

KR FESTIVAL

Zurich 24-25/03/26 europe



OFFER
2026



Organiser

HR Today



WELCOME TO THE HR FESTIVAL EUROPE

THIS IS WHERE THE HR PROFESSIONALS OF SWITZERLAND MEET

On 24 and 25 March 2026, Messe Zürich will once again be the hotspot for the Swiss HR community. On these two days, everything will revolve around the future of human resources - with exciting specialist presentations, current trends and first-class networking opportunities. Be inspired by innovations and make valuable contacts!



Around 180 exhibitors, along with the unique supporting programme featuring top-notch key-note speakers, inspiring input sessions, and captivating live acts, make HR Festival europe the centerpiece of the Swiss HR calendar.

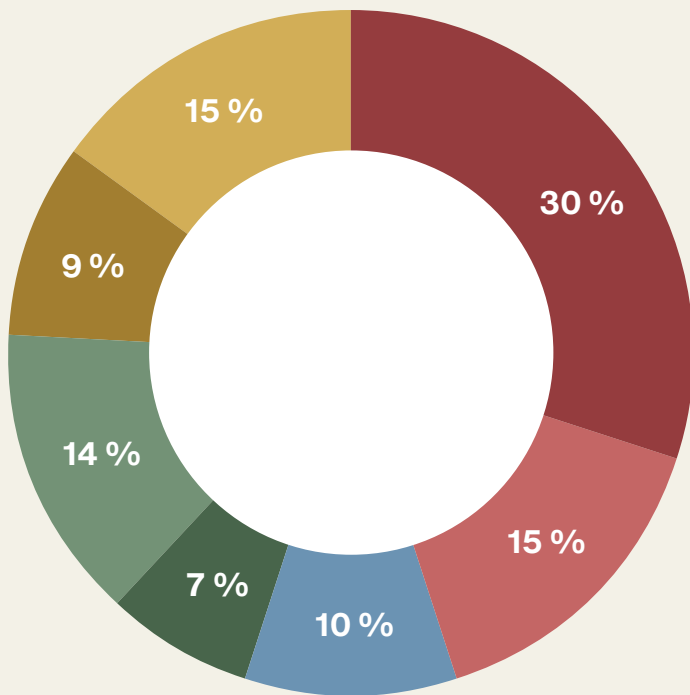
Around 8000 HR professionals meet here every year to network, discuss current developments and provide new impetus for the working world of tomorrow. This makes the HR Festival europe the most important platform for the HR community in Switzerland.



More than 50 % of visitors are decision-makers in leadership positions. Take advantage of this opportunity to showcase your company and services to this important target group and the entire Swiss HR community.

HR FESTIVAL EUROPE

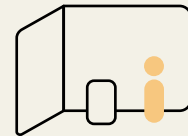
BREAKDOWN OF VISITORS TO HR FESTIVAL EUROPE 2025



-  HR managers / HR business partners **30 %**
-  CHRO / Head HR / HR management **15 %**
-  HR administrators **10 %**
-  HR assistants **7 %**
-  Management / CEO **14 %**
-  Project management / IT **9 %**
-  Networkers **15 %**



More than **6000** visitors



180 exhibitors



15,000 m² in four exhibition halls

Organiser: **HR Today, the leading trade publication** of the Swiss HR industry

Whether new work, leadership, recruiting or tech trends – HR Today delivers content that will take you further: compact, practical, inspiring.



Simultaneous translation
of the keynote speeches and panels
(DE, FR, EN)



The largest and most innovative event
for HR professionals in Switzerland



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SPONSORSHIP AND ADVERTISING

CHOOSE THE PERFECT PRODUCT FOR YOUR NEEDS

HR Festival europe is the opportunity to showcase your company where your target audience gathers. This is the place to make new personal contacts in an inspiring environment.





SPONSORSHIP

MAIN (limited to three sponsors)

As the main sponsor of the HR Festival europe, you benefit from numerous advantages and have the opportunity to obtain customised services at the event itself. Whether with your own keynote speaker, an interactive entertainment zone or the presentation of an award – you play an active role in shaping the event and increase your visibility among a high-calibre target group of HR specialists and managers.

