



EUROPE'S LEADING
EXPOS, EVENTS &
CONFERENCES FOR
THE WORLD OF WORK

ZP 365

CREATING TOUCHPOINTS FOR THE WORLD OF WORK

WWW.ZUKUNFT-PERSONAL.COM

The content and community platform
with news, faces, insights, highlights
and topics about the digital and
analogue world of work.

NETWORKING, LEARNING, INSPIRATION
& INFORMATION - 365 days a year!

MEDIA DATA 2020

DIGITAL

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//OVERVIEW & KEY DATA

WITH US AT YOUR SIDE YOU CAN OPTIMALLY POSITION YOURSELF
WITHIN THE PRESENT THE MOST IMPORTANT HR TOPICS ONLINE!

Effectively reach your target group:

Chief Agile Officer | Chief Human Resources Officers | Chief Executive Officers | Chief Digital Officers | Chief Information Officers | Chief Corporate Communications Officers | Human resources directors | Human resources managers | Chief learning officers | Human resources and business developers | Talent management executives | Business training and further education officers | heads of specialist departments | Human resources officers | employees of the Human Resources department | Employer branding and marketing managers | Human resources recruiters | Human resources planners | Compensation and benefits managers | organisational developers | Occupational safety officers | company health managers | company doctors and staff councils | ergonomics consultants | occupational safety specialists | safety officers | visionaries | co-designers

In the following areas:



Digital marketing - so you benefit from:

- » 20 years of experience around the world of work
- » over 90.000 page impressions / month - tendency rising!
- » about 22.500 newsletter subscribers
- » 13.000+ app downloads
- » approx. 50.000 direct contacts (by topics and events)
- » theme-specific ad placements to address your target group directly
- » Ad placements in cross-topic or independent areas

KEY DATA

- » the advertisement booking is made according to the "first come, first served" principle
- » the ad spaces are booked exclusively, i.e. there is no rotation
- » the ads are integrated according to space and fit
- » the ads are integrated responsively



BANNER

THIS AD IS IDEAL FOR YOUR PICTURE-TEXT ADS

The banner ad is a small but nice way to draw attention to your company and your products. Use the compact image-text version or the pure image display!

Bookable in 2 versions:

PICTURE DISPLAY



FORMAT (WxH): 530 x 316 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 50 kB

INCLUDING LINK

IMAGE INCL. TEXT WITH BACKGROUND IMAGE



- » For text ads: Text of max. 215 characters including spaces and heading
- » **per week 750,00 € | per month 2.790.00 €**

INTEGRATION - INDEPENDENT OF TOPIC:

ZP 365: Homepage, Content page: Program

Event pages: Home, Visits, Program, Events

INTEGRATION - TOPIC-SPECIFIC:

ZP 365: Start page of the Highlight Topics* as well as their respective subpage: Program

Event Pages: Subpages of the Highlight Topics*

BIGSIZE

THIS AD IS IDEAL FOR YOUR BIG MULTIMEDIA APPEARANCE

The Bigsize-Ad puts your company and your products in focus. Use the pure image-text version with link to your website or add an exciting video!

BOOKABLE IN 2 VARIANTS:



PICTURE WITH TEXT

FORMAT (WxH): 1650 x 450 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 120 kB

TEASER: max. 480 characters incl. spaces and heading
INCLUDING LINK

» per week 1.590,00 € | per month 4.770,00 €

OR OPTIONAL WITH ADDITIONAL VIDEO IN POPUP

FORMAT (WxH): 6:9

- at least 1280x720 pixels. 720p. (HD)

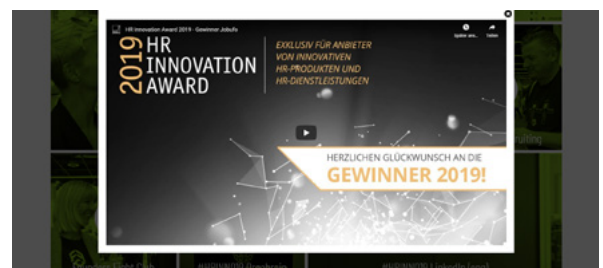
- max. 1920x1080 pixels. 1080p. (Full HD) FILE

