

HR FESTIVAL

europa



Zürich 28/03 – 29/03/2023



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

HR Festival 2022, Review

Network, learn and be inspired: On Tuesday, 31 May and Wednesday, 1 June 2022, after several postponements, the HR FESTIVAL took place at Messe Zürich - the biggest Swiss HR event of the year.

More than 4,000 enthusiastic visitors met 200 exhibitors who were also looking forward to the live event and were full of enthusiasm.

In addition to top-class, internationally renowned keynote speakers such as Jonas Kjellberg, Jean-Claude Biver or Martin Wezowski, the highlights were the exchange with HR colleagues as well as the more than 60 professional workshops, various master classes and exciting input presentations, panels and discussions.

The final highlight of the two-day HR FESTIVAL europe was the presentation of the [Swiss HR Awards](#).

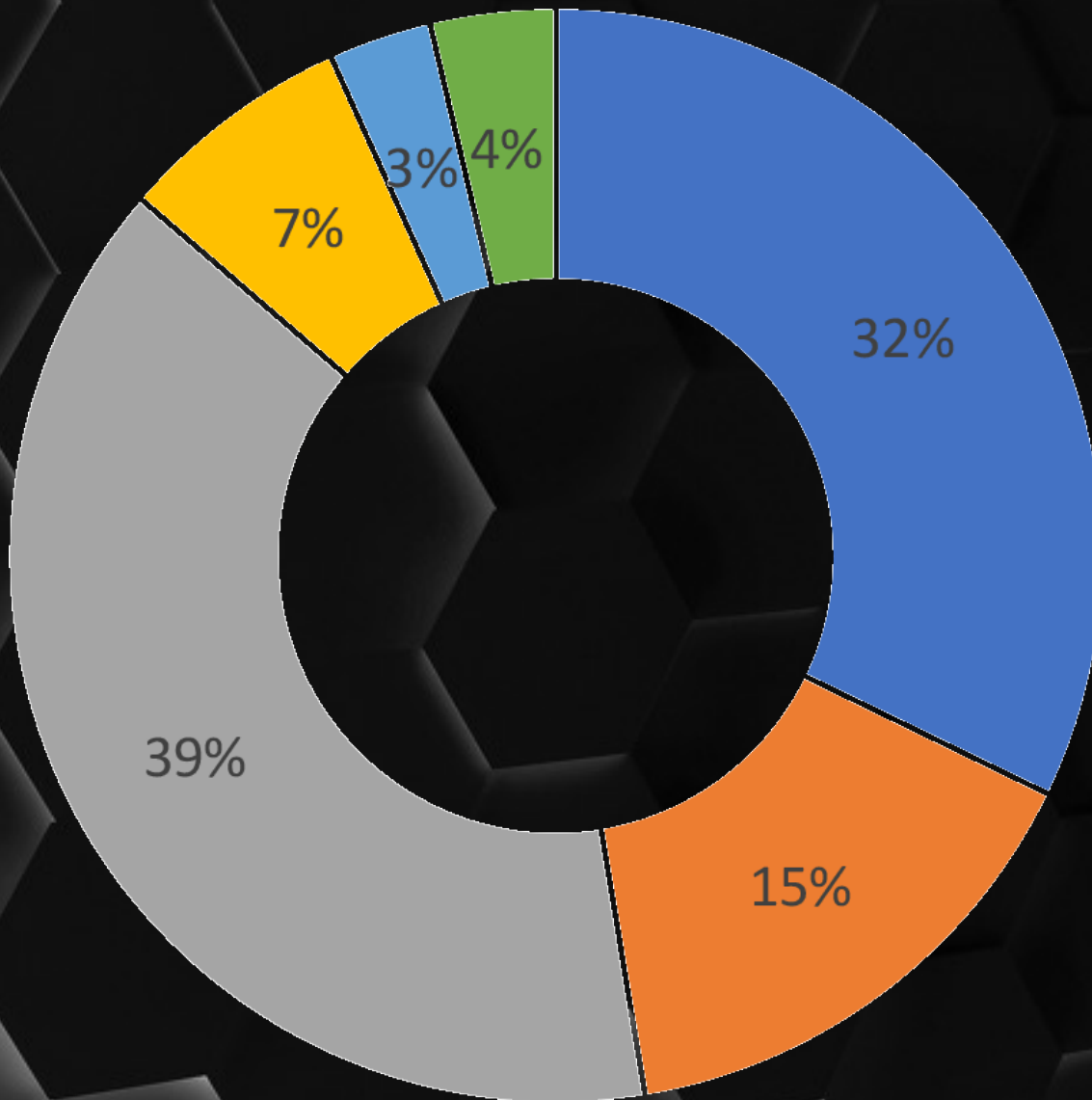
We draw a positive balance and are already looking forward to the next edition of the HR FESTIVAL on 28 and 29 March 2023 in Zurich.