Services

Individual services during the event
(by agreement with HR Festival europe)

Publicity in the communication before
and during the event

Logo integration on all adverts, on the
website hrfestival.ch, on the ticket and
in all newsletters

Editorial mention in the HR Today
magazine

Presence on all screens at the
HR Festival europe

10 free entries to the
Break The Norm Party

Logo presence at the entrance to
the event

Price CHF 19,000



“Image cultivation and brand awareness at the highest level.”

SPONSORSHIP

PANEL (limited to five sponsors)

Panel sponsors receive a great deal of attention by holding an exclusive panel discussion. However, as the largest HR industry event in Switzerland, we cannot offer industry exclusivity. The sponsor is responsible for the choice of topics, panel guests and moderation. The HR Festival europe is responsible for the moderation.

Services

Holding a panel discussion
(topic in consultation with
HR Festival europe)

Opening and closing moderation
by the HR Festival europe team

Promotion of the panel discussion in
advance by HR Festival europe

Logo integration on all advertisements,
on the hrfestival.ch website and in all
newsletters

Thanks to the sponsor at the
beginning of the panel

Price CHF 9,000



“A brilliant opportunity to attract interest by discussing trends and innovations.”

SPONSORSHIP

CONTENT STAGES (exclusive to one sponsor per stage)

Each day, seven 30-minute input presentations will be held on the five topic-specific stages. HR Festival europe is responsible for the programme.

The following stages are available:

- Future of Work Stage
- Corporate Health Stage
- Talent Management Stage
- Corporate Learning Stage
- AI Stage

Services

Two input presentations, presented by the sponsor (one per day)

Sponsor receives contact details of all checked-in participants of the respective stage

Welcome desk with branding of the sponsor for check-in

Meet the Speaker Corner with sponsor branding

Distribution of goodies in and around the stage (optional)

Logo integration on the website hrfestival.ch and in all newsletters

Price CHF 12,000

Includes: Carpet and branding (in company colour on request), complete technical infrastructure including support, stage, lectern.



“Your content and your messages – communicated directly and with commitment.”

SPONSORSHIP

SWISS HR AWARD (limited to two sponsors)

The Swiss HR Award is presented in four categories. A panel of well-known personalities from the HR industry nominates a shortlist from all the projects submitted. The award show takes place at HR Festival europe, where the projects are presented to the audience in live pitches. The winners are chosen by means of a public vote, which results in a very exciting award show.

Services

Acknowledgement of the sponsor on stage at the beginning of the award show

Logo integration at the award event during HR Festival europe

Logo integration on all communication media of the Swiss HR Award (website, advertisements and newsletter)

Price CHF 5,000



SPONSORSHIP

BREAK THE NORM PARTY (limited to one sponsor)

The Break the Norm Party takes place at 5.30 p.m. on the first day in the Main Stage area. With around 800 people attending, it is by far the biggest HR party in Switzerland. Admission is subject to charge and includes food and beverages and a live concert.

Services

Branded VIP lounge in the party area (approx. 40 m²)

Drinks and food in the lounge (served)

Co-branded wristbands to enter the party

Branded welcome desk

Distribution of goodies at the entrance to the party (optional)

20 free entries

Acknowledgement of the sponsor on stage at the beginning of the concert

Price CHF 15,000



“Show yourself in a relaxed, cheerful atmosphere.”

SPONSORSHIP

VIP LUNCH (limited to one sponsor)

HR Festival europe personally invites around 300 HR managers from the largest and most important Swiss companies. A well-known keynote speaker is also present at the VIP Lunch for a meet and greet.

