



25
YEARS

The leading platform
for People and
Organisational
performance

**TIME FOR NEW
BEGINNINGS**



MEDIA DATA 2025

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ONLINE ADS

PRESENT YOUR COMPANY OR PRODUCT WITH MEANINGFUL ADS AND REACH YOUR TARGET GROUP EFFECTIVELY



//CONTENT AD

(530x316 px)

incl. linking

Placement: ZP 365, as well as the pages of the current event

PER WEEK

» **750 EURO**

PER MONTH

» **2.790 EURO**



//BIGSIZE AD

(1650x316 px)

optional with text: max. 480 characters incl. spaces + link

Placement: ZP 365, as well as the pages of the current event

PER WEEK

» **1.590 EURO**

PER MONTH

» **4.770 EURO**

KEY DATA

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

ADVERTORIAL

PRESENT YOUR EXPERTISE AND / OR PRODUCTS IN A / BY MEANS OF A PROFESSIONAL, EDITORIAL ARTICLE AND OFFER A CONTRIBUTION WITH ADDED VALUE TO THE WORLD OF WORK

» TEASER



Wie mit Hilfe von KI Ihre Seminarverwaltung wettbewerbsfähig bleibt

04.09.2023 IBT 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**

» REDAKTIONELLER ARTIKEL

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 Kooperation mit Wirtschaftsinformatikern und Bildungsexperten effizienter zu machen. Künstliche Intelligenz und insbesondere die Automatisierung von Aufgaben stellen dabei einen wichtigen Baustein dar. Beispiele aus der Praxis der Seminarverwaltung und dem Personalmanagement zeigen, was das konkret bedeutet.
Wettbewerbsfähig durch digitale Technologien
In einer Bilanzbefragung zur „Digitalisierung der Wirtschaft“ (2023) geben 43% der befragten Unternehmen (Deutschlands Wirtschaft) im IT-Bereich 87% über die Nutzung digitaler Technologien später eine entscheidende Rolle bei der Wettbewerbsfähigkeit deutscher Unternehmen an. Inwieweit 30% der befragten Unternehmen jedoch, dass deutsche Unternehmen zu wenig digitale Technologien nutzen.
Wirtschaftlicher Nutzen von KI-gestützter Software für die Seminarverwaltung

» AUTORENBOX

Über die Autorin



Barbara Koloski
Barbara Koloski ist eine Journalistin und Redakteurin bei der Zeitschrift „IBT TAS“. Sie hat sich im Bereich Digital Marketing (SEO, Social Media) und Content Marketing spezialisiert. Sie ist für die Redaktionen der Zeitschriften IBT TAS und TAS tätig. Sie ist auch als Autorin für die Zeitschriften „IBT TAS“ und „TAS“ tätig. Sie ist die Gründerin der Zeitschriften „IBT TAS“ und „TAS“.

» NEWSLETTER TEASER

Headline

Ut odit eos expero doluptate cori te dolor sinulle captur minusa quam alignimos sit et, tem fugiat aliquoAperari commision rehenimust, coreperae remporiti



[read full article](#)

PER WEEK

» **2.000 EURO**

PER MONTH

» **6.400 EURO**

KEY DATA

- » The advertisements should correspond to the corporate design of ZP 365 in order to convey an appealing and consistent impression. We are happy to provide examples as recommendations upon request.
- » Integration along the Employee Experience. The individual arrangement takes place in the follow-up to the booking.

» TEASER

IMAGE FORMAT (WxH):

390 x 200 Pixel, 72 dpi

HEADLINE:

max. 70 characters incl. spaces

TEASER TEXT:

max. 190 characters incl. spaces

» EDITORIAL ARTICLE

IMAGE FORMAT (WxH):

1090 x 450 Pixel, 72 dpi

TEXT:

approx. 6.000 characters incl. spaces

» AUTHOR'S BOX

IMAGE FORMAT (WxH):

500 x 500 Pixel, 72 dpi

TEXT:

max. 400 characters incl. spaces and link

» NEWSLETTER TEASER

IMAGE FORMAT (WxH):

300 x 300 Pixel, 72 dpi

TEXT:

is created by ZP-Redaktion

FEATURED EXHIBITOR

THIS AD IS IDEAL FOR YOUR PRESENCE AS AN EXHIBITOR:

Place your company logo prominently within the event pages of our ExpoEvents.



