



# FESTIVAL



29 – 30/03/2022

europe



6000  
HR-MACHER  
UND EXPERTEN  
Netzwerken, vordenken

30 KEYNOTES  
UND TALKS  
32 SESSIONS  
Inspirieren, lernen

200  
AUSSTELLER  
UND START-UPS  
Kennenlernen, austauschen

Veranstalter

**HR Today**

Main Sponsoren

 **randstad**

 **ABACUS**

**tts** knowledge matters.

Action Stage Sponsoren

**VON RUNDSTEDT**

**LinkedIn**

# About

**Expo & Key-Notes**  
for visitors  
**free of charge**

- The «HR Festival europe» will take place from 29.03.2022 to 30.03.2021 at Messe Zürich.
- We will be celebrating HR on 15,000 sqm in **4 halls**
- The «HR FESTIVAL europe» is organised by «**HR Today**», the leading HR medium in Switzerland
- «**HR FESTIVAL europe**» is the **new edition** of the former «**Personal Swiss**», which had been **bought out by «HR Today»** in May 2019.
- The Keynotes will take place in English (with interpretation services) & in German
- Die Keynotes finden Englisch (mit Dolmetsch-Service) & Deutsch statt
- «HR FESTIVAL europe» is **the largest and most innovative event** for HR Professionals in **Switzerland**. We await
  - CEOs, HR Decision Makers, HR Experts & Managers
  - 6'000 Exhibition Guests







Prof. Dr. Gunter D.



James Priest



Josh Bersin



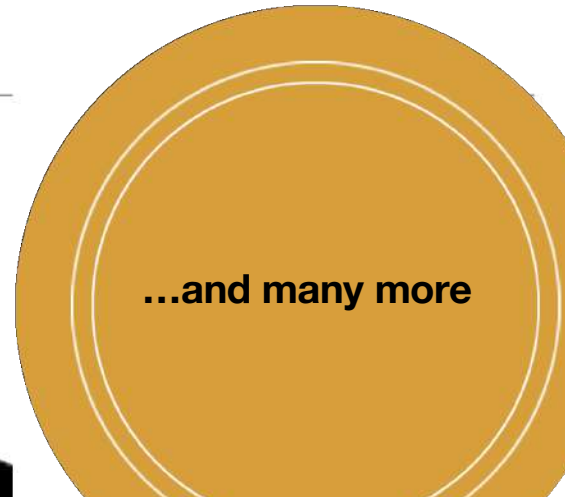
Jean-Claude Biver



Heike Bruch



Reto Lipp



# For exhibitors

- For exhibitors organising their own stands:
- (Minimum stand size 12 sqm)  
Standard sizes: (12 sqm, 16 sqm, 20 sqm, 24 sqm, 30 sqm)
- Other sizes based on individual layout

Price per sqm: CHF 380.00



# Program

«HR FESTIVAL europe» is the biggest and most innovative event for HR Professionals in Switzerland

- Inspiring lectures by internationally acclaimed key note speakers
- 2 large stages
- Over 40 workshops in 8 workshop areas (furnished by Bene, Witzig und Schoch) with experienced experts
- Podium, Interviews, HR Tech Talks
- Masterclasses by HR service providers
- Meet the Speaker for HR Managers/CxO
- Over 200 innovative exhibitors
- Festival atmosphere, food&drink areas, live music
- Networking for exhibitors and visitors
- « Swiss HR Award », an awards ceremony for the most innovative HR projects
- HR Start-Up Pitch, pitching for the 'New Star' Award
- Expo and Key Notes free of charge for visitors



# All Inclusive Packages

## Lounges & Standpackages

		10m <sup>2</sup>	10m <sup>2</sup>	12/16/20/24/30m <sup>2</sup>	12/16/20/24/30m <sup>2</sup>	frei wählbar
		Start-Up Lounge	Lounge	Stand Classic	Stand Premium	Individuell
		Design: -Steet Festival	Design: -Alpenchick -Street Festival	TOP SELLER		
		<ul style="list-style-type: none"> <li>✓ Standfläche</li> <li>✓ Lounge-Bau</li> <li>✓ Möbel-Package</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standfläche</li> <li>✓ Lounge-Bau</li> <li>✓ Möbel-Package</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standfläche</li> <li>✓ Stand-Bau</li> <li>✓ Grafik</li> <li>✓ Beleuchtung</li> <li>✓ Möbel-Package</li> <li>✓ Teppich</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standfläche</li> <li>✓ Stand-Bau</li> <li>✓ Grafik</li> <li>✓ Beleuchtung</li> <li>✓ Möbel-Package</li> <li>✓ Teppich</li> </ul>	nur Standfläche individuell buchen. Mindestgrösse 12m <sup>2</sup>
m <sup>2</sup>	10	3.000.-	5.300.-	---	---	380.-/m <sup>2</sup>
	12	---	---	7.000.-	8.000.-	
	16	---	---	9.000.-	10.500.-	
	20	---	---	11.000.-	13.000.-	
	24	---	---	13.000.-	15.500.-	
	30	---	---	16.000.-	19.500.-	





