- » Logo placement on the hall plan
- » Logo placement on the sponsoring wall on site
- » Logo placement on every main stage display
- » Screensaver on all main stages
- » Promotion on LinkedIn and Instagram
- » Company description in the trade fair magazine (600 characters)
- » Company description with logo placement on the ZP 365 website under 'Sponsors'



Ask your account manager for details!

# SPONSORSHIP OPTIONS

STAGE SPONSORSHIP	Logo placement:
<p>The selection of the sponsored stage and the presentation slot is made in consultation with the programme team</p> <p><b>INCLUDED SERVICES</b></p> <ul style="list-style-type: none"> <li>» One 30-minute presentation (incl. lead scanning of participants)</li> <li>» Advertorial on ZP 365 (duration: 1 week)</li> <li>» Ticket allocation: 100 multi-day tickets</li> <li>» Company description with logo placement on the trade fair homepage under 'Sponsors &amp; Partners'</li> <li>» 4 product index entries</li> <li>» Screensaver on the sponsored stage: displayed during breaks on a rotating basis with other slides (duration 15 seconds)</li> </ul>	<ul style="list-style-type: none"> <li>» on the rotating banner on the trade fair homepage</li> <li>» on the sponsoring wall on site</li> <li>» on the sponsored stage</li> <li>» on the hall plan (online and print)</li> </ul> <p><i>Limited availability, one stage per exhibitor.</i></p> <p><i>*Leads are scanned on site and sent within 10 working days from the end of the trade fair. Leads include: the following information: Title, first name, surname, company, position in the company and e-mail address.</i></p>



## LANYARD SPONSORSHIP

Lanyards serve as name badge holders during the event and are distributed free of charge to visitors at the entrance to the fair.

Booking not available in consecutive years, price excludes production.



## EXHIBITION BAG SPONSORSHIP

The trade fair bags are offered to each visitor free of charge upon entry to the fair and are used to help carry collected brochures at the trade fair.

Booking not available in consecutive years, price excludes production.



# SPONSORSHIP OPTIONS

## KEYNOTE SPONSORSHIP

Presentation opportunity on the most prominent stage at the trade fair, the Keynote Stage. This can be flexibly organised as an individual presentation, interview or panel discussion - entirely according to your preferences. The pre-sentation speaker(s) are provided by the sponsor.

- » 45-minute prime-time presentation on the Keynote Stage
- » Extensive brand visibility with logo placement and mention as „powered by“ in the trade fair magazine and across all digital channels
- » Inclusion in the trade fair programm (website, magazine, trade fair app)
- » Professional lead management\*

Sponsorship will be confirmed after consultation with the ZP programm team.

Limited places, can only be booked once per exhibitor.



## 30-MIN SESSION

Use of a 30-minute presentation slot, including lead scanning\*, on a Topic Stage to present a content-related contribution as part of the official trade show programme.

The allocation & placement of the presentation slots is based on the 'first come - first served' principle.



## WORKSHOP (Economy & Business Package)

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

The allocation & placement of the presentation slots is based on the 'first come - first served' principle.



\* Leads are scanned on site and sent within 10 working days from the end of the trade fair.

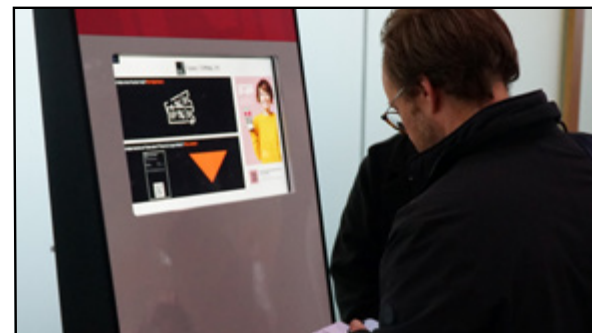
Leads contain the following information: Title, first name, surname, company, position in the company & e-mail address.

# SPONSORSHIP OPTIONS

## TICKET SPONSORSHIP

Logo on the visitor-, media-, speaker-, VIP-, blogger-, and exhibitor admission badge.

Display advertising on registration terminal and print-at-home tickets.



## LOUNGE SPONSORSHIP

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

With a lounge sponsorship, you offer a meeting place in the fair's hustle and bustle.



