

**#ZPNord**

**MARCH 26 - 27 2025 | HAMBURG MESSE & CONGRESS**

**EXHIBITION**

**AND SPONSORSHIP**

**OPPORTUNITIES**

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

**ZUKUNFT  
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 **CloserStill**



# ABOUT

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## » ABOUT ZP SERIES

With the leading European trade fair Zukunft Personal Europe in Cologne and the events in Hamburg and Stuttgart, the established industry platforms are driving the future of HR management and the digitization of work. The high-caliber lecture program and interactive formats complement the events with current industry trends and already today illuminate the topics of the future around the world of work.



## » ABOUT ZP NORD

The meeting place for people business in the north. People responsible for managing people topics in companies and organizations are themselves under pressure from further education and innovation. That's why we offer exactly that in Stuttgart and Hamburg: inspiring insights and deep dives, lively mentoring, illustrative best practices, useful learnings – from and with our excellent HR expert network. For real added value and concrete support in mastering major challenges.

## » FACTS Status: ZP Nord 2024

**250**  
EXHIBITORS, PARTNERS &  
SPONSORS

More than 250 exhibitors, partners, and sponsors from established companies to innovative start-ups.

**6.716**  
VISITORS

Over 6,000 HR experts used ZP Nord last year to inform themselves about the latest products and trends.

**260+**  
SESSIONS

Over 260 sessions on 16 different stages: lectures, panel discussions, workshops, interactive breakout sessions, and more.

## » THE SUCCESS FACTORS

### NEW CONTACTS – NEW BUSINESS

- **Generate leads** - Meet your target audience without scatter loss and with 90% decision-maker density
- **Visibility** - Show your market presence - As an innovator, thought leader, or industry giant
- **Place to be** - With more than 32,000 HR experts and over 1,000 exhibitors/partners/sponsors, the ZP Series 2023 were the „must-attend events“ of the HR industry and thus 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 extensive umbrella brand, event, and theme campaigns. Print and online!





# ABOUT

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## » HIGHLIGHT TOPICS



// RECRUITING & ATTRACTION

// OPERATIONS & SERVICES

// LEARNING & DEVELOPMENT

// CORPORATE HEALTH

// FUTURE OF WORK

ACTIVE SOURCING  
EMPLOYER BRANDING  
JOB PLATFORMS  
AI IN RECRUITING  
EMPLOYEE BENEFITS  
MOBILE RECRUITING  
PERSONNEL SERVICES  
PERSONNEL MARKETING  
TEMPORARY WORK

APPLICANT MANAGEMENT  
CLOUD SOLUTIONS  
OUTSOURCING  
PEOPLE ANALYTICS  
PERSONNEL MANAGEMENT  
DATA CENTERS  
REMOTE WORK  
TALENT MANAGEMENT  
TIME TRACKING

E-LEARNING  
LEADERSHIP  
MANAGEMENT TRAINING  
ORGANIZATIONAL DEVELOPMENT  
PERSONNEL DEVELOPMENT  
POTENTIAL DEVELOPMENT  
LANGUAGES  
TEAM DEVELOPMENT  
FURTHER TRAINING IN HR

WORK SAFETY & SECURITY  
BGM  
CORPORATE CATERING  
ERGONOMICS  
ESG  
MENTAL HEALTH  
PREVENTION & HEALTH DIAGNOSTICS  
STRESS MANAGEMENT

CORPORATE & SOCIAL RESPONSIBILITY  
CULTURE & MINDSET  
DIGITAL TRANSFORMATION  
AI & AI  
SPACES, TOOLS & METHODS  
SKILLS & COMPETENCES

## » ONLINE COMMUNITY Stand: May 2024



## » VISITOR SURVEY

**93%** of visitors would recommend ZP Nord as an industry event.

**97%** of visitors achieved their goals at ZP Nord 2024.

**94%** of visitors inform themselves about new products and services for their companies at ZP Nord.

**96%** of visitors want to visit ZP Nord 2025 again.





# FACTS

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## » ALL IMPORTANT PLAYERS OF THE HR INDUSTRY IN ONE PLACE FOR THREE DAYS.

- Maximize the attention for your company, products, and services.
- Network with influential and high-caliber professional visitors from the HR industry.
- Present your innovative solutions.
- Make contacts with leading organizations from the fields of industry, services, healthcare, and many more.
- Discuss the latest trends and products with the community.