FORMAT: mp4, avi, wmv, mov

LENGTH: max. 59 seconds

INFO: is set on the ZP Youtube channel

» per week 1.690,00€ | per month 5.070,00 €



INTEGRATION - INDEPENDENT OF TOPIC:

ZP 365: Homepage, Content page: Program / News, ZP Plus

Event pages: Home, Visits, Program, Events

INTEGRATION - TOPIC-SPECIFIC:

ZP 365: Start page of the Highlight Topics* as well as their respective subpages: Program / News

Event pages: Subpages of the Highlight Topics*

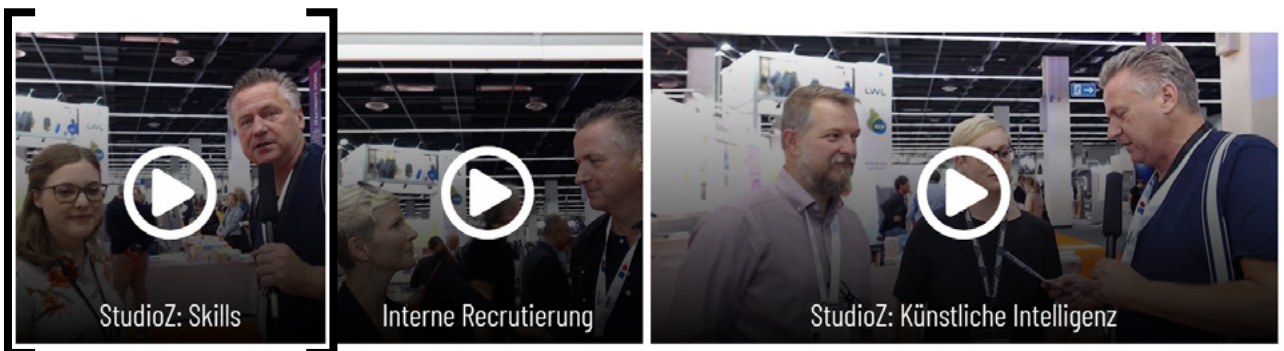
* Highlight Topics: „Recruiting & Attraction“ / „Operations & Services“ / „Learning & Training“ / „Corporate Health“ / „Future of Work“

MEDIA

THIS AD IS IDEAL FOR YOUR MULTIMEDIA APPEARANCE:

In the media ad you can discreetly put yourself in the limelight, whether as a picture variant or as an additional video message!

BOOKABLE AS VIDEO-VARIANT:



FORMAT FOR THE PICTURE WITH THE PLAYBACK (WxH): 405 x 405 px, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 50 kB

REQUIREMENTS VIDEO:

FORMAT (WxH): 16:9

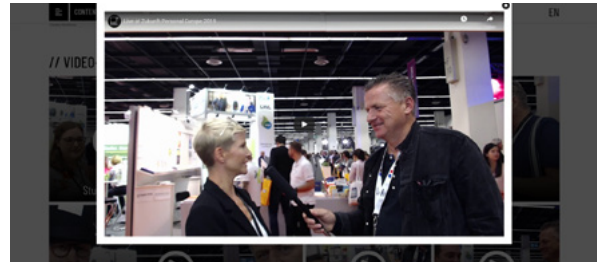
-- at least 1280x720 pixels. 720p. (HD)

-- max. 1920x1080 pixels. 1080p. (Full HD)

FILE FORMAT: mp4, avi, wmv, mov

LENGTH: max. 45 seconds

- **INFO:** set to ZP Youtube channel



» per week 1.690,00 € | per month 5.070,00 €

INTEGRATION - INDEPENDENT OF TOPIC:

ZP 365: Homepage, Content page: Program, ZP Plus

Event pages: Homepage, About ZP

INTEGRATION - TOPIC-SPECIFIC:

ZP 365: Highlight Topics*: Subpage Program

Event Pages: Subpages of the Highlight Topics*

* Highlight Topics: „Recruiting & Attraction“ / „Operations & Services“ / „Learning & Training“ / „Corporate Health“ / „Future of Work“

ADVERTORIAL

THIS AD IS IDEAL FOR YOUR EDITORIAL PRESENCE:

The advertorial gives you the space to have your expertise in a specific field verified by a professional, editorial article.