PER WEEK

» **590 EURO**

PER MONTH

» **1.770 EURO**

KEY DATA

- » Limited to 12 ad spaces.
- » Arranged in alphabetical order.
- » Integration: On the event pages, as well as in the mobile event app. The individual arrangement takes place after the booking.
- » IMAGE FORMAT (WxH): 250 x 143 Pixel, 72dpi.

COMPANY INDEX

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

» What is the company index?

The new digital product from the makers of Zukunft Personal.

Present yourself 365 days as a supplier, service provider, as a partner around the world of work.

Search engine optimized and professional on the year-round content and community platform ZP 365.

The company directory is promoted through performance campaigns for maximum reach.

//YEAR-ROUND
ONLINE PRESENCE
FOR YOUR
PRODUCT/COMPANY

12 MONTHS* INCL. BASIS LISTING

» **3,990 EURO**

KEY DATA

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

- » Company info (provider page with images, text and categories).
- » Product pages (pictures, videos, text by categories)
- » Service pages (images, videos, text by categories)

COMPANY INDEX

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

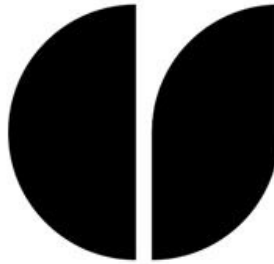
[Zurück zur Übersicht](#)

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

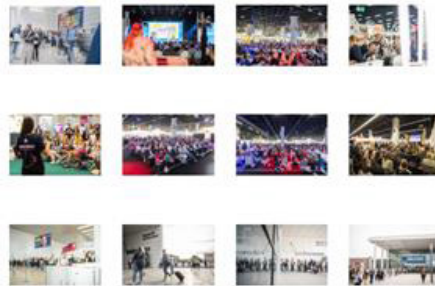
Select the category under
which you would like to be
listed.

EXAMPLE
SUPPLIER PROFILE -
DETAIL PAGE

[CloserStill Media Germany GmbH](#)



CloserStill



// 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
68165 Mannheim
Deutschland

[Webseite](#)

zp365@zukunftpersonal.com

Tel. +49 621 533 976 00

[Twitter](#) [ZP Universe](#) [Instagram](#) [@zukunftpersonal](#) [LinkedIn](#) [zukunftpersonal](#)

[X](#) [springmessemanagementgmbh](#) [Facebook](#) [ZukunftPersonal](#)