## » INDUSTRIES:

Banks & insurance | Construction industry | Chemical & pharmaceutical industry | Consulting & advisory | General services | Energy industry | Healthcare | Trade | University & college | Hotel & gastronomy | General industry | IT & software | Media | Food industry | Social sector / NGOs / church

## » EXCERPT FROM THE LIST OF PROFESSIONAL VISITORS: COMPANIES

- About You Holding SE
- Axel Springer SE
- BASF Services Europe GmbH
- Behörde für Inneres und Sport - Polizei Hamburg
- BMW Group
- CEWE Stiftung & Co. KGaA
- Charité Universitätsmedizin Berlin
- Dirk Rossmann GmbH
- E.ON Country Hub Germany GmbH
- EDEKA Handelsgesellschaft Nord mbH

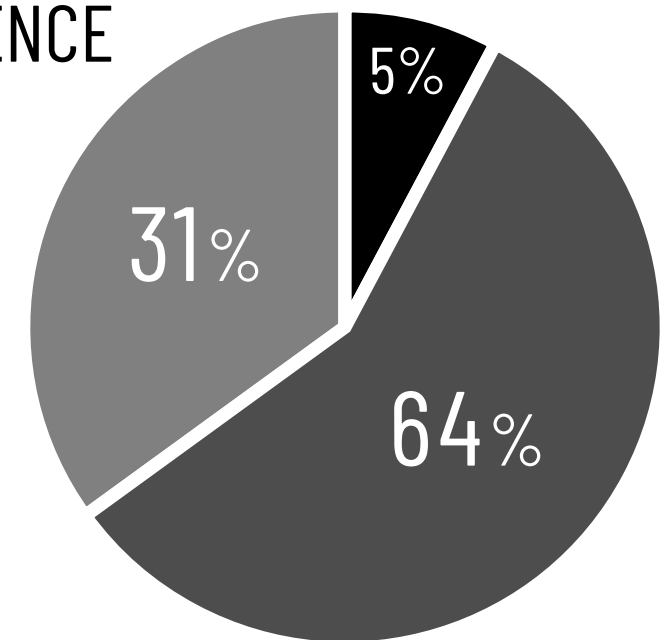
- FERCHAU GmbH
- freenet AG
- Globetrotter Ausrüstungs GmbH
- Hamburger Hafen und Logistik AG
- Hermes Germany GmbH
- IRS Karosserie & Lack GmbH
- Jungheinrich AG
- K+S Minerals and Agriculture GmbH
- KG Zara Deutschland B.V.&Co
- Landwirtschaftskammer Niedersachsen

## » POSITIONS:

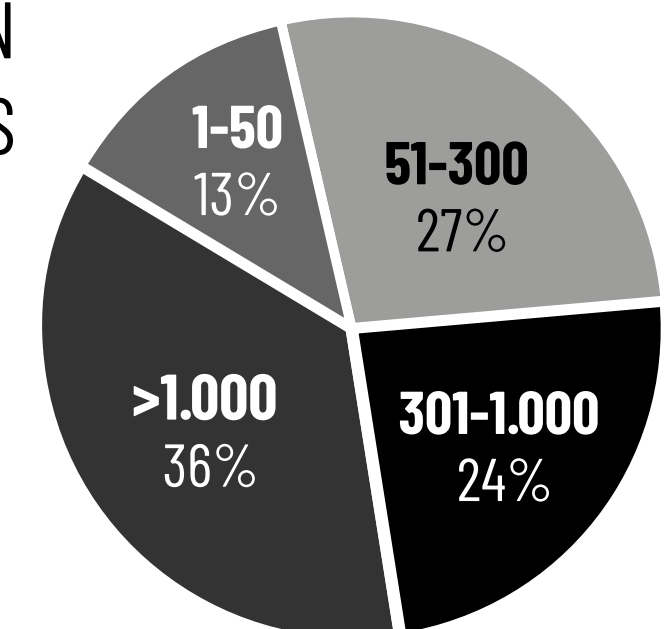
Occupational safety officers | Training and development officers | Company doctors and personnel councils | Corporate health managers | Business developers | Chief Agile Officer | Chief Corporate Communications Officer | Chief Digital Officer | Chief Executive Officer | Chief Human Resources Officer | 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 | Safety specialists | Innovation Manager | Department heads | HR department employees | Co-creators | Personnel planners | Recruiters | HR consultants | Talent management executives | Visionaries