## PODCAST SPONSORSHIP

Utilise the reach and authenticity of the Zukunft Personal podcast 'ZP Unplugged - listen to who's thinking' to position your brand! Your exclusive sponsorship package includes

- » 5 episodes, each with 30 seconds of adverts in the middle of the episode.
- » Personally recorded adverts that integrate seamlessly into the podcast or self-produced adverts
- » Direct targeting of an engaged audience.

Podcast sponsorship: Limited number, maximum 3 sponsors per year





# ADVERTISING OPPORTUNITIES

## ON SITE



## AISLE PROMOTION LICENCE

License to distribute promotional materials (e.g., flyers) to visitors in the exhibition hall of their choice.

The distribution can be carried out either by the exhibitor themselves or by promotion staff booked for a fee.

The distribution of bags and / or lanyards is strictly prohibited.  
Maximum availability is 10 licences per hall. 2 licences per exhibitor. In Cologne, 1 licence per hall.

Allocation is on a  
„first come, first served“ basis.



## LOGO PLACEMENT ON THE HALL PLAN

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



○ Product not available    ● Product available

Price list attached





# FLOOR GRAPHICS

Customisable advertising space in the form of floor stickers (shape adjustments possible on request); placement in the exhibition hall by arrangement with the organiser.

A total of 5 floor graphic packages can be booked per hall and once per exhibitor. Allocation is based on the 'first come first served' principle.

Package incl. 10 floor stickers (1.0 x 0.5 m)



# SCREENSAVER MAIN STAGES

Customised display area on the large digital displays of the main stages  
Main Stages: 16:9 or 4:3 format, depending on the stage;

Display for 15 seconds in rotation; max. 20 screensaver spaces available and can be booked only once per exhibitor.

All trade fair days, all main stages



# CEILING BANNER ABOVE YOUR EXHIBITION STAND

(All-In Package holders only.)

Have you booked an All-In Package and you would like to enhance your visibility? Use the ceiling banner and draw attention to your stand from afar.



# FAIRVERIFY - LEADSCANNING

Through our service provider FairVerify, we offer our exhibitors the option of using an app to easily record visitor data.

The app can be used on any IOS and Android device. All you need is a good camera is required. Once the device has been successfully verified, it can also be used without an internet connection.

When registering, visitors to the trade fair enter their data, which is stored on a stored on a QR code. In order to stay in contact with the visitor after a successful To stay in contact with the visitor after a successful stand meeting, the visitor badge can be scanned with the app and the visitor data is automatically saved in the lead portal.

The recorded leads can be viewed in a table and exported as XLS, JSON and CSV files. and the booking of trade fair magazine inside pages is possible.

- » 1 User-License Package
- » 2 Users-License Package
- » 5 Users-License Package
- » 10 Users-License Package





# ADVERTISING OPPORTUNITIES ON SITE ZP EUROPE



## ADVERTISING SPACE SOUTH ENTRANCE: WINDOW STICKERS *(exclusive)*

Customised advertising space on the window front to the left of the south entrance; material: SK film, one-sided application without backing material.

Price incl. production and assembly/disassembly

6 window panes (3.5 x 1.14 m each)

## ADVERTISING SPACE SOUTH ENTRANCE: GLASS PARAPET CLADDING *(exclusive)*

Customised advertising space on the glass balustrade to the right of the south entrance in the direction of Hall 11; material: SK film, printed on one side.

Price incl. production and installation

Advertising banner (25 x 0.94 m)



## ADVERTISING SPACE SOUTH ENTRANCE: LIFT BRANDING *(exclusive)*

Customised advertising space in the entrance area of the south entrance; Material: SK film; price incl. production and installation.

Not possible to apply the entire advertisement, as the recognisability of the lift must be guaranteed.

Covering (2 x 1.25 x 3.98 m)

Price list attached





## PIAZZA ADVERTISING SPACE: WINDOW STICKERS (4 x available)

Customised advertising space on the window front in the entrance area of the Piazza to Passage 4/10; material: SK film; price incl. production, lamination/de-lamination and installation. Panes can be booked individually.

*Each windowd pane (2,72 x 1,13 m)*

## PIAZZA ADVERTISING SPACE: WALL BANNER (exclusive)

Customised advertising space on the exterior façade of the Piazza to the Passage 4/10, visible to all arriving visitors; material: SK film, one-sided application without backing material; price incl. production, lamination/de-lamination and installation

*Wall banner (4.5 x 2.92 m)*



## ADVERTISING SPACE SOUTH ENTRANCE: WINDOW STICKERS (exclusive)

Customised 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

*42 window panes (2.94 x 1.14 m each)*

Price list attached

## ADVERTISING SPACE SOUTH ENTRANCE: TURNSTILE AREA (4 x available)

Customised display area on the wall behind the turnstiles. Material: PVC frontlit, B1. Price incl. production and assembly.