Hallenplan 3 +4



Hallenplan 5 + 6





# All-inclusive package : Lounge Street Festival 10sqm



## Lounge furnishings:

- Rattan lounge tables
- Ascona element
- Chair/bar stool
- Industrial high table
- Oil barrel (high table)
- Oil barrel (decorative)

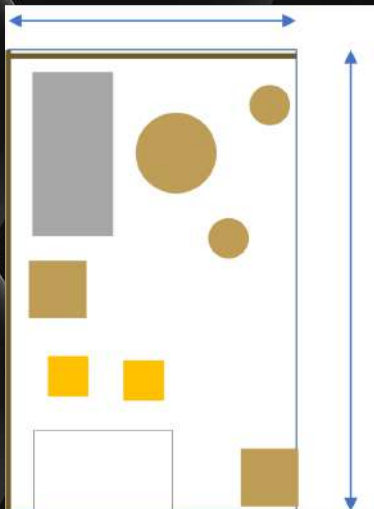
CHF 5.300



# All-inclusive package: Lounge Alpen Chic 10qm

## Lounge furnishings:

- Tree stool
- Tree lounge table
- Cube-style high table from planks
- 2-seater sofa
- Chair/bar stool
- High table white



CHF 5.300







All-inclusive:  
Design/print according to your guidelines  
.  
Packages include exhibitor space, printing,  
furniture, installation



# All-inclusive package: Classic 12sqm



## Standard equipment:

Stand construction:

Rips carpet black

Back wall H = 2.50 m,

Maxima system structure covered with fabric full-surface digitally printed in accordance with Customer layout, lighting, power outlets

## Furniture:

1 stand-up table

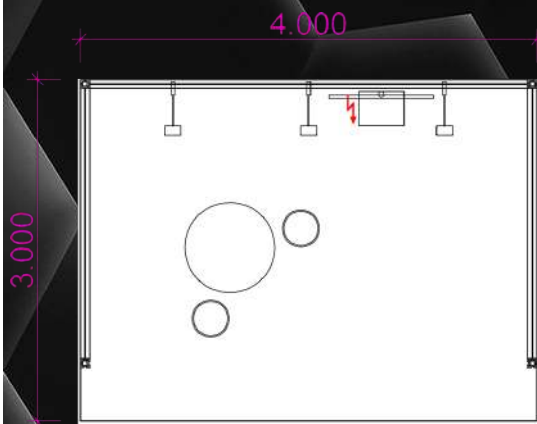
2 bar stools

## Graphics:

Graphic wall 4 linear metres optional

Multimedia:

40" LCD TFT display with integrated media player with floor stand



CHF 7.000





# All-inclusive package: Classic 16sqm



## Standard equipment:

Stand construction:

Rips carpet black

Back wall H = 2.50 m,

Maxima system structure covered with fabric full-surface digitally printed in accordance with Customer layout, lighting, power outlets

## Furniture:

1 counter

2 stand-up tables

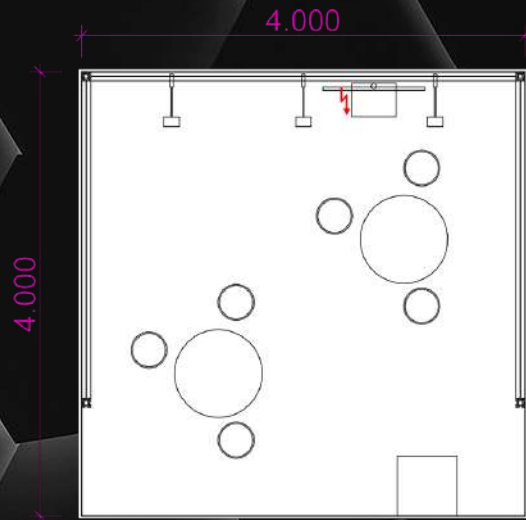
6 bar stools

## Graphics:

Graphic wall 4 linear metres optional

Multimedia:

40" LCD TFT display with integrated media player with floor stand



CHF 9.000



# All-inclusive package: Classic 20sqm

## Variante A



### Standard equipment:

Stand construction:  
Rips carpet black  
Back wall H = 2.50 m,  
Maxima system structure  
covered with fabric full-surface  
digitally printed in accordance with  
Customer layout,  
lighting, power outlets

### Furniture:

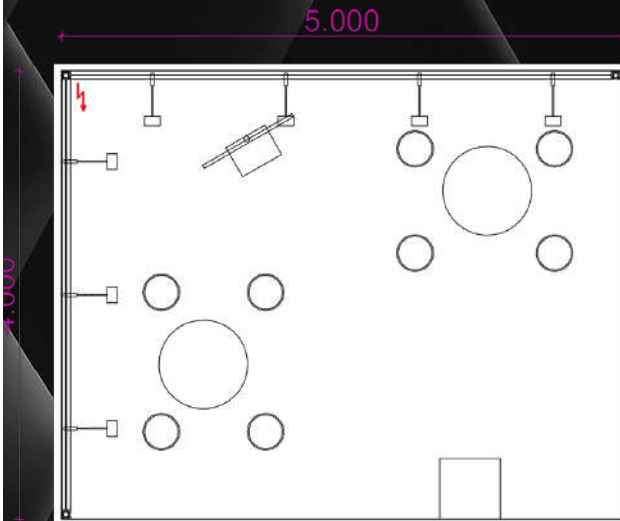
1 counter  
2 stand-up tables  
8 bar stools

### Graphics:

Graphic wall 9 linear metres  
optional

### Multimedia:

40" LCD TFT display with  
integrated media player with  
floor stand



CHF 11.000





# All-inclusive package: Classic 24sqm

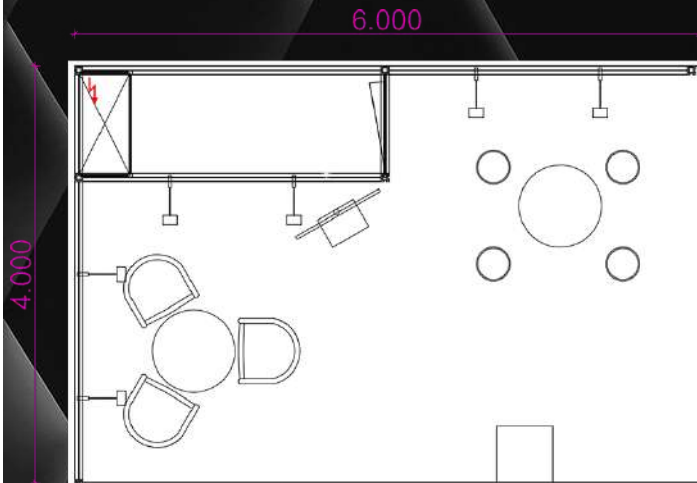
Variante A



**Standard equipment:**  
Stand construction:  
Rips carpet black  
Back wall H = 2.50 m,  
Maxima system structure  
covered with fabric full-surface  
digitally printed in accordance w  
Customer layout, lockable  
cabin with high-level rack,  
lighting, power outlets

**Furniture:**  
1 counter  
1 stand-up table  
4 bar stools  
1 table  
4 chairs

**Graphics:**  
Graphic wall 10 linear metres  
optional  
Multimedia:  
40" LCD TFT display with  
integrated media player with  
floor stand



**CHF 13.000**



# All-inclusive package: Classic 30sqm

## Variante A



### Standard equipment:

Stand construction:  
Rips carpet black  
Back wall H = 2.50 m,  
Maxima system structure  
covered with fabric full-surface  
digitally printed in accordance w  
Customer layout, lockable  
cabin with high-level rack  
and refrigerator,  
lighting, power outlets