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

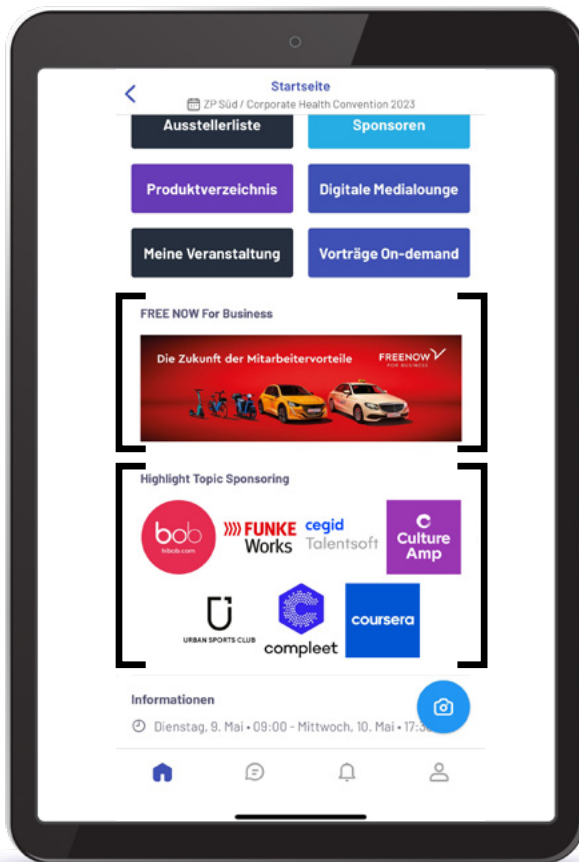
Anhänge / Attachments

[Mediadaten 2024 engl.](#)

[Mediadaten 2024](#)

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)
inkl. Verlinkung

PER WEEK

» 3.980 EURO

// LOGO IMAGE GALLERY

(200x200 px)
inkl. Verlinkung

PER WEEK

» 980 EURO

KEY DATA

- » Logo image gallery: Bookable only 1 time per partner.
- » Banner: ad placement is limited to a maximum of 5 customers.
- » Booking is on a "first come first served" basis. Therefore, we recommend early booking.

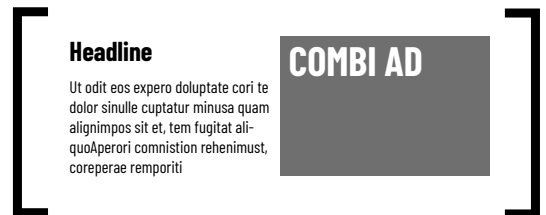
NEWSLETTER

BENEFIT FROM AD PLACEMENTS IN OUR NEWSLETTER ABOUT ZP 365 WITH UP TO 18,390 RECIPIENTS PER MAILING.

<p>//PANORAMA AD</p> <p>(600x200 px) incl. linking</p>	<p>PER WEEK » 2,500 EURO</p>
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<p>//COMBI AD</p> <p>(300x200 px) max. 50 characters Headline, Text content up to 200 characters + link</p>	<p>PER WEEK » 2,500 EURO</p>
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KEY DATA

- » Only three ad spaces are possible per newsletter, allocation is on a "first come first served" basis. Therefore, we recommend early booking.
- » The thematically appropriate placement of your advertisement will be arranged in consultation with spring Messe Management.
- » Delivery of the complete data one week before dispatch of the newsletter.

ZP DIGITAL EXPERIENCE DAYS

» What are the ZP Digital Experience Days?

ZP Digital Experience Days are the digital complement to our ZP Live ExpoEvents. In 45-minute sessions experts provide information and discuss cutting-edge topics related to the world of work. The program of the ZP Digital Experience Days is characterized by an exciting mix of experienced industry experts and renowned scientists, who will give an insight into their activities: Best practices, studies, insights and tips on the topics and challenges that concern you in your daily challenges you face in your day-to-day HR work.

The virtual theme days take place at regular intervals and highlight a relevant topic - completely free of charge.

KEY DATA

» Topics 2025/2026:

- 21. January: People Experience & Employer Branding
- 03. June: IT Strategien for HR
- 08. July: Employee management in focus: dealing with low performers & toxic team members
- 04. November: Using AI in recruiting
- 20. January 2026: Making corporate health and corporate culture measurable

» Content: The recordings of the sessions are available on the website ZP 365 for 3 months

ZP DIGITAL EXPERIENCE DAYS

KPIS FOR #ZPDX

//AVERAGE ALL ZPDX EVENTS

Unique Viewers: 691 / Day - 93 / Sessions

Conversions Reg / Unique Viewers: 77%

Average Watching Duration: 50 min

ZPDX PACKAGES

PROVIDE VALUABLE INSIGHTS INTO NEW HR TRENDS, PRODUCT INNOVATIONS AND BEST PRACTICES AND BEST PRACTICES

//MAIN SPONSOR

Receiving the participants data of all sessions according to the DSGVO.