Services

Distribution of goodies before or after the lunch

Logo presence at the VIP reception desk at the entrance to Messe Zürich

Sponsor presence on site possible (maximum of two people)

Acknowledgement of the sponsor at the beginning of the VIP Lunch

Price CHF 5,000



ADVERTISING

ESCALATORS

Short escalator upwards

From the entrance hall to hall 3
Branding of the outside area of
the escalator towards the front
(approx. 7 metres)

Long escalator upwards

From hall 3 to hall 5
Branding of the outside area of
the escalator towards the front
(approx. 15 metres)

Price CHF 12,000
(escalators upwards)

Long escalator downwards

From hall 6 to hall 4
Branding of the outside area of
the escalator towards the front
(approx. 15 metres)

Short escalator downwards

From hall 4 to the entrance hall
Branding of the outside area of
the escalator towards the front
(approx. 7 metres)

Price CHF 12,000
(escalators downwards)

When booking all four escalators
Price CHF 22,000
(instead of CHF 24,000)

Includes: Production, setup
and removal



“The chance to make a first impression.”

ADVERTISING ELEVATOR

Outdoor area of the elevator entrance

Six window adhesives

2 x 3050 x 795 mm

2 x 750 x 2030 mm

2 x 895 x 2030 mm

Price CHF 7,000



“Your advertising at eye level for your audience.”

ADVERTISING

WINDOW LETTERING

Window above the entrance

Eight windows, each 2250 x 600 mm

Price CHF 9,000

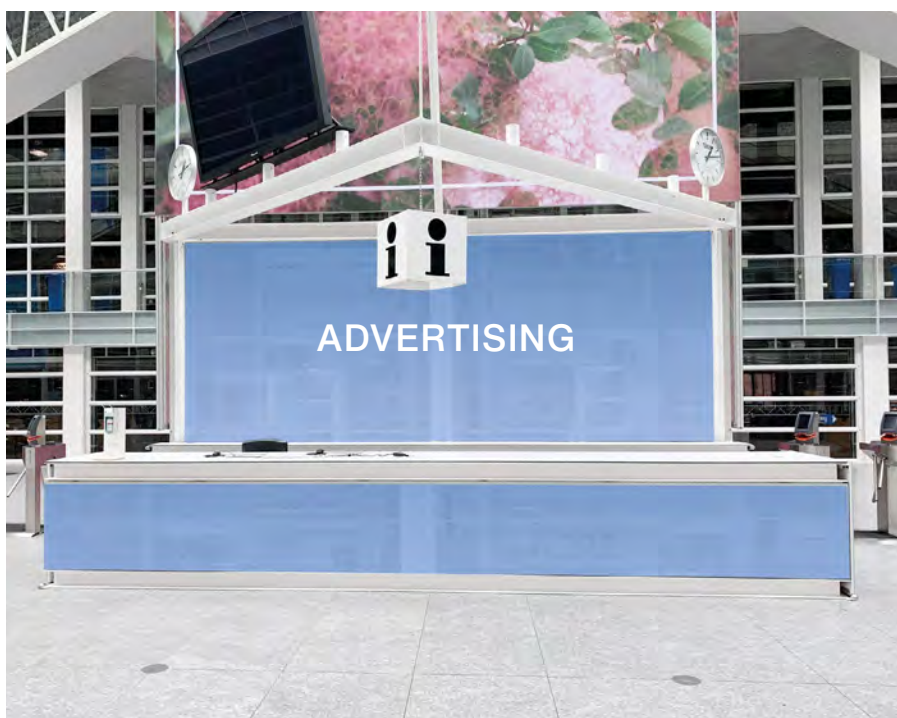
Counter in the entrance hall

Counter top area: 6400 x 2400 mm

Counter bottom area: 6900 x 780 mm

Price CHF 16,000

Includes: Production, setup
and removal



"Make a great impression."