Visitor-exhibitor video: <https://vimeo.com/716717372>



HR Festival 2022, visitors

4.000 visitors



HR-Manager

head of department hr

Management, CEO

Project management / IT

Assistance / Administration

Finance



Impressions 2022

<https://vimeo.com/722571503>





About

The "HR FESTIVAL europe" is the largest, most innovative event for HR professionals in Switzerland.

- 28.03. -29.03.2023 at the Zurich Exhibition Centre.
- We celebrate HR on 15.000 sqm in 4 halls
- Organised by "HR Today" the leading HR medium in Switzerland.
- It is the Neuauflage of the former "Personal Swiss", which was bought out by "HR Today" in May 2019
- The keynotes will be held in English, French (with interpretation service) & German.

**Exclusive
VIP invitation for
Head of HR
of the TOP 500 swiss
companies**



Programme

- Inspiring lectures by internationally recognised key note speakers
- 2 large stages
- Over 40 workshops in 8 workshop areas with experienced experts
- Podium, Interviews, HR Tech Talks
- Meet the Speaker for HR Managers
- Over 200 exhibitors
- Festival atmosphere, food & drink areas, live music
- Networking for exhibitors and visitors
- "Swiss HR Award", an award ceremony for the most innovative HR projects
- Expo and keynote are free of charge for visitors

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







All Inclusive Packages

Lounges & Standpackages

Your options:

1) 10m²
Stand Lounge
with carpet,
electricity
and furniture
(incl. set-up &
production)

2) From 12m²
incl. CI/CD
wall + lighting

3) From 24m²
incl. lockable
booth see >
page 24

4) PREMIUM
(with higher
quality
furniture/wall
+ plants)

m²

10
12
16
20
24
30

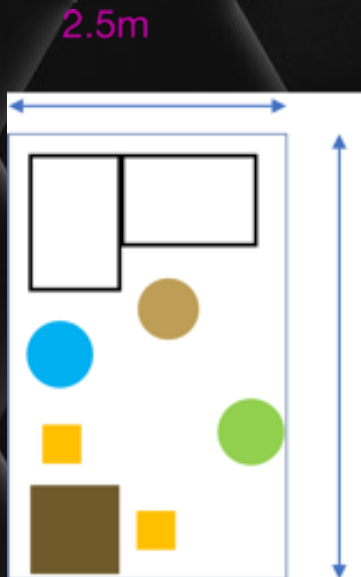
10m ²	12/16/20/24/30m ²	12/16/20/24/30m ²	frei wählbar
Lounge	Stand Classic	Stand Premium	Individuell
Design: -Alpenchick -Street Festival	TOP SELLER		
<ul style="list-style-type: none"> ✓ Standfläche ✓ Lounge-Bau ✓ Möbel-Package 	<ul style="list-style-type: none"> ✓ Standfläche ✓ Stand-Bau ✓ Grafik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

All Inclusive-Paket: Lounge 10 m2

Design: Street Festival

Street Festival or
other design;

- Alpen Chic
- Lobby
- Black&white
- Maritim



Lounge furniture:
Rattan Lounge Tables
Ascona Element
Chair/Bar stool
Bar table Industrial
Oil barrel (high table)
Oil Barrel (Deco)
NEW: incl. power & socket

CHF 5.300



All-inclusive-package: from 12sqm with CI/CD wall

Classic



Premium



All-inclusive includes:

- Back wall design/printing according to CI/CD
(back wall H = 2.50 m, Maxima system construction covered with textile, full-surface digital printing according to customer layout).
- furniture package (varies according to size)
- lighting
- assembly and dismantling incl. installation
- Carpet (black rep)
- NEW = power connection incl. single CH socket

PREMIUM:

- + Planting
- + higher quality Furniture



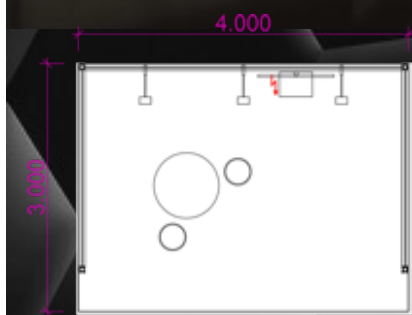
All-inclusive-package: Classic

Stand: 12m²

1 high table
3 bar stools

CHF 7.000

example

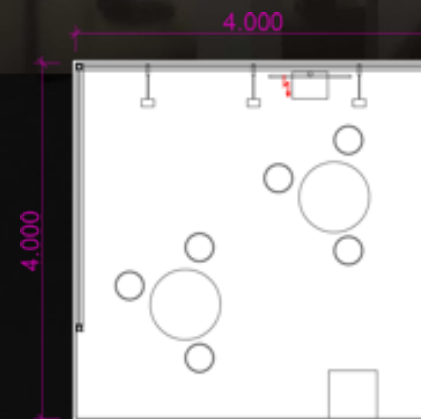
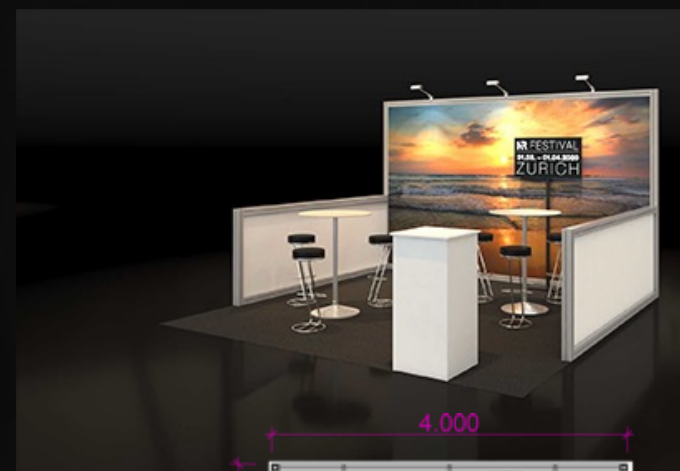


Optional:
Multimedia:
40" - LCD-TFT
display with
stand

Stand: 16m²

1 Counter
2 high tables
6 bar stools

CHF 9.000



All-inclusive-package: Classic

Stand: 20m²

1 Counter
2 high table
8 bar stools

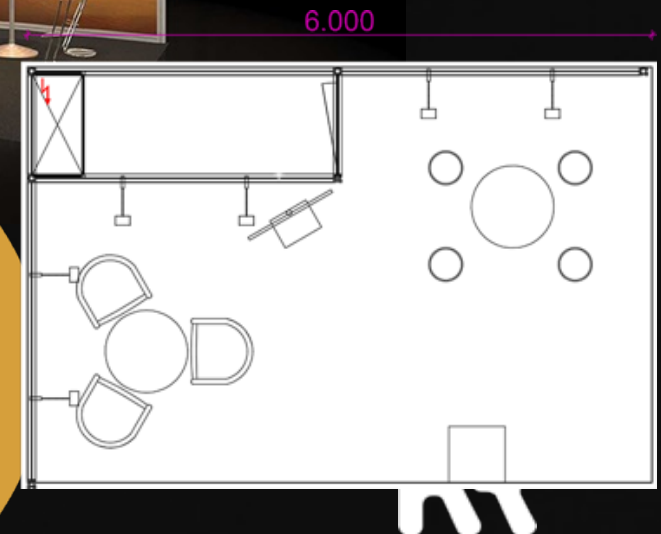
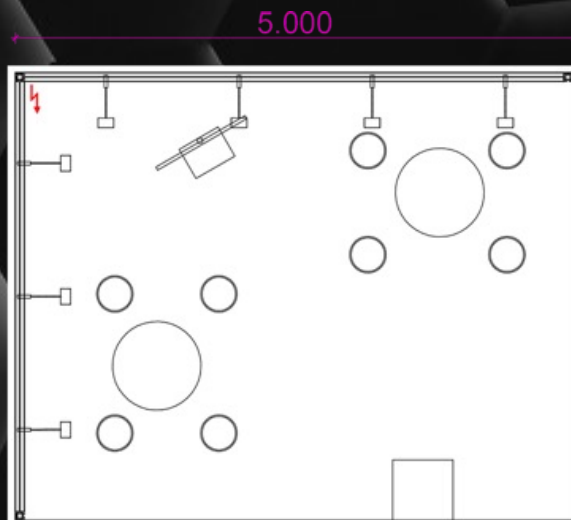