### Furniture:

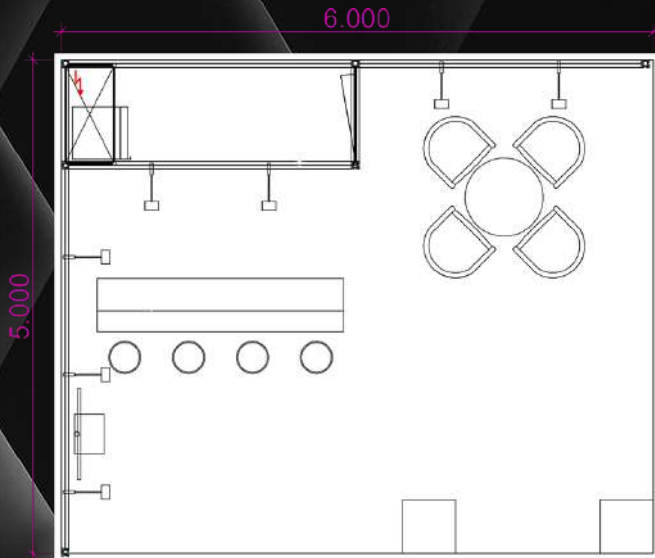
1 bar counter  
2 counters  
4 bar stools  
1 table  
4 chairs

### Graphics:

Graphic wall 11 linear metres  
optional

### Multimedia:

40" LCD TFT display with  
integrated media player with  
floor stand



CHF 16.000





# Main Sponsoring

- Key note main stage sponsoring
- Sector exclusivity
- Prominent presence for 2 days
- Mention in communication before and during the event
- Logo integration web site, inserts
- Editorial entry in HR Today
- Prominent integration in the Festival APP
- Screen presence, acknowledgement by moderators
- Giveaways, brochures in the festival bag

**BOOKED**

CHF 19.000

**Limited: 3 Sponsorships**

Main-Sponsoren



ABACUS

tts

knowledge  
matters.



# Escalator branding (full-surface)

- Full-surface advertisement on the inner sides of the escalators

Variants:

- A: Stairs upward from Hall 3 to Hall 5 left-hand surface
- B: Stairs upward from Hall 3 to Hall 5 right-hand surface
- C: Stairs downward from Hall 6 to Hall 4 left-hand surface
- D: Stairs downward from Hall 6 to Hall 4 right-hand surface

includes production and installation

CHF 9.000



# additional sponsoring options

- Lanyards **BOOKED**
- Festival bags logo integration. **BOOKED**
- Apéro sponsorings (Swiss HR Award, Start-up Pitch)
- Selfie Photo Box **BOOKED**

conditions on request





# Column branding (hall columns)



- Column 1 Main Stage Area
- Column 2 Main Stage Area
- Column 1 Action Stage Lounge
- Column 2 Action Stage Lounge

Druckfilegröße:

B.68,5 x 330 cm

(Inkl. Materialdicke von 5mm einberechnet)



