



FESTIVAL  
europe

# OFFER 2027

*6. – 7. April 2027*

Organiser

**HR Today**



# WELCOME TO HR FESTIVAL EUROPE

On 6 and 7 April 2027, Messe Zürich will once again become the meeting place for the Swiss HR community. For two days, everything will revolve around the future of HR – with exciting talks, fresh ideas and plenty of room for exchange. Be inspired and make contacts that will take you further.

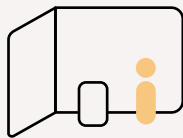
Over 6,500 visitors, more than 200 exhibitors and a unique supporting programme with top-class keynotes, practical inputs and captivating live acts make HR FESTIVAL europe the heart of the Swiss HR calendar.

Meet your target group in person and make your company visible.



More than **6500** visitors

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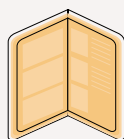
Over **200** exhibitors

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**15 000 m<sup>2</sup>** in 4 exhibition halls

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

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**Simultaneous translation**  
of the keynotes and panels (DE, FR, EN)

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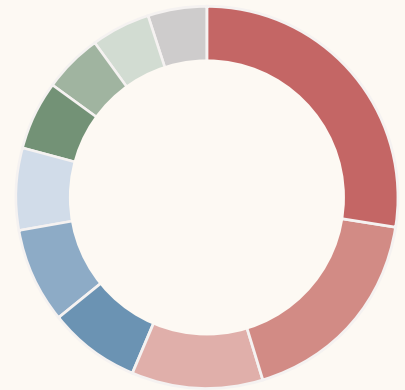


**Largest & most innovative event**  
for HR professionals  
in Switzerland

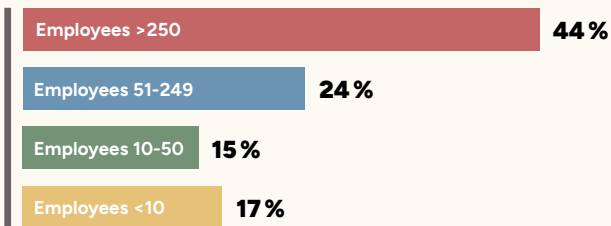
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# FACTS & FIGURES ABOUT OUR VISITORS

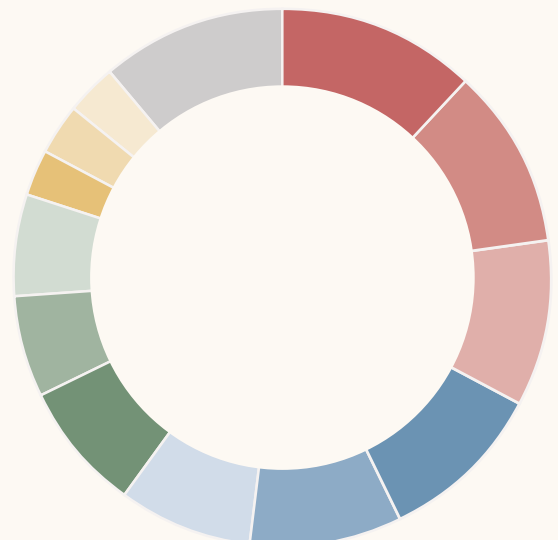
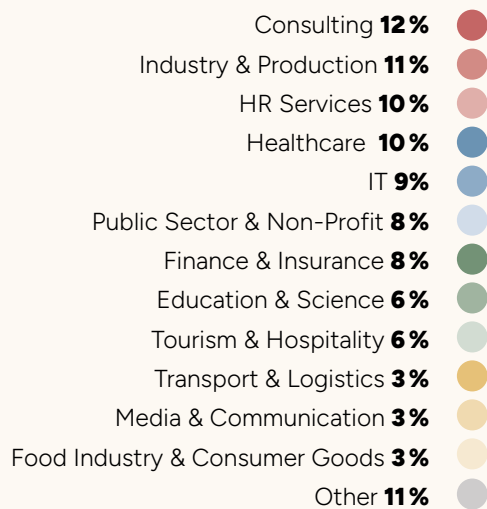
## JOB TITLE