Allocation on a 'first come-first served' basis.

*Advertising banner (7.5 x 4.0 m)*



## ADVERTISING SPACE SOUTH ENTRANCE: CEILING BANNER (4 x available)

Customised advertising space suspended from the ceiling in the entrance area of the south entrance in front of the cash desks; price incl. production and installation.

Allocation on a 'first come-first served' basis.

*Ceiling banner (8.0 x 4.0 m)*

## ADVERTISING SPACE SOUTH ENTRANCE: WALL BANNER (4 x available)

Customised advertising space in the entrance area of the south entrance by the cloakroom; price includes production and installation.

Allocation on a 'first come-first served' basis.

*Wall banner (5.0 x 3.5 m)*



Price list attached





## ADVERTISING SPACE PASSAGE 4/10: SIGNPOSTING (exclusive)

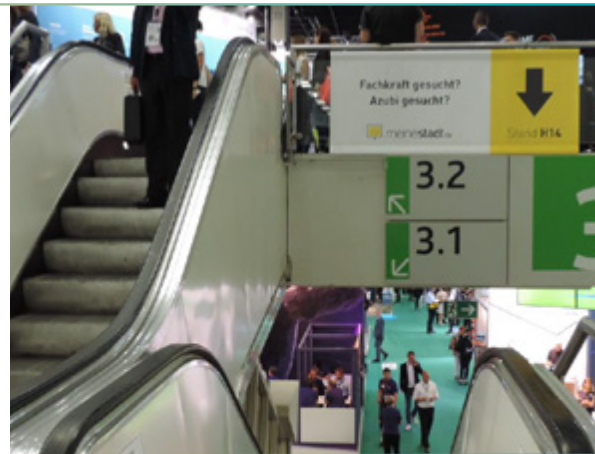
Customised advertising space on column in front of staircase  
Passage 4/10 in the direction of the centre boulevard; Material:  
Blackout, B1, dpps. Printed. Price incl. production and installation

Signage (1.23 x 4.98 m)

## ADVERTISING SPACE HALL TRANSITION: FRONT SIDE (2 x available)

Customised advertising space on the front side of the hall entrance  
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 incl. production and assembly.

Front banner (2.5 x 1 m)



## ADVERTISING SPACE HALL TRANSITION: SIDE SURFACE (2 x available)

Customised advertising space on the two side walls of the hall  
hall entrance with a total area of 12 m<sup>2</sup> each; material: PVC Frontlit, B1. Price  
incl. production and assembly

Side banner (6.0 x 2.0 m)

Price list attached

## SANITARY ADVERTISING MEN'S WASHROOM (exclusive)

Customised advertising space in the men's area of the sanitary facilities in the  
exhibition halls; format 28 x 40 cm; material: photo paper in frame.

Hall 4.1 - 7 frames & Hall 4.2 - 6 frames



## VIP LUNCH SPONSORSHIP:

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.

The acquisition of participants by CloserStill Media Germany GmbH includes the coordination with the sponsor regarding the desired target group, researching and approaching (pre-qualification by telephone and postal invitation) suitable participants and providing the sponsor with a guest list before the CHRO lunch.

» VIP-lunch: incl. participant acquisition and management + invitation management + hostess

» VIP-lunch without participant acquisition: incl. participant management + invitation management + hostess





# ADVERTISING OPPORTUNITIES

## ON SITE

## ZP NORD



### CEILING SUSPENSION IN THE ATRIUM

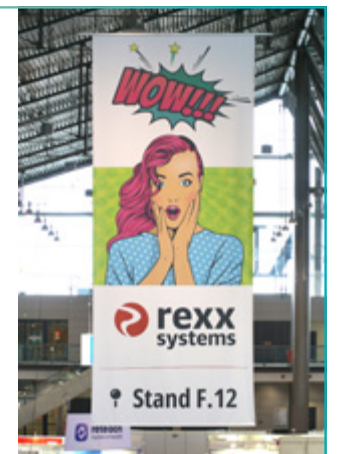
Placement of a customised banner on the ceiling in the atrium, the transition to the exhibition hall; incl. production - excl. assembly/disassembly

*Ceiling banner (2.0 x 10.0 m)*

### CEILING BANNER IN THE EXHIBITION HALL

Placement of a banner hanging from the hall ceiling above the exhibition stands; can be booked in various sizes and customisable.