ADVERTISING

MIRROR ADHESIVE TOILET FACILITIES

Ladies' and men's toilets, hall 3 + 4

Ladies: 3970 x 970 mm

Men: 3940 x 990 mm

Ladies' and men's toilets, hall 5 + 6

Ladies: 3970 x 970 mm

Men: 3940 x 970 mm

Ladies' and men's toilets, conference rooms (hall 5, gallery)

Ladies: 3090 x 1150 mm

Men: 3090 x 1150 mm

Ladies' and men's toilets, basement (cloakroom)

Ladies: 3020 x 1150 mm

Men: 3010 x 1150 mm

Ladies' and men's toilets, ground floor

Ladies: 1700 x 1150 mm

Men: 1700 x 1750 mm

Price per toilet facility (ladies' and men's)
CHF 6,500

Includes: Production, setup and removal



“For unique visibility – stand out from the crowd.”

ADVERTISING

VISITOR LANYARDS

Co-branding with HR Festival europe

Approximately 7,000 units produced

Price CHF 9,500

Includes: Layout and production



ADVERTISING

SITE PROMOTION

Location 1

Entrance area, behind the turnstiles

Maximum of one exhibitor per day

Price CHF 4,000 per day

Location 2

Exit area, before the turnstiles

Maximum of one exhibitor per day

Price CHF 4,000 per day

Hall promotion

In your own hall

Maximum of two exhibitors
per day and hall

Price CHF 2,000 per day

N.B.: Please inform us what you are going to distribute (chocolate, flyers, bags with content, etc.). Production costs for the promotion and distribution costs are to be borne by the exhibitor.



“Personal attention, delivered with a smile.”

ADVERTISING

POSTER ON THE EXHIBITION BUILDING

Size: 9.3 x 13.6 m

Price CHF 16,000

Includes: Production, setup
and removal



“See and be seen.”

ADVERTISING

BANNERS IN FRONT OF THE ENTRANCE

Three banners, 2.9 x 11.04 m each

Price CHF 22,000

Includes: Production, setup and removal



ADVERTISING

HR TODAY

HR Today has been published in German and French for over 25 years. The magazine is aimed at HR professionals, is published six times a year and is the leading HR medium in Switzerland.

Angebote (nur für Ausstellende)

Special offer 1

Print

1/1 print advert page in the HR Festival europe issue of February/March 2026 (Fig. 1)

Online

Sponsored Article auf hrtoday.ch (Fig. 2)

Sticky Ad or Wideboard on hrtoday.ch (for 1 month) (Fig. 3)

Price German edition

CHF 5500.- (instead of CHF 9450.-)

Price French edition

CHF 3800.- (instead of CHF 6600.-)

Advertisement box (only German edition)

In the HR Festival europe edition of February/March 2026

including company logo, a short message and your location at the fair (Fig. 4)

Price CHF 500.-

Special offer 2

Print

1/2 print advert page in the HR Festival europe issue of February/March 2026 (Fig. 1)

Online

Sponsored Article auf hrtoday.ch (Fig. 2)

Sticky Ad or Wideboard on hrtoday.ch (for 1 month) (Fig. 3)

Price German edition

CHF 3900.- (instead of CHF 7650.-)