## DECISION-MAKING COMPETENCE OF PROFESSIONAL VISITORS

- Sole and joint decision-makers
- Advising
- No decision-making competence



## COMPANY SIZE IN EMPLOYEES



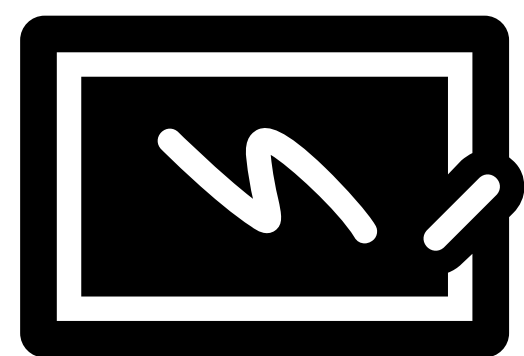
- Meyer Werft GmbH & Co. KG
- Nordfrost GmbH & Co. KG
- OTTO GmbH und Co. KG
- Peek&Cloppenburg KG
- Philips Medical Systems DMC Germany
- Polizei Hamburg
- Raiffeisen Waren GmbH
- Rheinmetall Waffe Munition GmbH
- Shell Deutschland GmbH
- Sonic Healthcare Germany GmbH & Co. KG

- Tchibo GmbH
- thyssenkrupp AG
- TÜV NORD Akademie GmbH & Co. KG
- Urban Holding & Central Services
- Vattenfall Europe Sales GmbH
- Viebrockhaus AG
- Volkswagen AG
- WISAG Job & Karriere GmbH & Co. KG
- ZECH Bau Holding GmbH
- ZEIT Verlagsgruppe

# NUMBERS | DATA | FACTS

#ZPNORD | MARCH 26 - 27 2025 | HAMBURG MESSE

## » ZP 365 AND SOCIAL MEDIA



Ø **188.231**  
page impressions per month



Ø **00:03:21**  
session duration

## » ZP APP

**Unique visitors:** 7.288  
**Unique visitors program:** 2.353  
**Unique visitors exhibitor:** 2.094

## » NEWSLETTER



**18.390**  
Newsletter via  
Dot Digital

**13.186**  
LinkedIn  
Newsletter



Ø **36 %**  
opening rate



**12,52**  
Ø click to open rate



# PRICING

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## » PARTICIPATE IN 2025

### Choose your individual and exclusive expo event menu!

Whether as an exhibitor, partner, or sponsor - You and your company will benefit from a tailored trade fair and event presence. We offer you all necessary services and products from a single source. Individual. Service-oriented. With high ROI.



**STAND AREA**  
**FROM 349 €/M<sup>2</sup>**  
(EXCLUDING ZP SERVICE PACKAGE: 999 EUR)

Let's talk! We will be happy to advise you and your company on the various options and work together to develop an individual offer!

**ALL-IN PACKAGE STANDS**  
**FROM 6,120 €**

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

**ACTIVITY & VITALITY AREA**  
**6M<sup>2</sup> FROM 3,199 €**

Your turnkey workspace package with or without presentation slot. (20 minutes)

**LIVE TRAINING AREA**  
**4M<sup>2</sup> FROM 3,699 €**

Including two presentations of 30 minutes each per trade fair day.

**Note:** limited spaces, first come first serve.

## » CONTACT US!

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# PREMIUM SPONSORSHIPS

#ZPNORD | MARCH 26 - 27 2025 | HAMBURG MESSE

**GOLD** from 20,000 €

**Basic package:** 5,000 € + advertising services worth at least 15,000 €

**SILVER** from 12,500 €

**Basic package:** 5,000 € + advertising services worth at least 7,500 €

**BRONZE** from 7,500 €

**Basic package:** 5,000 € + advertising services worth at least 2,500 €

## BASIC PACKAGE

- Logo on the cover page of high-circulation online and print media
- Ticket contingent: 500 day tickets to 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-topic
- Promotion on all social media channels
- Company description in the trade fair magazine
- Company description including logo placement on the website ZP 365 under „Sponsors“

More sponsorship opportunities on request!

» LET'S TALK ABOUT IT!



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# SPONSORSHIP PACKAGES

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## LANYARDS

7,900 €

The lanyards serve as name tags at the fair and are distributed free of charge at the entrance to the fair to visitors.

*Booking is not possible two years in a row; price excl. production.*



## HIGHLIGHT TOPIC SPONSORING

12,000 €

Position yourself and your company as a pioneer of one of our highlight topics in the HR industry!

*Available 3 times per Highlight Topic.*



## EXHIBITION BAG

8,900 €

The exhibition bags are offered free of charge to every visitor upon entry to the fair and serve as a carrier medium for information materials at the fair.