*Ceiling banner (8.0 x 2.5 m)*



*Attention picture shows ZP Süd*



### MAGNETIC SIGN

Advertising display in the entrance area to the exhibition hall; can be customised

*Magnetic sign (2.5 x 2.0 m)*

**FURTHER ADVERTISING OPPORTUNITIES** are available on request



# ADVERTISING OPPORTUNITIES

## ON SITE

## ZP SÜD



### ADVERTISING TOWER (Entrance area)

Placement of an advertising tower with 4-sided print in a customised design in the outdoor area of the trade fair piazza. The placement of the advertising tower is possible at various positions in the outdoor area in front of the entrance. It is therefore visible to every arriving and departing visitor; Regardless of whether they are travelling by bus, car, taxi, suburban train or plane.

*Print per page in 1.5 x 3.0 m format; printing is carried out according to a print-ready file template. Exclusive - only bookable once. Advertising tower (all 4 sides)*

### BANNER FACADE (Entrance West)

Placing a banner at the West Entrance is ideal for drawing visitors' attention to your company right at the start.

*Sizes: left: 464 x 568 cm / centre & right: 524 x 568 cm  
Limited to 3 banners.*



### STELES (Entrance West)

Greet visitors with your message on the stele in oversized format.

*Format: 308,3 x 639,8 cm*

*Limited to 3 steles.*

**FURTHER ADVERTISING OPPORTUNITIES** are available on request



# PRINT PRODUCTS



## VOUCHER BOOKLET

Set the scene skilfully and lead visitors directly to your booth. Offer something special in our exclusive Voucher Booklet, 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 number of orders received.

2-sided display (front and back)



## ADD-ONS IN THE TRADE FAIR MAGAZINE

In the 2025 trade fair magazine, experts and contributors to the HR scene have their say, looking back and ahead at the development of key industry topics. There are also interviews with selected keynote speakers, as well as information on highlights and the programme of this year's trade fairs.

**Product index entry** (print und online) 1 piece | 5 pieces | 10 pieces

**Additional text company description**

- » 300 characters
- » 600 characters
- » 900 characters



## TRADE FAIR MAGAZINE

It is also possible to book the exhibition magazine cover and the inside pages of the exhibition magazine.

**COVER: Limited spaces**

im DIN A4 Format (210 x 297mm + 5mm bleed), 4c

Inside Front Cover 2/3

Back Cover 4

**INSIDE PAGE: Unlimited advertising space**

Full or half page (portrait or horizontal), unplaced, 4c

Full page, DIN A4 format (210 x 297mm + 5mm bleed), 4c

Half page, (210 x 148.5 mm + 5mm bleed), 4c



Price list attached



**WWW.ZUKUNFT-PERSONAL.COM**

**& MEDIA DATA**



## ONLINE COMMUNITY



**1.2 MIO**  
PAGE VIEWS

**Ø 3:21 min**

SESSION DURATION



**30,645**  
FOLLOWER



**5,153**  
FOLLOWER

## PODCAST



**25.3 k**  
PLAYS

## NEWSLETTER

**22,113**  
NEWSLETTER  
CONTACTS

**15,471**  
LINKEDIN  
NEWSLETTER

**Ø 37.19 %**  
OPEN RATE

**Ø 13.54 %**  
CLICK TO  
OPEN RATE



# MEDIA DATA 2025



## ONLINE ADS

Present your company or product with meaningful ads and reach your target group effectively.

## CONTENT AD (530x316 px) incl. link



## BIGSIZE AD (1650x316 px) Optional with text: max. 480 characters incl. spaces + link

### KEY DATA

- » adverts are booked on a 'first come, first served' basis.
- » the ad spaces are occupied exclusively, i.e. there is no rotation.
- » the adverts are integrated according to space and fit.
- » the adverts are integrated responsively.
- » Integration: ZP 365, as well as the current event pages of ZPN, ZPS, ZPE and ZPD.

# FEATURED EXHIBITOR

Place your company logo prominently within the respective event pages of our ZP trade fairs.