## COMPANY SIZE



## INDUSTRY





# TABLE OF CONTENTS

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<b>SPONSORSHIP AND ADVERTISING</b>	Page 6
<hr/>	
<b>Sponsorship</b>	
Main	Page 8
Panel	Page 9
Content Stage	Page 10
Swiss HR Award	Page 12
NETWORKING Party	Page 13
<hr/>	
<b>Advertising options</b>	
Visitor Lanyards	Page 15
Escalators	Page 16
Elevator	Page 17
Window lettering	Page 17
Mirror adhesives WC facilities	Page 18
Sampling / flyers	Page 19
Elevator banner	Page 20
Indoor hanging banner	Page 21
HR Today	Pages 22 to 24
<hr/>	
<b>ADDITIONAL OFFERS</b>	
<hr/>	
Speed Meetings	Page 26
Scan2Lead	Page 26
Input Presentation	Page 27
<hr/>	
<b>STAND VARIANTS</b>	Page 28
<hr/>	
<b>All-inclusive stands</b>	
12 m <sup>2</sup>	Pages 30 and 31
16 m <sup>2</sup>	Pages 32 and 33
20 m <sup>2</sup>	Pages 34 and 35
24 m <sup>2</sup>	Pages 36 and 37
30 m <sup>2</sup>	Pages 38 and 39
Lounge	Page 40
Start-up package	Page 41
<hr/>	
<b>Stand space</b>	
Custom stand	Page 42
<hr/>	
<b>OUR TEAM</b>	Page 43
<hr/>	

# CHOOSE THE PERFECT PRODUCT FOR YOUR NEEDS

*HR FESTIVAL europe brings the HR community together – position your company where inspiration, exchange, and valuable connections come to life.*





## MAIN (limited to 3 sponsors)

As the main sponsor of HR FESTIVAL europe, you position your brand where the HR sector meets. You benefit from a wide range of high-visibility opportunities before and during the event.

Actively help shape HR FESTIVAL europe and engage with a high-calibre audience of HR professionals and decision-makers.

### SERVICES

- › Editorial mention in the HR Today magazine
- › Publicity in communication before and during the event
- › Pillar signage in the Main Stage
- › Acknowledgement of the main sponsors on the Main Stage
- › 10 free entries to the NETWORKING Party
- › Further individual services by agreement

### LOGO PRESENCE

- › On the admission badges
- › On the programme screen at the entrance
- › On all advertisements
- › On the website hrfestival.ch under "Partners" as well as on the cover
- › In all visitor and exhibitor newsletters
- › On the cover of the festival guide
- › On the info counter

### OPTIONAL SERVICES IN COMBINATION WITH SPONSORSHIP\*:

- › Sampling/flyer distribution in the hall: CHF 1500.-/day (instead of CHF 2000.-)
- › Sampling/flyer distribution at the entrance: CHF 3000.- (instead of CHF 4000.-)
- › Advertisement in the festival guide: CHF 1500.- (instead of CHF 2000.-)
- › Sponsored article in HR Today: CHF 4500.- (instead of CHF 5950.-)
- › Indoor hanging banner: CHF 11250.- (instead of CHF 15 000.-)

### PRICES

- › With stand: **CHF 19 000.-**
- › Without stand: **CHF 27 000.-**

*\*Rates apply only to exhibitors with a stand*



## SPONSORSHIP

### **PANEL (limited to 5 sponsors)**

As a panel sponsor, you secure maximum attention in the HR FESTIVAL europe programme and position your topics effectively.

You design the panel independently – from choosing the topic and selecting guests through to moderation. HR FESTIVAL europe provides the official introduction and closing.

### SERVICES

- › Conducting a panel discussion (topic in consultation with the HR FESTIVAL europe team)
- › Promotion of the panel in advance in the visitor newsletter
- › Editorial mention in the specialist magazine HR Today
- › Acknowledgement of the sponsor at the beginning of the panel

### LOGO PRESENCE

- › On all advertisements
- › On the website hrfestival.ch under “Partners” as well as on the cover
- › In all visitor and exhibitor newsletters
- › On the cover of the festival guide
- › On the info counter

### OPTIONAL SERVICES IN COMBINATION WITH SPONSORSHIP\*

- › Sampling/flyer distribution in the hall: CHF 1500.–/day (instead of CHF 2000.–)
- › Sampling/flyer distribution at the entrance: CHF 3000.– (instead of CHF 4000.–)
- › Advertisement in the festival guide: CHF 1500.– (instead of CHF 2000.–)
- › Sponsored article in HR Today: CHF 4500.– (instead of CHF 5950.–)
- › Indoor hanging banner: CHF 11250.– (instead of CHF 15000.–)

### PRICES

- › With stand: **CHF 10 000.–**
- › Without stand: **CHF 12 000.–**

*\*Rates apply only to exhibitors with a stand*



SPONSORSHIP

**CONTENT STAGES** (exclusive to one sponsor per stage)



**SPONSORSHIP****CONTENT STAGES (exclusive to one sponsor per stage)**

As a Content Stage Sponsor, you stage your presence holistically – with attention-grabbing branding of the stage in your company colour and two of your own input presentations (one per day).