Hallensäule  
Obenansicht

Druckfilegröße:  
B.84,5 x 330 cm

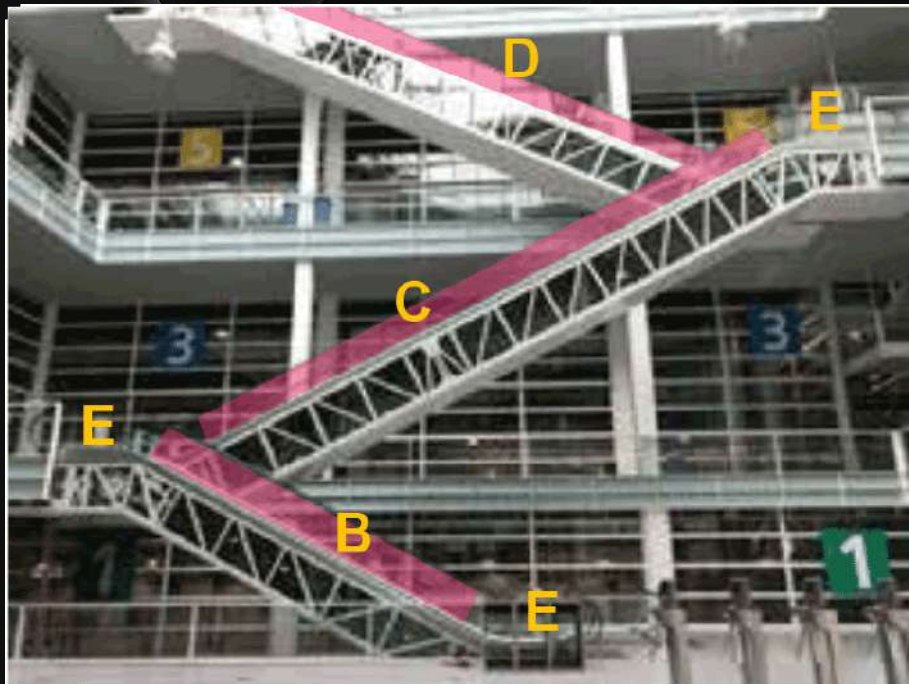
Druckfilegröße:  
B.84,5 x 330 cm

CHF 8.000.-



# Escalator branding B

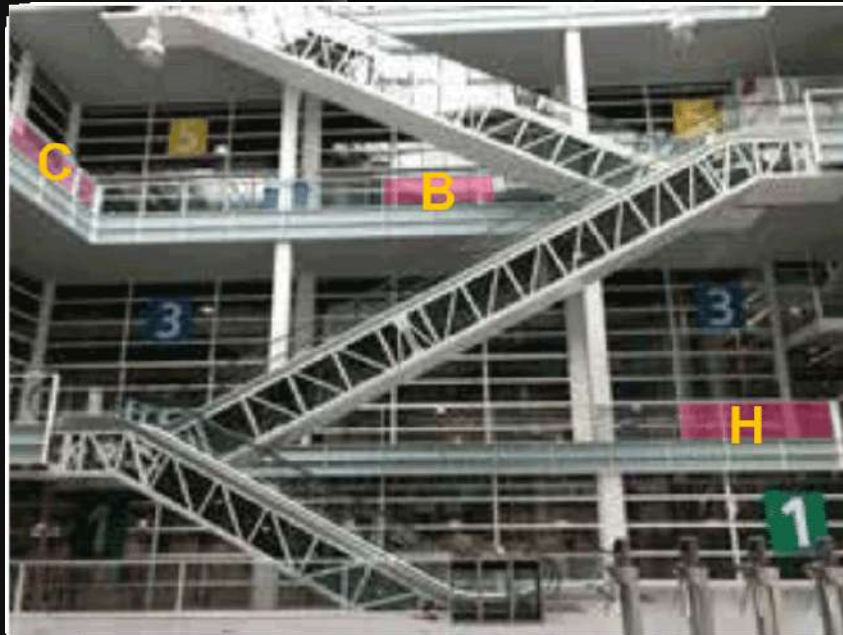
Option B:  
Size: 691 x 64 cm



CHF 4.000.-



# Frontage stickers



Glass surfaces on railings  
CHF 2800.- / element

H 294 x 100 cm

B 317 x 100 cm

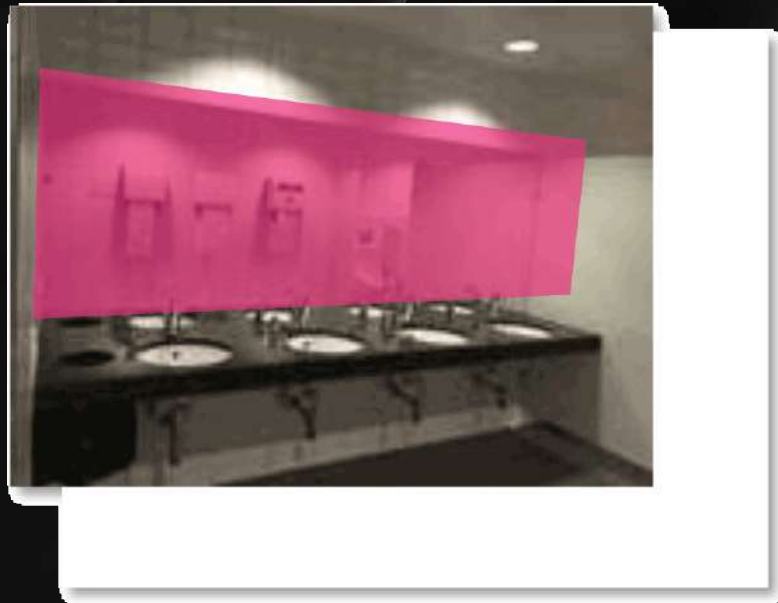
C 192 x 100 cm

CHF 2.800.-





# Toilet mirror stickers – conference rooms



Toilet mirror stickers

Women's toilet or  
Men's toilet

Dimensions of available spaces  
400 x 115 cm

Flächengröße des Spiegels:  
309 x 115 cm



(OBERANSICHT)

CHF 2.000.-



# Lift-Sponsoring



Window stickers lift

Max 182 x 217  
CHF 3.800.-

CHF 3.800.-



# contact



hrfestival.ch

TOBIAS Mengis

tm@hrtoday.ch

+4179 593 02 82



MARI Greco

mg@hrtoday.ch

+4179 796 84 89

Main-Sponsoren

hr randstad



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