### KEY DATA

- » Limited to 12 advertising spaces.
- » Arranged in alphabetical order.
- » Integration: On the event pages and in the mobile event app. Individual arrangements are made following the booking.
- » IMAGE FORMAT (WxH): 250 x 143 pixels, 72dpi.

# ADVERTORIAL

Present your expertise and / or products in a professional, editorial article and thus offer a contribution with added value for the world of work

### KEY DATA

- » The advertorials should correspond to the corporate design of ZP 365 in order to convey an appealing and uniform impression. We are happy to provide examples as recommendations on request.
- » Integration along the employee experience. Individual arrangements are made following the booking.

## TEASER

### IMAGE FORMAT (BxH):

390 x 200 Pixel, 72 dpi

### HEADLINE:

max. 70 Zeichen incl. spaces

### TEASERTEXT:

max. 190 characters incl. spaces



## Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

04.09.2023 IST 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

### IMAGE FORMAT (BxH):

1090 x 450 Pixel, 72 dpi

### TEXT:

ca. 6000 characters incl. spaces

## 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 und Bildungseinrichtungen effizient zu machen. Künstliche Intelligenz und insbesondere die Automatisierung von repetitiven Aufgaben können dabei einen wichtigen Beitrag leisten. In der Praxis der Seminarverwaltung und dem Veranstaltungsmanagement ergeben sich dabei folgende Vorteile:  
**Wettbewerbsvorteil durch digitale Technologien**  
In einer Welt, die sich rasant digitalisiert, ist es für Unternehmen und Bildungseinrichtungen wichtig, ihre Seminarverwaltung zu modernisieren. Die Automatisierung von repetitiven Aufgaben kann dabei einen wichtigen Beitrag leisten. In der Praxis der Seminarverwaltung und dem Veranstaltungsmanagement ergeben sich dabei folgende Vorteile:  
**Wirtschaftlicher Nutzen von KI-gestützter Software für die Seminarverwaltung**

## AUTORENBOX

### IMAGE FORMAT (BxH):

1090 x 450 Pixel, 72 dpi

### TEXT:

max. 400 characters incl. spaces and link

## NEWSLETTER TEASER

### IMAGE FORMAT (BxH):

300 x 300 Pixel, 72 dpi

### HEADLINE:

max. 70 characters incl. spaces

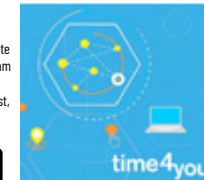
### TEASERTEXT:

is created by ZP editors

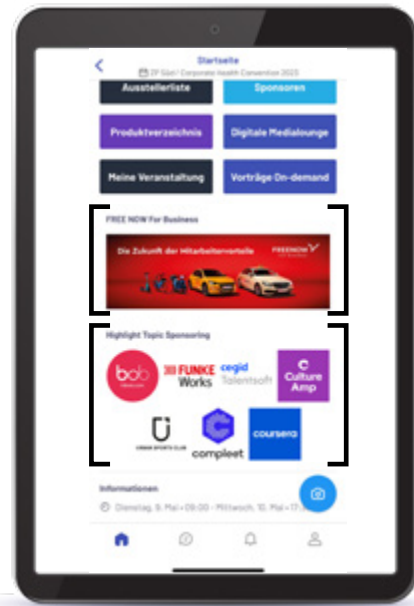
### Headline

Ut odit eos expere doluptate cori te dolor sinulle cupiatur minus quam alignimpos sit et, tem fugitat aliquoAperori comission rehenimust, coreperae remporiti

[ganzen Beitrag lesen](#)







## ZP EVENT APP

The event app is the ideal companion for live events and digital formats all year round. Take advantage of prominent placement opportunities and meet potential customers.

### BANNER (1080x360 px) incl. link

### LOGO IN GALLERY (200x200 px) incl. link

#### KEY DATA

- » Logo in picture gallery: bookable 1 time per partner.
- » Banner: Ad placement is limited to a maximum of 5 customers.
- » Bookings are made on a first come, first served basis.

## ZPDX PACKAGES

As a knowledge carrier, provide valuable insights into new HR trends, product innovations and best practices.

### MAIN SPONSOR

Receipt of participant data for all sessions in accordance with the GDPR.



**LOGO PRESENCE\* +  
JOINT WELCOME +  
1 SESSION OF 45 MINUTES +  
1 ADVERTORIAL**

### SESSION SPONSOR

Receipt of participant data for your sessions in accordance with the GDPR.