CHF 11.000

Stand: 24m²

1 Counter
2 high tables
4 bar stools
1 table + 3 chairs
+ cabin

CHF 13.000



From 24 m²
+ Lockable
cabin with shelf

All-inclusive-package: Classic

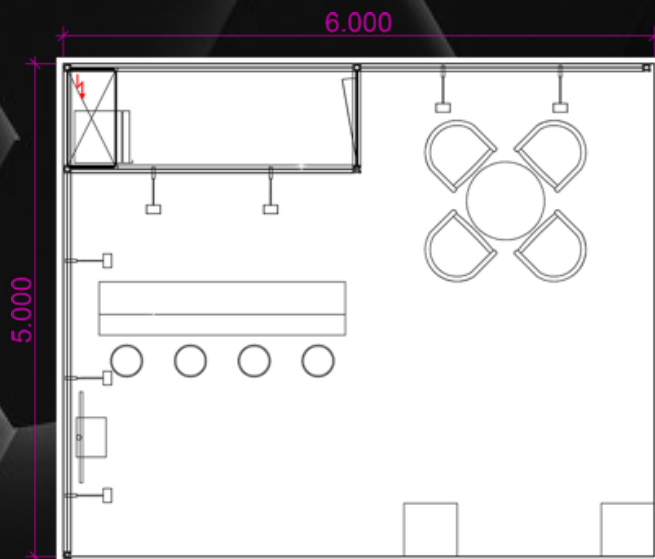
Example image



Stand: 30m²

1 bar counter
2 counter
4 bar stools
1 table
4 armchairs
+ cabin

CHF 16.000

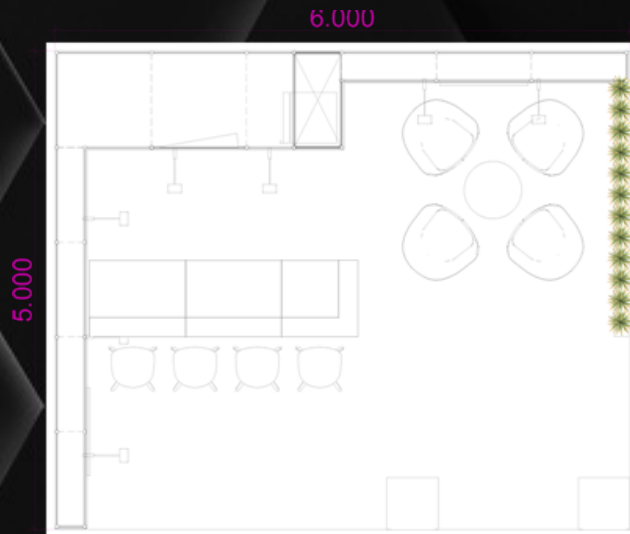


+cabin
(lockable) with
high shelf &
refrigerator



All-inclusive package: “Premium” 30qm

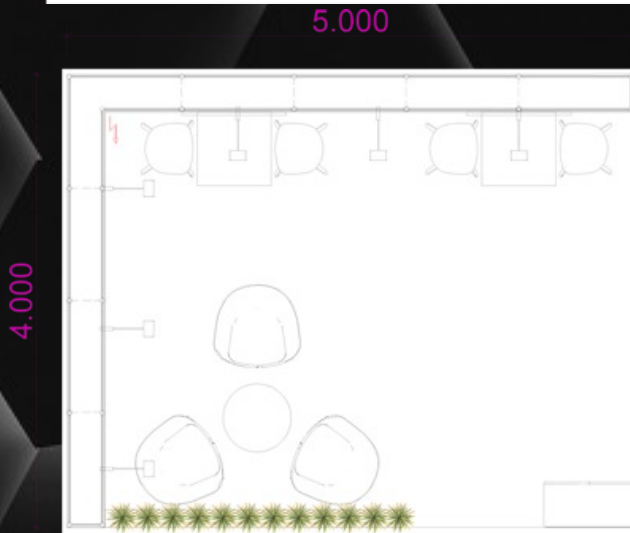
Higher quality back walls & printing, as well as furniture & planting