IMPORTANT: Advertisements should correspond to ZP Europe's corporate design in order to convey an attractive and uniform impression. We will be happy to provide examples as recommendations on request.



Active Sourcing, Candidate Experience, Robot Recruiting – Wo steht die Logistikbranche bei den Recruiting Trends 2020?

20.02.2020 Welche Entwicklungen zeichnen sich in der Personalbeschaffung ab? Und wie sieht es speziell in der Logistikbranche aus? Die Studie „Recruiting Trends“ des Institutes for Competitive Recruiting (ICR) mit mehr als 10.000 befragten Unternehmen jährlich zeigt aktuelle Entwicklungen auf. Wie wird die Herausforderung Digitalisierung gemeistert? [MEHR](#)



Arbeitszeugnis: So wichtig ist das Zeugnis heute noch

31.01.2020 Das Arbeitszeugnis erscheint Arbeitnehmern und Firmen häufig wie ein Relikt aus längst vergangenen Zeiten. Doch wie wichtig ist Personalern das Arbeitszeugnis heute noch und worauf müssen Unternehmen bei der Ausstellung achten? [MEHR](#)



Reverse Recruiting – Die Personalbeschaffung der Zukunft?!

24.01.2020 Der Begriff „Reverse Recruiting“ ist in der Zeit des Fachkräftemangels und der Digitalisierung nicht unbekannt. Worauf muss ein Unternehmen achten, um eine erfolgreiche Reverse Recruiting Strategie zu verfolgen? [MEHR](#)

» TEASER

PICTURE FORMAT (WxH): 390 x 200 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 20 kB

OVERWRITE: max. 70 characters incl. spaces

TEASERTEXT: max. 190 characters incl. spaces

» AUTHOR BOX

PICTURE FORMAT (WxH): 150 x 150 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 10 kB

TEXT: max. 400 characters including spaces and link

» EDITORIAL ARTICLE

PICTURE SIZE (WxH): 1090 x 450 pixels, 72 dpi

FILE SIZE: png, jpg, gif FILE SIZE: max. 130 kB

TEXT: approx. 6,000 characters including spaces

» per week 2.000,00 € | per month 4.000,00 €

INTEGRATION - INDEPENDENT OF TOPIC:

ZP 365 homepage, content page: news

INTEGRATION - TOPIC-SPECIFIC:

ZP 365: Highlight Topics*: News subpage

FEATURED EXHIBITOR

THIS AD IS IDEAL FOR YOUR PRESENCE AS AN EXHIBITOR:

Exhibitors can have themselves prominently placed within the respective event pages:



firstbird

LinkedIn

Office
DEPOT.

saba
work like you.

stellenanzeigen.de

Limited to 18 advertisement spaces, alphabetical order

FORMAT (BXH): 250 x 143 pixels, 72 dpi

FILE FORMAT: png, jpg, gif

FILE SIZE: max. 10 kB

» per week 590,00 € | per month 1.770,00 €

INTEGRATION - INDEPENDENT OF TOPIC:

Event pages: Home, Infos & Services (Visitors), Infos & Services (Exhibitors)

INTEGRATION - TOPIC-SPECIFIC:

event pages: Subpages of the Highlight Topics*

PACKAGES

CHOOSE YOUR FOCUS!

For a successful start we offer you some packages. If you want something special - talk to us, we will gladly put together an individual package for you!

CHOOSE YOUR EXCLUSIVE MARKETING START PACKAGE!

//START SMALL:

BANNER in the desired category
+
FEATURED EXHIBITOR

» 670,00 € / week instead of 1.340,00 €

//GOOD START:

BIGSIZE / Video (e.g. under Highlight Topic)
+
FEATURED EXHIBITOR

» 1.140, 00 € / week instead of 2.280,00 €

//HIGHLIGHT TOPIC:

BANNER under "Highlight Topics"
+
BIGSIZE Ad Video
+
ADVERTORIAL
in the selected Highlight Topic

» 2.220,00 € / week instead of 4.440,00 €

//BUY 3 – PAY 2!

Choose the form of advertising yourself - if you book the same form of advertising for three events, you only pay 2 of them!