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

» 8,500 EURO

//SESSIONSPONSOR

Receiving the participants data of the respective session according to the DSGVO.

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

» 4,500 EURO

ECKDATA

- » Advertisement via all available online media
- » Main sponsoring: max. 1 time exclusively bookable
- » Session sponsoring: bookable max. 3 times

* Advertisement in advance and during the event

GENERAL BOOKING CONDITIONS

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

1 PARTIES

1.1 "The Customer" whose registered office is stated in the agreement and

1.2 "Organiser": spring Messe Management GmbH (VAT nr.: 200408521) whose registered office is at Am Friedensplatz 3, D-68165 Mannheim, Germany ("the Organiser").

RECITALS

A The Customer wishes to enrol in the Event (as defined below), which is being organised and promoted by the Organiser.

2. AGREEMENT

Definitions and Interpretation

1.1 In this Agreement including the Schedules (except where the context otherwise requires) the following words shall have the following meanings:

Business Day: any day which is not a Saturday, a Sunday or a bank or public holiday in Germany;

Event: as specified in the Digital Sales Order Form;

Event Dates: as specified in the Digital Sales Order Form;

Materials: all banners, advertisements, posters, publications programmes, brochures, press releases, and other promotional materials associated with the Event whether printed or digital and on the event website;

Event Marks: the marks, logos and any other symbols the Organiser shall use to identify the Event which are the intellectual property rights of either the Organiser which are used (in accordance with this Agreement) or by the customer for the purposes required under the terms of this Agreement;

Fee: the sums payable by the Customer to the Organiser as set out in the agreement. For the avoidance of doubt such sums shall be exclusive of Value Added Tax;

Term: This agreement starts upon acceptance of the Digital Sales Order Form by the Organiser and shall remain in force until the end of the Event.

3. CUSTOMER'S OBLIGATIONS

3.1 In consideration of the grant of Rights the customer hereby agrees:

3.1.1 to pay the Fee set out in the agreement; for the avoidance of doubt, the Fee is due within 14 days after invoicing.

4. ORGANISER'S OBLIGATIONS

In consideration of the timely and proper performance of customer's obligations herein Organiser hereby agrees:

4.1 To use its reasonable endeavours to procure that the Event is conducted in a first-class professional manner;

5. INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights in the Event Marks shall be the sole and exclusive property of the Organiser together with any goodwill and the Customer shall not acquire any rights in the Event Marks.

6. MUTUAL INDEMNITY

The customer and the Organiser mutually undertake to indemnify each other against all liabilities claims demands actions costs damages or loss arising out of any breach by either of them of any of the terms of this agreement PROVIDED THAT the same is the subject of an adverse judgment of a court of competent jurisdiction or settled with the others prior written consent (not to be unreasonably withheld or delayed).

7. CANCELLATION

7.1 The customer may cancel this agreement by Notice to the Organiser. In the event of cancellation by the Customer, the total amount payable as set out in the Digital Sales Order is immediately payable

7.2 The parties hereby agree that the above constitutes a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the customer

8. CONFIDENTIALITY

Each party undertakes that it will not at any time hereafter use, or communicate to any person, except to its professional representatives or advisers or as may be required by law or regulatory authority, any confidential information concerning the business or affairs of the other party which may come to its knowledge and each of the parties shall use its reasonable endeavours to prevent the publication or disclosure of any confidential information concerning such matters.

9. NOTICES

Without prejudice to the right to serve notices by any other means any notice served under this agreement shall be in writing. Any notice which has been sent by first class prepaid post shall be deemed to be received 48 hours thereafter (excluding Saturdays Sundays and public holidays). For the purposes of this agreement all notices shall be sent to the parties at the addresses given above unless such other address is notified to the other party in writing.