*Booking is not possible two years in a row; price excl. production.*

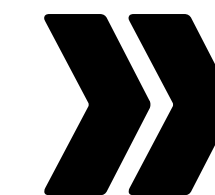
## TICKET

9,900 €

Placement of the logo on the entry tickets and badges of visitors, press representatives, speakers, VIPs, and bloggers as well as on exhibitor badges.

*Display on registration terminal + display on print-at-home ticket.*

**More sponsorship opportunities on request!**



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# SPONSORSHIP PACKAGES

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## 30-MIN SESSION 1,450 €

Utilize a 30-minute presentation slot, including lead scanning, on the theme stage to present a content contribution as part of the official trade fair program.

*The allocation and placement of the presentation slot are made on a „first come, first served“ basis.*



## 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 your company be the center of attention! With a lounge sponsorship, you offer a meeting place amid the hustle and bustle of the fair.



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## WORKSHOP from 1,790 €

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

*The allocation and placement of the presentation slot are made on a „first come, first served“ basis.*

WWW.ZUKUNFT-PERSONAL.COM



# SPONSORSHIP PACKAGES

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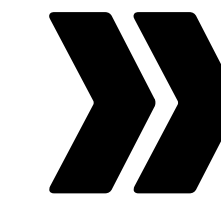


## KEYNOTE SPONSORING 6,990 €

**Be in the spotlight and highlight your company brand with keynote sponsorship!** Take the unique opportunity to be part of the main keynote stage program. In coordination with the program team, the sponsor has the opportunity to place a top-notch speaker 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 of a keynote session:  
Available once per Highlight Topic and can only be booked once per exhibitor.*



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# PRINT ADVERTISING OPPORTUNITIES – PRINT PRODUCTS

## TRADE FAIR MAGAZINE from 1,700 €

In addition, the booking of the trade fair magazine cover and the booking of inside pages of the trade fair magazine is possible.

### COVER: Exclusive advertising space

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

- Cover page, 2/3 **3,500 €**
- Cover page, 4 (back) **4,500 €**

### INSIDE PAGE: Exclusive advertising

space full or half page (portrait or landscape), unplaced, 4c

- Full page **2,600 €**, in DIN A4 format (210 x 297mm + 5mm bleed), 4c
- Half page **1,700 €**, (210 x 148.5 mm + 5mm bleed), 4c



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## ADD-ONS IN THE TRADE FAIR MAGAZINE from 110 €

In the ZP Nord 2025 magazine, experts and co-designers of the HR scene have their say, looking look back and ahead at the development of key industry topics. In addition, there are interviews with selected keynote speakers, as well as information on highlights and the program of this year's trade fair.

**Product index entry** (print and online) **110 €**

### Additional text Company description

- » 300 characters **255 €**
- » 600 characters **375 €**
- » 900 characters **495 €**





# LEAD MANAGEMENT – FAIRVERIFY LEAD SCANNER APP

## FAIRVERIFY

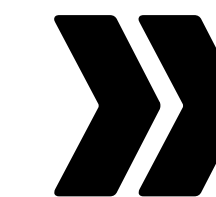
In addition, our service provider FairVerify offers our exhibitors the opportunity to easily capture visitor data using an app. The app can be used on any iOS and Android device. Only a good camera is required. After successful verification of the device, it can also be used without an internet connection.

The visitors of the fair provide their data during registration, which is stored on a QR code. To stay in contact with the visitor after a successful stand conversation, the visitor badge can be scanned with the app and the visitor data is automatically stored in the lead portal.

The captured leads can be viewed in a table and exported as XLS, JSON, and CSV.

### Lead management software packages:

- » 1 App-User **132 €**
- » 2 App-User **263 €**
- » 5 App-User **417 €**
- » 10 App-User **602 €**



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# ON-SITE ADVERTISING OPPORTUNITIES - ENTRANCE

## **CEILING SUSPENSION** 5,490 €

*Ceiling suspension in the atrium*

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

Ceiling suspension (2.0 x 10.0 m each)

## **CEILING BANNERS** each 4,990 €

*Ceiling banner in the exhibition hall*

Placement of a banner hanging from the hall ceiling above the exhibition stands; Bookable in various sizes and customizable

Ceiling banner (8.0 x 2.5 m)

## **MAGNETIC SIGNS** 1,290 €

*Magnetic sign as an advertisement*

Advertising display in the entrance area to the exhibition hall; customizable

Magnetic sign (2.5 x 2.0 m)

**WWW.ZUKUNFT-PERSONAL.COM**





# ON-SITE ADVERTISING OPPORTUNITIES - EXHIBITION

## FLOORGRAPHICS

4,350 €

Individually designed advertising space in the form of floor stickers (shape adjustments possible by arrangement); placement in the exhibition hall by arrangement with the organizer. Booking is limited to 5 times per hall and 1 time per exhibitor. The allocation is based on the „first come first served“ principle.