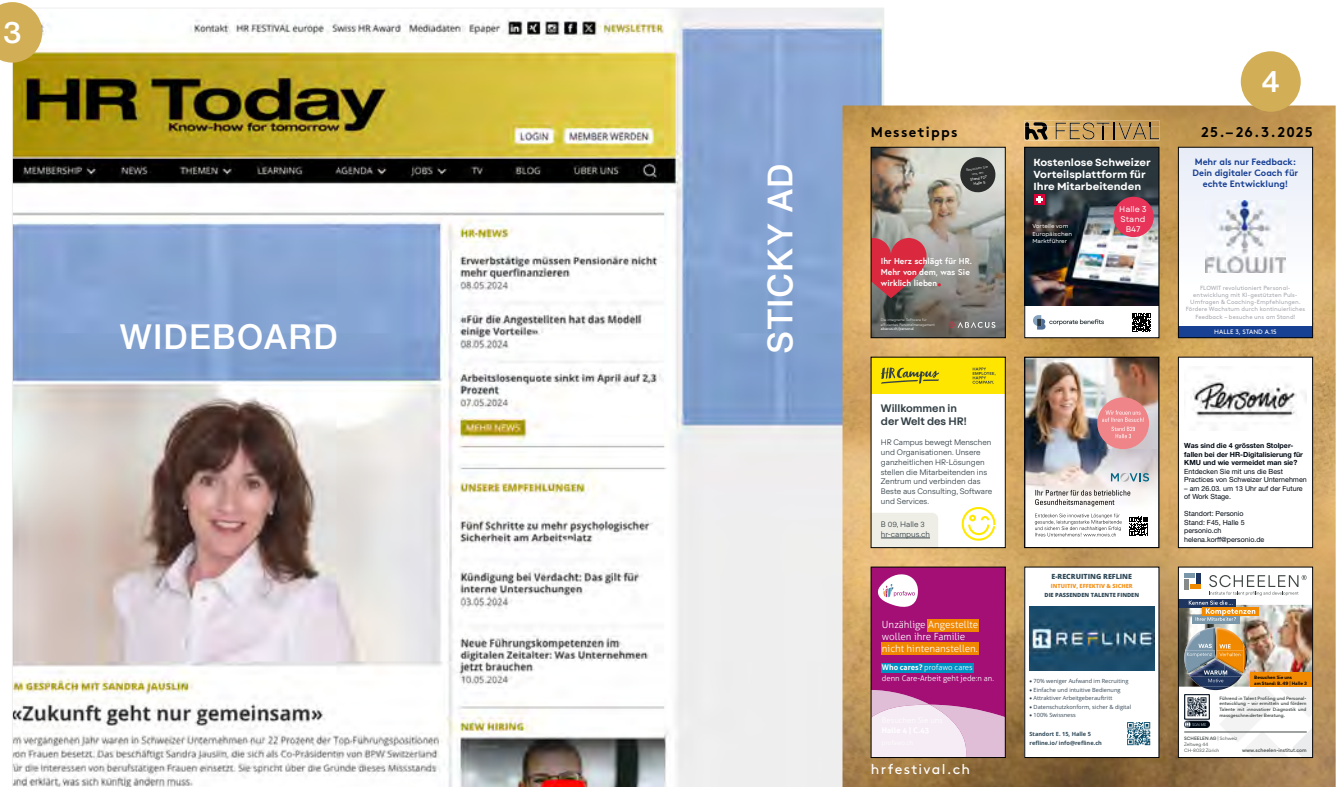
Price French edition

CHF 2800.- (instead of CHF 5450.-)

All services must be by the end of April 2026 at the latest at the latest.

ADVERTISING HR TODAY

Print circulation: 4300 DE / 2300 FR
Website visitors DE and FR: 85,000 visits per month



DIVERSES

SUPPLEMENT YOUR OFFER WITH OUR ADDITIONAL SERVICES



MISCELLANEOUS

SPEED-MEETINGS

Present a specific product or service from your company for 15 minutes away from the lively festival area. Visitors to the HR FESTIVAL europe can register free of charge in advance for the speed meetings.

What are the advantages?

Valuable leads

You will subsequently receive all the data (first and last name, e-mail, function and company) of the participants.

Targeted attention

Present exclusively to trade visitors who have registered in advance and show genuine interest in your offer.

Calm atmosphere

The speed meetings take place in the conference rooms of Messe Zürich, away from the hustle and bustle of the exhibition hall.

Price per slot CHF 500.–



SCAN2LEAD

Forget time-consuming typing and recording of business cards after the event. With Scan2Lead, you simply scan the QR code on the badges of visitors and exhibitors and receive all the information in real time.

Price per licence CHF 229.–

From 5 licences: 5 % discount

From 10 licences: 10 % discount

STANDS

CHOOSE THE RIGHT STAND PACKAGE FOR YOUR BRAND

Leave a lasting impression! In direct contact with your target group, you build relationships, present your product live, make your company visible and generate sales leads.