30m2 furnishing:

- 1 bar counter (backlit)
- 4 bar stools
- 2 counters
- 1 lounge corner for 4 pers,
- 2 counter graphics

CHF 19.500



20m2 furnishing:

- 1 counter small
- 2 counsellor seats for 2 pers
- 1 lounge corner for 3 pers.
- 1 counter graphic

CHF 13.000



Main Sponsoring

Limited to 3 (2 already taken): **1 available**

- 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
- Short video mainstage (before keynote)
- Screen presence, acknowledgement by moderators
- Giveaways, brochures in the festival bag
- Logo at festival bag

Limited: 3 Sponsorships

CHF 19.000



Action Sponsoring

- Action Stage sponsoring
- Logo on the Action Stage
- Logo integration App
- Logo integration web site, inserts
- Giveaways, brochures in the festival bag

Limited: 3 Sponsorships Available: 0

Action-Stage Sponsoren

VON RUNDSTEDT

LinkedIn



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



Columns-Branding

MAIN STAGE (1.000 qm)

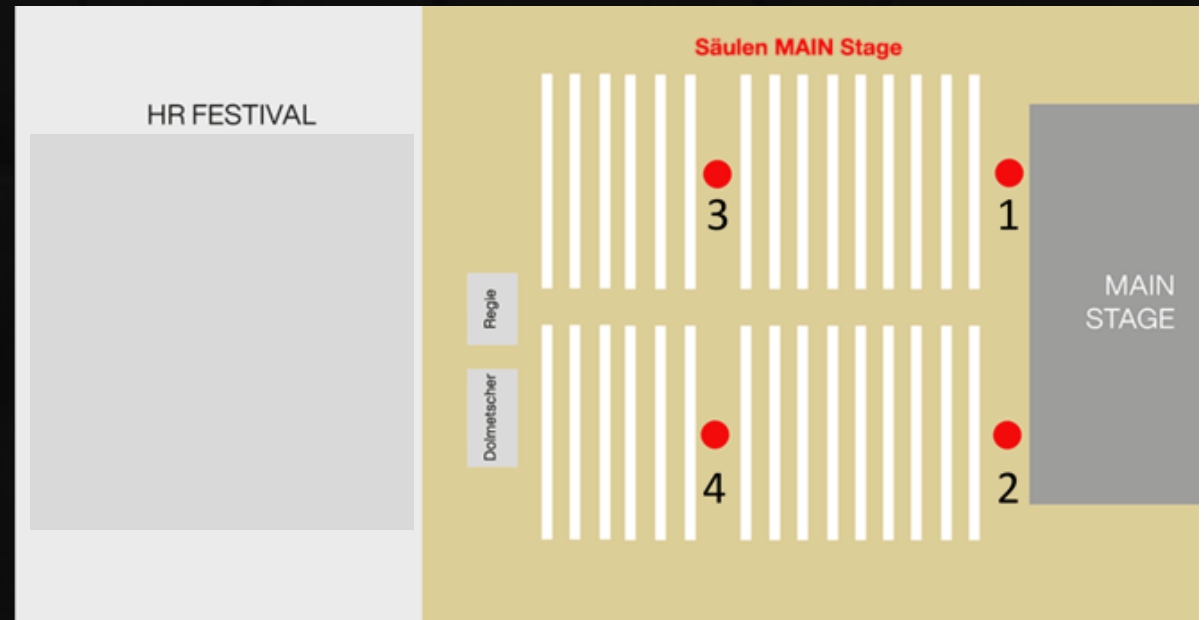
ACTION STAGE (450 qm + Lounge)