10. FORCE MAJEURE

Should the Event be cancelled, moved, curtailed or adversely affected by any cause not within the reasonable control of the Organiser including but not limited to war, fire, national emergency, labour dispute, strike, lockout, civil disturbance, Act of God, or non-availability of the platform on which the event is held or otherwise for any reason, including technical reason, the Organiser shall be under no obligation to refund the Fee and shall be under no liability to the Customer for any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses) costs

or expenses whatsoever which may be brought against or suffered or incurred by the customer as the result thereof.

11. CONTRAS

11.1 The Customer agrees that the Organiser can issue invoices on the customer's behalf for all goods and services made by them to the Organiser (The Self Bill Arrangement).

11.2 The Customer agrees The Self Bill Arrangement will be in force for a period of 15 months from the date of signature of this agreement.

11.3 The Customer will not issue VAT invoices for goods and services covered by The Self Bill Arrangement.

11.4 The Customer agrees to inform The Organiser if they cease to be registered for VAT, change their VAT registration number transfer their business as a going concern or if they change their name or registered office

11.5 The Organiser agrees to inform The Customer if the issue of self-billed invoices will be outsourced to a third party.

12. CANCELLATION

12.1 The Organiser may terminate this agreement or suspend its performance of all or any of its obligations immediately and without liability for compensation if the customer fails to comply with any of its obligations under this agreement.

12.2 The Organiser may at any time, at its sole discretion, cancel or postpone the Event. The Organiser will notify the Customer as soon as possible if the Event is cancelled or postponed. Except where such cancellation is due to a Force Majeure Event, if the Event is cancelled, the Organiser will repay to the Exhibitor (without interest) any Fees paid by the Customer to the Organiser and the booking will be cancelled. If the Event is postponed this Agreement will remain in force for the new dates

13. REPRESENTATIONS AND WARRANTIES

13.1 Each party warrants and undertakes to the other that:

13.1.1 it has full authority to enter into this agreement and is not bound by any agreement with any third party that adversely affects this agreement; and

13.1.2 it has and will maintain throughout the Term, all necessary powers, authority and consents to enter into and fully perform its obligations under this agreement.

13.2 The Customer represents and warrants that:

13.2.1 it owns or is solely entitled to use the Customer's Marks and any other material supplied to the Organiser in relation to this agreement and the Organiser shall be entitled to see evidence to this effect on request;

13.2.2 the Organiser's use of the Customer's Marks will not infringe the rights of any third party

14. ENTIRE AGREEMENT

This Agreement constitute the entire agreement between the parties and supersede and extinguishes all previous drafts, agreements, arrangements and understanding between them whether written or oral, relating to their subject matter.

15. LAW AND JURISDICTION

All contracts between the Organiser and the Customer relating to the event shall be governed by and construed in accordance with German law and the parties shall submit to the exclusive jurisdiction of the German Courts.

16. MISCELLANEOUS

16.1 Nothing contained in this agreement shall be deemed to create any relationship of partnership joint venture or agency between the parties hereto.

16.2 The Customer shall not assign sub-licence divest or otherwise seek to delegate any of its rights and obligations hereunder without the Organiser's prior written consent.

16.3 A waiver by either party of a breach of any term or condition of this agreement in any one instance shall be in writing and shall not be deemed as a continuing waiver or a waiver of any subsequent breach unless so provided for by the written notice.

16.4 Should any term of this agreement be considered void or voidable under any applicable law the said term shall be severed or amended in such manner as to render the remainder of this Agreement valid or enforceable unless the whole commercial object is thereby frustrated.

16.5 This agreement contains the entire agreement of the parties with respect to the subject matter of this agreement and supersedes all prior agreements and arrangements (whether written or oral) in relation to such subject matter between the parties. No amendments shall be made to this agreement unless made in writing and signed by a representative of both parties.

16.6 The Events are provided for reference purposes only are not intended, nor should they be used, as a substitute for professional advice or judgement or to provide legal advice with the respect to particular circumstances.

16.7 Whilst reasonable efforts are made to keep the Event up to date, the Customer should obtain independent verification or advice before relying upon any piece of information in circumstances where loss or damage may result.