ALL-INCLUSIVE STANDS

12 m²

Basic, Pro and Top

Basic equipment:

- Rips grey carpet
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Basic 12 m² – CHF 7,800



Basic-12

- Two Z-shaped bar stools, black
- One high table

Pro 12 m² – CHF 8,400



Pro-12-A

- Cabin 1 m², lockable with single-hinged door
- Two Z-shaped bar stools, black
- One high table



Pro-12-B

- Eye-catcher 1 m, with fully printed graphic
- Two Z-shaped bar stools, black
- One high table

Top 12 m² – CHF 9,000



Top-12

- Cabin 1 m², lockable with single-hinged door
- Eye-catcher 1 m, with fully printed graphic
- Two Z-shaped bar stools, black
- One high table

ALL-INCLUSIVE STANDS

12 m²

Premium

Premium equipment:

- Free choice of carpet colour (standard colours)
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Premium 12 m² – CHF 9,600

Our Premium stand package will make your brand stand out thanks to its unique quality. The substructure is completely covered by digitally printed Forex panels, which ensures a seamless and high-quality presentation. In addition, the Premium variant includes first-class furniture that gives your stand a luxurious ambience. Choose our Premium stand package for an incomparable presentation of your company.



Premium-12-A

- One consulting area
- Two bar stools
- One counter, printed (according to customer layout)



Premium-12-B

- Two consulting areas
- Four bar stools



Premium-12-C

- One table
- Two chairs
- One counter, printed (according to customer layout)

ALL-INCLUSIVE STANDS

16 m²

Basic, Pro and Top

Basic equipment:

- Rips grey carpet
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Basic 16 m² – CHF 10,400



Basic-16

- Four Z-shaped bar stools, black
- Two high tables
- One counter

Pro 16 m² – CHF 11,200



Pro-16-A

- Cabin 2 m², lockable with single-hinged door
- Four Z-shaped bar stools, black
- Two high tables
- One counter



Pro-16-B

- Eye-catcher 1 m, with fully printed graphic
- Four Z-shaped bar stools, black
- Two high tables
- One counter

Top 16 m² – CHF 12,000



Top-16

- Cabin 2 m², lockable with single-hinged door
- Eye-catcher 1 m, with fully printed graphic
- Four Z-shaped bar stools, black
- Two high tables
- One counter

ALL-INCLUSIVE STANDS

16 m²

Premium

Premium equipment:

- Free choice of carpet colour (standard colours)
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Premium 16 m² – CHF 12,800

Our Premium stand package will make your brand stand out thanks to its unique quality. The substructure is completely covered by digitally printed Forex panels, which ensures a seamless and high-quality presentation. In addition, the Premium variant includes first-class furniture that gives your stand a luxurious ambience. Choose our Premium stand package for an incomparable presentation of your company.



Premium-16-A

- Two consulting areas
- Four bar stools
- One counter, printed (according to customer layout)



Premium-16-B

- One high table
- Three bar stools
- One counter, printed (according to customer layout)



Premium-16-C

- One table
- Three chairs
- One counter, printed (according to customer layout)

ALL-INCLUSIVE STANDS

20 m²

Basic, Pro and Top

Basic equipment:

- Rips grey carpet
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Basic 20 m² – CHF 13,000



Basic-20

- Six Z-shaped bar stools, black
- Two high tables
- One counter

Pro 20 m² – CHF 14,000



Pro-20-A

- Cabin 3 m², lockable with single-hinged door
- Six Z-shaped bar stools, black
- Two high tables
- One counter



Pro-20-B

- Eye-catcher 1 m, with fully printed graphic
- Six Z-shaped bar stools, black
- Two high tables
- One counter

Top 20 m² – CHF 15,000



Top-20

- Cabin 3 m², lockable with single-hinged door
- Eye-catcher 1 m, with fully printed graphic
- Six Z-shaped bar stools, black
- Two high tables
- One counter

ALL-INCLUSIVE STANDS

20 m²

Premium

Premium 20 m² – CHF 16,000

Premium equipment:

- Free choice of carpet colour (standard colours)
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Our Premium stand package will make your brand stand out thanks to its unique quality. The substructure is completely covered by digitally printed Forex panels, which ensures a seamless and high-quality presentation. In addition, the Premium variant includes first-class furniture that gives your stand a luxurious ambience. Choose our Premium stand package for an incomparable presentation of your company.