- Mounted forex plates
- 4-sided
- Individually printed



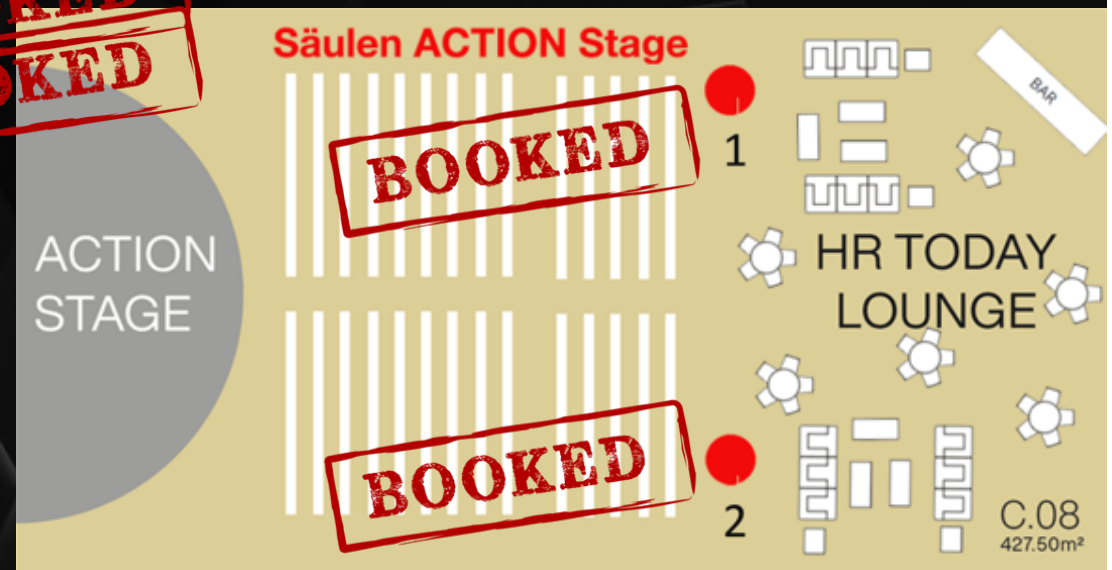
Columns-Branding

- Column 1 Main Stage Area
- Column 2 Main Stage Area
- Column 3 Main Stage Area
- Column 4 Main Stage Area



- Column 1 Action Stage Area
- Column 2 Action Stage Area

BOOKED
BOOKED



Escalator sponsorship small



Option B:
Small staircase
Size: 691 x 64 cm

CHF 5.000.-



Facade Adhesive Gallery



Glass surfaces

H 294 x 100 cm

W 317 x 100 cm

C 192 x 100 cm

CHF 2.800.- / element

CHF 2.800.-

Big lift:

CHF 9.000.-



Lift Sponsorship A or B



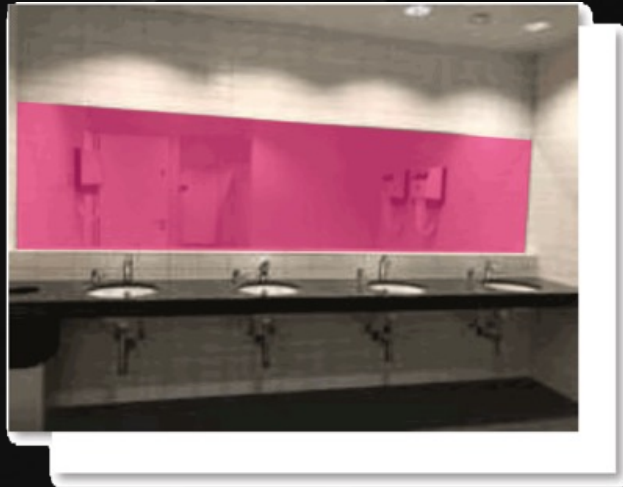
Lift window adhesive

Max 182 x 217

CHF 5.000.-



toilet mirror adhesive - main hall



Halle 3/4

Toilet mirror adhesive

Ladies toilet or
Men's toilet

Size of the available area
394 x 115 cm

Per floor CHF 6.500



BOOKED
Halle 5/6

CHF 6.500.-



additional sponsoring options

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

conditions on request



Outdoor advertising

Possibilities and prices

On request



contact



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www.hrfestival.ch/sales

www.hrfestival.ch





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Online: HR Today hat eine starke Community



Gründung
1998



Auflage Print
5000 DE / 2400 FR



Erscheinungen Print
10 x DE / 6 x FR



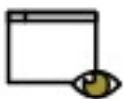
Newsletterabonnenten
7 500 DE / 1900 FR



Leser Print
22200



Visits
85000 / Monat



Page Impressions
145 000 / Monat



Xing-News-Follower
26 850



LinkedIn-Follower
23 950



Facebook-Follower
1 400



Instagram-Follower
1 850



Twitter-Follower
1 900