Prices (excl. VAT) - introductory prices Start Package - valid until 31.08.2020

YOUR BOOKING - SINGLE ADS BY E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

For the attention of
Herewith we book bindingly the following advertisements:

AD	VARIABLE	PRICE / WEEK	PRICE / MONTH	NUMBER	INVOLVEMENT	TIME PERIOD
BANNER	Image & Text <input type="checkbox"/>	750 € <input type="checkbox"/>	2.790 € <input type="checkbox"/>			
BIGSIZE	Image & Text <input type="checkbox"/>	1.590 € <input type="checkbox"/>	4.770 € <input type="checkbox"/>			
	Video <input type="checkbox"/>	1.690 € <input type="checkbox"/>	5.070 € <input type="checkbox"/>			
MEDIA	Video	1.690 € <input type="checkbox"/>	5.070 € <input type="checkbox"/>			
FEATURED EXHIBITOR	Logo	590 € <input type="checkbox"/>	1.770 € <input type="checkbox"/>			
ADVERTORIAL	Text incl. pictures	2.000 € <input type="checkbox"/>	4.000 € <input type="checkbox"/>			

DISCOUNTS when booking digital services (ads website, app, newsletter) within one year

- » from 2.500 Euro - 5%
- » from 5.000 Euro - 10%
- » from 10.000 Euro - 15%
- » from 20.000 Euro - 20%

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

SALES@ZUKUNFT-PERSONAL.COM

ADDRESS/BILLING ADDRESS

Company _____
Street/house nbr. _____
PO Box _____
Postal code _____
City _____

Country _____
Phone _____
Fax _____
E-Mail _____
Webseite _____
Contact person _____

With this registration we accept the general booking conditions of page 23.

Place/date _____

Signature _____

Company stamp

YOUR BOOKING - START-PACKAGES BY E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

For the attention of

Herewith we book bindingly the following advertisements:

AD	VARIABLE	PRICE / WEEK	PRICE / MONTH	NUMBER	INVOLVEMENT	TIME PERIOD
START SMALL	Banner & Featured Exhibitor	670 € <input type="checkbox"/>	2.280 € <input type="checkbox"/>			
GOOD START	Bigsized/Video & Featured Exhibitor	1.140 € <input type="checkbox"/>	3.420 € <input type="checkbox"/>			
HIGHLIGHT TOPIC	Banner & Bigsize Video & Advertorial in one Highlight Topic	2.220 € <input type="checkbox"/>	5.930 € <input type="checkbox"/>			
3 FÜR 2	Book 3 ads and pay only 2	Depending on the ad <input type="checkbox"/>	Depending on the ad <input type="checkbox"/>			

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

SALES@ZUKUNFT-PERSONAL.COM

DISCOUNT when booking digital services (ads website, app, newsletter) within one year

- » from 2.500 Euro - 5%
- » from 5.000 Euro - 10%
- » from 10.000 Euro - 15%
- » from 20.000 Euro - 20%

ADDRESS/BILLING ADDRESS

Company _____
 Street/house nbr. _____
 PO Box _____
 Postal code _____
 City _____

Country _____
 Phone _____
 Fax _____
 E-Mail _____
 Webseite _____
 Contact person _____

With this registration we accept the general booking conditions of page 23.

Place/date _____ Signature _____

Company stamp

ADS IN THE ZP APP



MULTI-APP „ZUKUNFT PERSONAL“

STRENGTHEN YOUR TRADE FAIR PRESENCE WITH THE MULTI-APP

The Multi-App is your mobile guide and offers you a separate area (App-Event) for every event in the ZP Series: Prepare for your visit to the trade fair, find out about the programme and network among like-minded people. Use the presence in the respective event of the multi-app to strengthen your trade fair presence and address the trade fair visitors directly in the Activities Stream!