Premium-20-A

- Two consulting areas
- Four bar stools
- One table and three chairs
- One counter, printed (according to customer layout)



Premium-20-B

- 2 m² cabin
- Two consulting areas
- Four bar stools
- One counter, printed (according to customer layout)



Premium-20-C

- One consulting area
- Two bar stools
- Two sofas
- One side table
- One counter, printed (according to customer layout)

ALL-INCLUSIVE STANDS

24 m²

Basic, Pro and Top

Basic equipment:

- Cabin 3 m², lockable with single-hinged door
- Rips grey carpet
- Printed back panels (according to customer layout)
- High rack, lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Basic 24 m² – CHF 15,600



Basic-24

- Six Z-shaped bar stools, black
- Two high tables
- One counter

Pro 24 m² – CHF 16,800



Pro-24

- Eye-catcher 2 m, with fully printed graphic
- Six Z-shaped bar stools, black
- Two high tables
- One counter

Top 24 m² – CHF 18,000



Top-24-Lounge

- Two side tables
- Two sofas
- Four armchairs
- One counter

Top-24-MeetUp

- 50" LCD/TFT monitor
- One high table
- Three bar stools
- Twelve seating cubes
- One counter



ALL-INCLUSIVE STANDS

24 m²

Premium

Premium equipment:

- Free choice of carpet colour (standard colours)
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Premium 24 m² – CHF 19,200

Our Premium stand package will make your brand stand out thanks to its unique quality. The substructure is completely covered by digitally printed Forex panels, which ensures a seamless and high-quality presentation. In addition, the Premium variant includes first-class furniture that gives your stand a luxurious ambience. Choose our Premium stand package for an incomparable presentation of your company.



Premium-24-A

- Two consulting areas
- Four bar stools
- One table
- Three chairs
- One counter, printed (according to customer layout)



Premium-24-B

- Cabin 3 m², lockable with single-hinged door
- Two consulting areas
- Four bar stools
- One counter, printed (according to customer layout)



Premium-24-C

- Cabin 3 m², lockable with single-hinged door
- One consulting area
- Two bar stools
- Two sofas
- One side table
- One counter, printed (according to customer layout)

ALL-INCLUSIVE STANDS

30 m²

Basic, Pro and Top

Basic equipment:

- Cabin 3 m², lockable with single-hinged door
- Rips grey carpet
- Printed back panels (according to customer layout)
- High rack, lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Basic 30 m² – CHF 19,500



Basic-30

- Eight Z-shaped bar stools, black
- One high table
- One bar counter
- Two counters

Pro 30 m² – CHF 21,000



Pro-30

- Eye-catcher 2 m, with fully printed graphic
- Eight Z-shaped bar stools, black
- One high table
- One bar counter
- Two counters

Top 30 m² – CHF 22,500



Top-30-Lounge

- One side table
- One bar counter
- One sofa
- Two armchairs
- One counter

Top-30-MeetUp

- 50" LCD/TFT monitor
- One high table
- Three bar stool
- Seventeen seating cubes
- One counter



ALL-INCLUSIVE STANDS

30 m²

Premium

Premium equipment:

- Free choice of carpet colour (standard colours)
- Printed back panels (according to customer layout)
- Lighting and power connection

Other furniture options available at an extra charge.

Excluded: Stand cleaning

Premium 30 m² – CHF 24,000

Our Premium stand package will make your brand stand out thanks to its unique quality. The substructure is completely covered by digitally printed Forex panels, which ensures a seamless and high-quality presentation. In addition, the Premium variant includes first-class furniture that gives your stand a luxurious ambience. Choose our Premium stand package for an incomparable presentation of your company.