**LOGO PRESENCE\* +  
JOINT WELCOME +  
1 SESSION OF 45 MINUTES +  
1 ADVERTORIAL**

#### KEY DATA

- » Promotion on all ZP social media channels.
- » Main sponsorship: can be booked exclusively max. 1 time
- » Session sponsoring: can be booked max. 3 times

\* Promotion before and after the event.

## NEWSLETTER

Benefit from ad placements in our newsletter about ZP 365 with up to 18,390 recipients per mailing.

### PANORAMA AD (600x200 px) incl. link

### COMBI AD (300x200 px)

max. 50 characters headline, text content up to 200 characters incl. link

#### KEY DATA

- » Three ad spaces are possible per newsletter, allocation is on a 'first come first served' basis.
- » We therefore recommend that you book early.
- » The thematically appropriate placement of your advert will be agreed with CloserStill Media Germany GmbH.
- » Delivery of the complete data takes place one week before dispatch of the respective newsletter.

PANORAMA AD

#### Headline

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

COMBI AD





# COMPANY DIRECTORY

365 DAYS OF VISIBILITY FOR YOUR COMPANY OR YOUR PRODUCT: OUR RECOMMENDATION FOR YOU AS AN EXHIBITOR

## WHAT IS THE COMPANY DIRECTORY?

The new digital product from the makers of Zukunft Personal. Present yourself 365 days a year as a provider, supplier, service provider, or as a partner around the world of work. Search engine optimised and professional on the year-round content and community platform ZP 365. The company directory is advertised through performance campaigns for maximum reach.

### KEY DATA

A company profile with information about the company, products, services, product categories and/or service categories, which the company itself maintains with the following details:

- » Company information (provider page with images, text and categories)
- » Product pages (images, videos, text by category)
- » Service pages (images, videos, text by category)



## EXAMPLE SUPPLIER PROFILE DETAIL PAGE

[Zurück zur Übersicht](#)

Recruiting & Attraction  
Organisational Performance / HR  
Tech  
Learning & Development  
Medien, Verbände & Organisationen  
Corporate Health  
Organisational Performance / People  
& Business Impact

CloserStill Media Germany GmbH



// CloserStill Media Germany GmbH  
Welcome to the ZP Universe! HR 365 Tage erleben!  
Zukunft Personal ist Ihr Impulsgeber rund um die Arbeitswelt der Zukunft!  
Theodor-Heuss-Anlage 2  
68665 Mannheim  
Deutschland  
Webseite: [zukunftpersonal.com](https://zukunftpersonal.com)  
Tel. +49 621 533 978-00  
Twitter: @ZP\_Universe, Instagram: @zukunftpersonal, LinkedIn: zukunftpersonal, Facebook: Zukunft Personal

**Beschreibung / Description**  
Unsere Expos, Events und Conferences in den Bereichen Human Resources, Betriebliches Gesundheitsmanagement sowie Employer Branding sind durch langjährige, thematische Expertise und nachhaltige Kundenorientierung europaweit führende Branchenplattformen. Mit unserem Zukunft Personal Expo Events und Digital Events sowie ZP365 greifen wir für Sie aktuelle Trends, Innovationen und Managemententwicklungen auf, bündeln sie und bilden sie in passgenauen Formaten ab.  
Organisational Performance / HR Tech | Cloud-Lösungen für HR | Künstliche Intelligenz in HR | Remote Work | Learning & Development | E-Learning und Lerntechnologien | Blended Learning | Digitale Lernplattformen | Lernmanagementsysteme | Mobile Learning | Organisational Performance / People & Business Impact



EVENTS	
ZPS25 06. Mai - 07. Mai 25	ZPN25 26. März - 27. März 25

### Anhänge / Attachments

- MediaDaten 2024 encl.
- MediaDaten 2024





[WWW.ZUKUNFT-PERSONAL.COM](http://WWW.ZUKUNFT-PERSONAL.COM)



Gold Sponsors  
LinkedIn rexx systems stepstone workday XING  
cornerstone GP HiBob HRIC TEASER ORACLE reteach  
Recruiting & Operations & Services  
cegid stepstone thoware persis  
Partners  
Pain Furnish

24

YEARS

» CONTACT:



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68165 Mannheim

T: +49 621 700 19 - 0

E: [sales@zukunft-personal.com](mailto:sales@zukunft-personal.com)