13.100+
App-Downloads

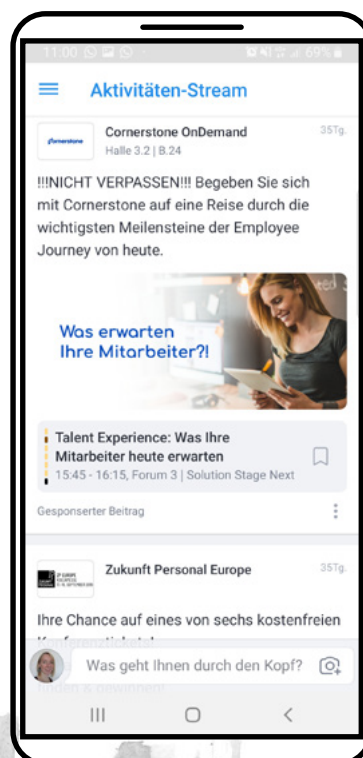
265.400
Sessions

8.900
Profiles

BEISPIEL AD 1



BEISPIEL AD 2



ADS IN THE APP EVENT: ZP EUROPE, ZP NORTH, ZP SOUTH AND / OR CORPORATE HEALTH CONVENTION

Supplement your trade fair presence with your advertisements in the Activities Stream of the respective app event - this is how you successfully address your target group before the trade fair or on the days of the fair!

THESE ADS ARE AVAILABLE FOR SELECTION



VARIANTE 1: BANNER

Format: 580x256 px, 72 dpi

Design your banner and send us this information in addition:

- Short description (optional) up to 140 characters including spaces
- Button Label up to 30 characters (continuable link)
- URL



VARIANTE 2: PICTURE GALLERY

(up to 3 images to scroll)

Format: 476x476 px/Bild, 72 dpi

GDesign up to three pictures and send us this information in addition:

- Short description (optional) up to 140 characters including spaces
- Button Label up to 30 characters (continuable link)
- URL



VARIANTE 3: PROMOTED SESSION

Application for lecture/panel discussion.

Attention: Only if you have already booked a lecture. .

- Display 580x256 px, 72 dpi
- Short description (optional) up to 140 characters including spaces

Prices all 3 variants:

1 Ad	1.025 €
2 Ads	1.980 €
5 Ads	4.580 €

All forms of advertising appear in the activity stream. With each variant, your ad is pushed up 5 times a day. The ad placement is limited to a maximum of 5 customers per day.

YOUR BOOKING BY E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

Herewith we book bindingly the following advertisements:

VARIABLE	BOOKING	PRICES	TIME PERIOD
Ads in the event of the multi-app	1 Ad <input type="checkbox"/>	1.025 €	
	3 Ads <input type="checkbox"/>	1.980 €	
	5 Ads <input type="checkbox"/>	4.580 €	
For Ads: please indicate event:	_____	_____	

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

SALES@ZUKUNFT-PERSONAL.COM

DISCOUNTS when booking digital services (ads website, app, newsletter) within one year

- » from 2.500 Euro - 5%
- » from 5.000 Euro - 10%
- » from 10.000 Euro - 15%
- » from 20.000 Euro - 20%

ADDRESS/BILLING ADDRESS

Company _____
 Street/house nbr. _____
 PO Box _____
 Postal code _____
 City _____

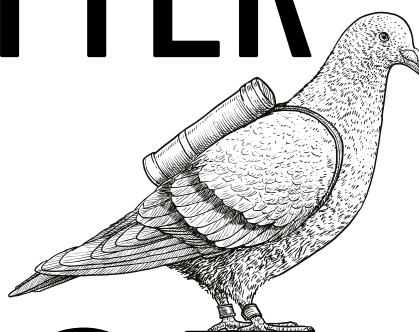
Country _____
 Phone _____
 Fax _____
 E-Mail _____
 Webseite _____
 Contact person _____

With this registration we accept the general booking conditions of page 23.

Place/date _____ Signature _____

Company stamp

ADS IN THE NEWSLETTER AROUND ZP 365



NEWSLETTER

ADS IN THE NEWSLETTER ROUND ABOUT ZP 365

Benefit from ad placements in our topic-specific newsletters on the Highlight Topics with up to 5,000 recipients per newsletter.

- » "Only three advertisement spaces are possible per newsletter, the allocation is on a "first come first served" basis.
- » We therefore recommend early booking.
- » "The thematically suitable placement of your advertisement will be arranged with spring Messe Management.