*Package includes 10 floor stickers (1.0 x 0.5 m)*



## SCREENSAVER MAIN STAGES 1,990 €

Individually designed advertising space on the large digital displays of the main stages: format 16:9 or 4:3, depending on the stage; display for 5 seconds in the rotation principle; max. 20 advertising spaces possible and max. 1 x bookable per exhibitor on all main stages.

*2 exhibition days, all stages*



## LOGO PLACEMENT ON THE HALL PLAN 4,590 €

Placement of the company logo on the hall orientation plan in the exhibition magazine and on the hall plan displays on site.





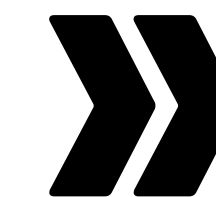
# WERBEMÖGLICHKEITEN ON-SITE - IN DER MESSE

## HOSTESSENLIZENZ:

1,390 €

*License for the distribution of promotional materials (e.g. flyers) to visitors in the booked exhibition hall; the distribution can be carried out by the exhibitor himself or by hostesses booked for a fee. Please note: The distribution of promotional materials is prohibited in and around the entrance area, in and around the stairways, and in the lecture and catering areas. In addition, only the distribution of company-owned print materials is permitted. In the case of distributing materials from other companies, they must be registered as sub-exhibitors in advance. The issuance of further promotional materials (no print) requires consultation with the organizer and its written approval. Please send your request to: [operations@messe.org](mailto:operations@messe.org). Violations will be fined 2,500 EUR. In principle, the issuance of bags and/or lanyards is prohibited. A total of 10 licenses per hall are available and max. 2 per exhibitor (one license per hall). The allocation is based on the „first come first served“ principle.*

*License for 1 person/hall (all exhibition days)*



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# LOCATIONS

#ZPNORD | 26. - 27. MÄRZ 2025 | HAMBURG MESSE

## COLOGNE

**September 10-12, 2024**

Zukunft Personal Europe in Cologne is the leading ExpoEvent for the world of work. As an impulse generator, the leading European trade fair connects people and markets in the fields of HR management, digitalisation and leadership. For three days, the focus is on innovative product solutions, presentations at congress level and networking with the community. decision-makers, HR managers and designers of the world of work get the decisive market overview at Zukunft Personal Europe and exchange views on the trends of today and tomorrow.

**600**

EXHIBITORS, PARTNERS  
& SPONSORS

**23K**

VISITORS/PROFESSIONAL  
VISITORS

**750**

SESSIONS

## HAMBURG

**March 26 - 27, 2025**

Zukunft Personal Nord is the networking event for the HR community in northern Germany. The Hamburg event focuses on the trends of the entire working world of tomorrow - also with regard to the current requirements in the region - decision-makers, managers and HR managers meet at the trade fair to exchange ideas and network. Diverse programme content and interactive formats offer visitors high-quality knowledge transfer and make Zukunft Personal Nord the hot spot for the people business in northern Germany.

**250**

EXHIBITORS, PARTNERS  
& SPONSORS

**6.716**

VISITORS/PROFESSIONAL  
VISITORS

**260+**

SESSIONS

## STUTTGART

**May 06 - 07, 2025**

Zukunft Personal Süd is HR management's meeting place in southern Germany. The event focuses on current and future trends in the world of work. The Stuttgart based trade fair showcases product innovations, new developments and emerging topics across all key people related topics. Well-established for more than 10 years, visitors benefit from a comprehensive presentation programme and best practices designed to match the needs of local SMEs and regional industry.

**250**

EXHIBITORS, PARTNERS  
& SPONSORS

**6.148**

VISITORS/PROFESSIONAL  
VISITORS

**260+**

SESSIONS



# #ZPNord

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**BE PART OF THIS!**

Hamburg  
Messe + Congress

Central Entrance

ZUKUNFT PERSONAL®  
WELCOME  
The Meetingplace for HR  
PEOPLE CHANGE THINGS #ZPNord

FOLLOW US

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WELCOME ZPNord 23 - 24 April 2024 WELCOME ZPNord

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PEOPLE CHANGE THINGS

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**KONTAKT**

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**PERSÖNLICHE ANSPRECHPARTNER**

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