Premium-30-A

- Two consulting areas
- Four bar stools
- One table
- Three chairs
- Two counters, printed (according to customer layout)



Premium-30-B

- Cabin 3 m², lockable with single-hinged door
- One consulting area
- Two bar stools
- Two sofas
- One side table
- One counter, printed (according to customer layout)



Premium-30-C

- Cabin 3 m², lockable with single-hinged door
- Two consulting areas
- Four bar stools
- Two counters, printed (according to customer layout)

ALL-INCLUSIVE STANDS

LOUNGE – 10 m²

A 10 m² lounge can only be booked at specific fixed locations. These can be seen on the hall plans. Please contact us for more information.

Option 1: Street Festival

Rattan lounge tables

Ascona element

Chair/bar stool and high table Industria

Two oil drums (one bar table and one for decoration)

Carpet, lighting and socket

Option 2: Alpine Chic

Tree stool and tree lounge table

Standing cubes planks

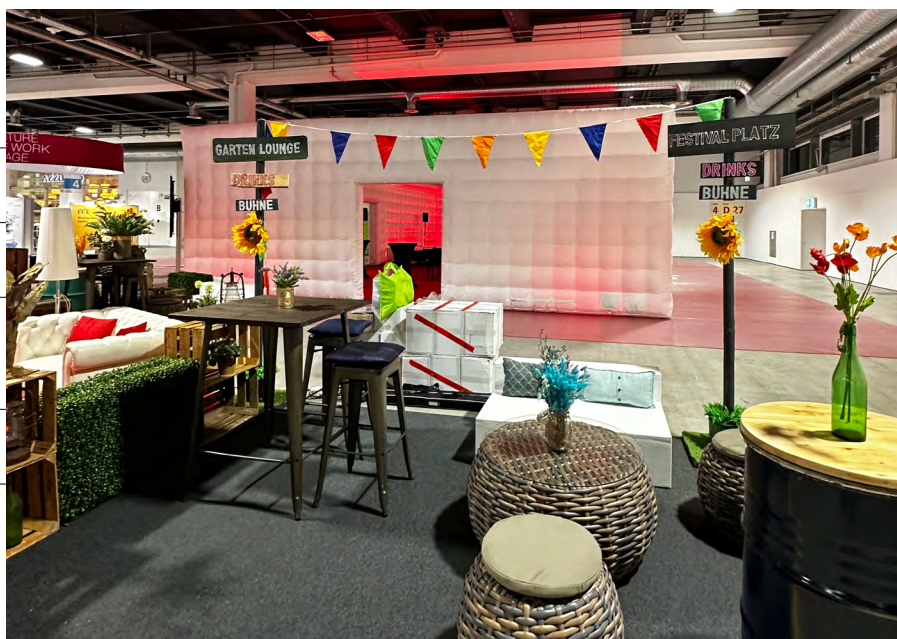
Two-seater sofa

Chair/bar stool and high table white

Carpet, lighting and socket

Price CHF 5,800

Excluded: The lounges do not include walls or branding elements. Stand cleaning must also be booked separately.



ALL-INCLUSIVE STANDS

START-UP PACKAGE – 4 m²

The start-up area is reserved for companies that were founded no more than five years ago at the start of the event. The price includes one pitch of four minutes per day. The offer is limited to eighteen places and allocation is based on the date of registration.

Services

Daily pitches on the start-up stage

Rips black carpet

Printed back wall (according to customer layout)

Lighting and socket

One counter small, printed

Two Z-shaped bar stools, black

One waste paper basket

Price CHF 1,800

Excluded: Stand cleaning.



STAND SPACE

CUSTOM STAND

For maximum flexibility, we also offer the option of a custom stand. With this option, you only book the stand space. This means that all services such as stand construction (assembly and dismantling), floor covering (obligatory), etc., must be organised by you.

Power connections and other additional services such as Internet connection or cleaning are also exclusive and must be ordered separately.

Take advantage of the opportunity to design your exhibition stand entirely according to your individual requirements.

Price CHF 420 / m²



HERE FOR YOU

OUR TEAM



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We look forward to seeing you!

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