PANORAMIC DISPLAY | Format: 600x200 px

1.897,00 €

COMBINED DISPLAY | Format: 300x200 px

1.897,00 €

max. 50 characters heading, text content up to 200 characters
Link

DISPLAY SMALL | Format: 300x200 px

1.750,00 €

IMPORTANT: PLEASE SEND US ONLY PICTURES FOR WHICH YOU OWN THE RIGHTS OR WHICH ARE IN THE PUBLIC DOMAIN. THE AD CAN BE DELIVERED AS JPEG, PNG OR GIF FILE.



Sehr geehrter Herr Hübner,

In wenigen Wochen dreht sich in den Hallen der Messe Stuttgart wieder alles rund um die neuesten HR-Trends. Am 12. und 13. Mai erhalten Personalverantwortliche einen umfassenden Überblick über die aktuellen Entwicklungen im Personalmanagement.

Die Ausbreitung des Corona-Virus verunsichert Arbeitnehmer wie Arbeitgeber - in solchen Krisenzeiten sind Führungskräfte besonders gefordert. Moderne Führung ist hierbei wichtiger denn je, um für zukünftige Herausforderungen in der Arbeitswelt gewappnet zu sein. Keynote Speakerin Petra Martin fokussiert in Stuttgart, was es bedeutet, den Weg der modernen Führung erfolgreich einzuschlagen.

Sie sind neugierig, was Sie zusätzlich vor Ort erwartet? In Stuttgart werden abwechslungsreiche Keynotes, Netzwerktreffen in Special Lounges, Meetups und Diskussionen geboten - das Programm ist [online](#)!

Wichtige Updates, auch im Zusammenhang mit möglichen Beeinträchtigungen durch das Corona-Virus, erhalten Sie auf unserer [Webseite](#) sowie auf allen Social Media Kanälen der Zukunft Personal.

Der Countdown läuft, sichern Sie sich jetzt Ihr Ticket und seien auch Sie dabei beim Branchentreff für HR-Management in Süddeutschland!

>> IHR TICKET WARTET AUF SIE!

Ihr Team der Zukunft Personal Süd

www.zukunft-personal.com/sued

// ZP EVENT UPDATE



PETRA MARTIN

"Wie der Elefant tanzen lernt"

"Kann man Führung lernen? Führung ist Lernen!" (Reinhard Spranger)

Wie Führungskräfte durch innovative Lernformate zu moderneren Führungskräften werden und welche positiven Auswirkungen dies auf die Unternehmenskultur hat, erläutert Petra Martin, Leiterin des Kompetenzzentrums für Leadership für den Geschäftsbereich Automotive Electronics bei Bosch.

Wie der 'Leadership Campus' entstanden ist und welche Vor- und Nachteile ein Lernprogramm für Führungskräfte aufweist, erfahren Sie am 12. Mai 2020 | 15:05 - 15:50 Uhr.
- powered by HR-RoundTable -

>> Alle Infos



MATTHIAS WOLF

"Shared Love: Wie Sie den Cultural Fit Ihrer Bewerber durch Mitarbeiterempfehlungen steigern"

Der Cultural Fit ist das "Um und Auf" im Bewerbungsprozess. Wie Sie Ihre Mitarbeiter dazu bringen, Jobs zu empfehlen, zeigen wir Ihnen in kurzen Best Practice Beispielen.

Matthias Wolf | COO & Co-Founder, firstbird GmbH
- powered by firstbird -

>> Zum Keynote Speaker



MEET THE BLOGGER

Das Who-is-Who der Blogger-Szene kommt nach Stuttgart

Blogger sind aus der HR-Medienlandschaft nicht mehr wegzudenken. Nicht nur aufgrund ihrer Expertise. Oft spüren sie die neuesten Trends als erstes auf und berichten noch schneller als klassische HR-Fachmedien.

Lernen Sie bei Meet the Blogger die wichtigsten Gesichter und Trends kennen!

>> Zu den Bloggern



JETZT TICKETS SICHERN!

YOUR BOOKING BY E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

Herewith we book bindingly the following advertisements:

PLACEMENT	FORMAT	PRICE	NUMBER
Highlight Topic-NL HT: _____ (please specify)	PANORAMIC <input type="checkbox"/>	1.897,00 €	
	COMBINED <input type="checkbox"/>	1.897,00 €	
	SMALL <input type="checkbox"/>	1.750,00 €	

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

SALES@ZUKUNFT-PERSONAL.COM

DISCOUNT when booking digital services (ads website, app, newsletter) within one year

- » from 2.500 Euro - 5%
- » from 5.000 Euro - 10%
- » from 10.000 Euro - 15%
- » from 20.000 Euro - 20%

ANSCHRIFT/RECHNUNGSADRESSE

Company _____
Street/house nbr. _____
PO Box _____
Postal code _____
City _____

Country _____
Phone _____
Fax _____
E-Mail _____
Webseite _____
Contact person _____

With this registration we accept the general booking conditions of page 23.

Place/date _____ Signature _____

Company stamp



WEBINARS UND ONLINE-EVENTS

WE ARE THE HOST - YOU ARE THE STAR!

BENEFIT FROM NUMEROUS SYNERGY EFFECTS:

- Use the reach of the Zukunft Personal network to reach new leads and process them afterwards using the participant list.
- Shorten the time between your live event participations and keep in touch with your target group during the trade fair-free period.
- Increase the effectiveness of your webinar with a comprehensive marketing package:
 - » Send a webinar invitation to the Zukunft Personal series visitor database
 - » Announcement of the webinar in the Weekly Newsletter Update and via the social media channels of Zukunft Personal
 - » Promotion of the event on www.zukunft-personal.com via an advertorial or online banner
- Minimize your efforts by the organizational support in the run-up and the platform hosting by the Zukunft Personal team.
- Increase your long-term success by recording and archiving your webinar at www.zukunft-personal.com

YOUR KNOW-HOW COUNTS!

Participation in expert panel – industry exclusive

Participation in expert panel – exclusive to the industry. You are contributing to the current HR discourse with your new publication or your new service or are dealing with the latest trends in the world of work? Exchange ideas with industry experts on your special field and inspire your customers with your expertise.

- Participation in a 60-minute talk round incl. Q&A
- Integration of a Quick Poll during the talk show
- Hosting of the BigMarker platform by the Zukunft Personal Team
- Dispatch of an invitation to the discussion round to the ZP-Series visitor database for the selected Highlight Topic with naming of the partner
- Announcement of the talk show with naming of the partner in the Weekly Newsletter and via the social media channels of Zukunft Personal
- Integration of the partner logo in preview graphics before the start of the discussion round
- Integration of the partner logo in the layout of the panel interface
- Integration of a partner question in the feedback form
- Provision of the list of participants
- Recording and archiving at www.zukunft-personal.com for 3 months
- 1-week online banner on www.zukunft-personal.com (placement by arrangement)

Preis: 2.999,- €

MY WEBINAR PLUS

Show your know-how and enter into direct dialogue with your customers. The individual webinar offers you the opportunity to present your expertise in detail, for example in the form of a workshop or best practices.

- Design of a 60-minute webinar including Q&A
- Integration of up to 3 Quick Polls during the webinar
- Hosting of the BigMarker webinar platform by the Zukunft Personal Team
- Sending a webinar invitation to the ZP-Series visitor database for the selected Highlight Topic with naming of the partner
- Announcement of the webinar and naming of the partner in the weekly Newsletter and via the social media channels of Zukunft Personal
- Integration of the partner logo in preview graphic before the start of the webinar
- Integration of the partner logo in the layout of the webinar interface
- Integration of a partner question in the feedback form
- Provision of the list of participants
- Recording and archiving at www.zukunft-personal.com for 3 months
- 1 advertorial on www.zukunft-personal.com, if desired including a link to the webinar registration and afterwards to the webinar recording
- 1-week online banner on www.zukunft-personal.com (placement by arrangement)

Preis: 3.999,- €

YOUR BOOKING By E-MAIL TO SALES@ZUKUNFT-PERSONAL.COM

Herewith we book bindingly the following advertisements:

ONLINE-EVENT	PRICE	NUMBER	TOTAL PRICE	HIGHLIGHT TOPIC* / TOPIC
Participation in expert panel - sector-exclusive	2.999,00 €			
My Webinar PLUS	3.999,00 €			
Grand total				

Please tick the appropriate box. The prices do not include the statutory value added tax. Advertising space will be allocated on a "first come, first served" basis.

Please send us the data by e-mail five working days before the booked placement date:

SALES@ZUKUNFT-PERSONAL.COM

DISCOUNT when booking several ONLINE-EVENTS

» 5% discount for booking of 3 ONLINE-EVENTS

» 7 ONLINE-EVENTS for the price of 6:

Book 6 ONLINE-EVENTS and the 7th ONLINE-EVENT is free of charge!

Discounts will be given with the invoice.

ANSCHRIFT/RECHNUNGSADRESSE

Company _____
Street/house nbr. _____
PO Box _____
Postal code _____
City _____

Country _____
Phone _____
Fax _____
E-Mail _____
Webseite _____
Contact person _____

With this registration we accept the general booking conditions of page 23.

Place/date _____ Signature _____

Company stamp

GENERAL BOOKING CONDITIONS

FOR ORDER PLACEMENT, PROCESSING, CALCULATION AND PAYMENT OF SPONSORING AND ADVERTISING SERVICES/ADVERTISING ORDERS (PRINT/ONLINE)

1. The general terms and conditions of business, the valid price list for advertising services/advertisements and our order confirmation are decisive for the orders. The organizer/publisher reserves the right to reject advertising orders, including individual services/advertisements, within a framework contract at its own discretion. The client/advertiser will be informed of the rejection.

2. A specific placement of advertising services/ads cannot be guaranteed. In general, the organizer/publisher reserves the right to withdraw from the execution of orders already accepted for technical or other reasons without any claim for compensation by the client.

3. The exclusion of competitors cannot be complied with by the organizer/publisher. Advertising services/text advertisements that are not recognisable as advertising due to their design will be identified as such.

4. The advertising service / advertisement is permitted, provided that its content corresponds to the overall framework and concept of the respective trade fair / event. Companies that have not fulfilled their financial obligations from previous contracts can be excluded from admission. The contract between the organizer/publisher and the advertiser is concluded with the sending of the admission/booking confirmation. After admission by the organizer/publisher, the booking and the obligation to pay the prices for advertising services/advertisements remain legally binding, even if the relevant documents or data are not received by the organizer/publisher in time. The organizer/publisher is entitled to revoke the admission if it was granted on the basis of false prerequisites or information or if the prerequisites for admission subsequently cease to apply.

5. A withdrawal from the contract is not possible. The complete advertising costs / advertisement costs are to be paid. If the advertiser nevertheless waives the right to claim the full amount of the advertising service booked by him or to occupy advertising space, he must still pay the full amount. In order to preserve the overall image, the organizer may reduce the advertising services/ advertising space of the advertiser by self-promotion/own advertisements

replace. This does not release the advertiser from his payment obligations. The advertiser's waiver of the booked advertising service/advertising space shall become valid upon receipt of the written declaration.

6. The organizer/publisher guarantees the technically unobstructed reproduction of the advertisement/advertising service. Minor deviations in the sound of documents/data are justified within the tolerance range of the production process. Unsuitable or damaged print data will be returned to the client. If any defects in the data are not immediately recognisable, but only become apparent during creation/production, the advertiser shall have no claims in the event of insufficient printing. The organizer/publisher shall not be liable for changes made by telephone. Proofs shall only be supplied at the advertiser's express request and expense. If the client does not return proofs by the advertising deadline or another date specified by the organizer/publisher, approval for use shall be deemed to have been granted. The obligation to keep documents/data ends three months after the publication of the respective service. Voucher copies of advertising measures on the event site will not be kept.

7. Costs for the production of final artwork or other documents/ data must be paid by the client. If the documents/data are delivered at a later date, the client will be invoiced for the additional costs incurred. The client guarantees the organizer/publisher that the advertising measures/advertisements do not violate any legal provisions and do not infringe the rights of third parties.

8. The client agrees that his personal and company data may be collected, stored and processed by the organizer/publisher and may be disclosed to contractual partners of the organizer/publisher for the purpose of providing services in connection with participation in the exhibition or advertising.

Mannheim, July 2018
spring Messe Management