On the 5 topic-specific stages, 7 input presentations of 30 minutes each are held every day. HR FESTIVAL europe is responsible for the programme.

**SERVICES**

- › Branding of the stage in the company colour (carpet, ceiling hanger and banner)
- › 2 Input Presentations delivered by the sponsor (1 per day)
- › Sponsor receives contact details of all checked-in participants of the respective stage
- › Desk with sponsor branding
- › Opportunity to distribute flyers/giveaways before each presentation

**LOGO PRESENCE**

- › On the ceiling hanger and banner next to the screen
- › On all advertisements
- › On the website hrfestival.ch under "Partners" as well as on the cover
- › In all visitor and exhibitor newsletters
- › On the cover of the festival guide
- › On the info counter

**OPTIONAL SERVICES  
IN COMBINATION WITH  
SPONSORSHIP\*:**

- › Sampling/flyer distribution in the hall: CHF 1500.–/day (instead of CHF 2000.–)
- › Sampling/flyer distribution at the entrance: CHF 3000.– (instead of CHF 4000.–)
- › Advertisement in the festival guide: CHF 1500.– (instead of CHF 2000.–)
- › Sponsored article in HR Today: CHF 4500.– (instead of CHF 5950.–)
- › Indoor hanging banner: CHF 11250.– (instead of CHF 15000.–)

**PRICES**

- › With stand: **CHF 14 000.–**
- › Without stand: **CHF 16 000.–**

*\*Rates apply only to exhibitors with a stand*

The following stages are available:

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

**SPONSORSHIP**

# SWISS HR AWARD (limited to 2 sponsors)

The Swiss HR Award is presented in five categories. A jury of well-known figures from the HR sector nominates a shortlist from all submitted projects.

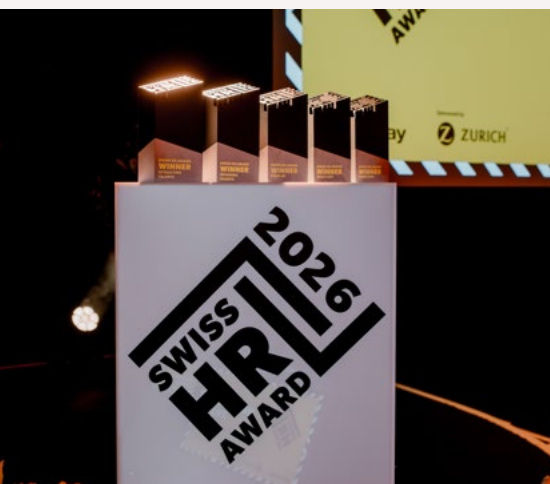
The award show takes place at HR FESTIVAL europe, where the projects are presented to the audience in live pitches. The winners are selected by audience voting, resulting in an exciting award show.

**SERVICES**

- › Acknowledgement of the sponsor at the beginning of the awards ceremony on stage
- › Logo integration at the award event during HR FESTIVAL europe
- › Logo integration on all Swiss HR Award communication materials (website, advertisements and newsletters)

**PRICE**

› **CHF 5000.–**



**SPONSORSHIP**

# NETWORKING PARTY (exclusive to 1 sponsor)

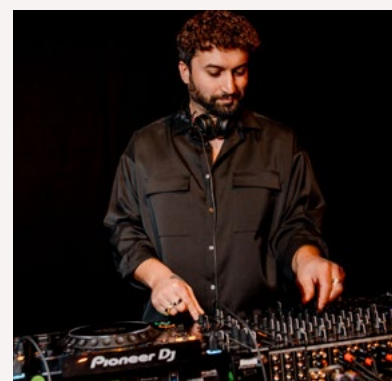
The NETWORKING Party takes place on the first day at 5.30 p.m. in the Main Stage area. With around 800 participants, it is by far the largest HR party in Switzerland. Admission is subject to a fee and includes food, drinks and a live concert.

**SERVICES**

- › Branded VIP lounge in the party area (approx. 40 m<sup>2</sup>)
- › Drinks and food in the VIP lounge (served)
- › Co-branded wristbands for entry to the party
- › Branded welcome desk
- › Distribution of goodies at the entrance to the party (optional)
- › 20 free entries
- › Acknowledgement of the sponsor during the event

**PRICE**

› **On request**



# INCREASE YOUR VISIBILITY WITH OUR ADVERTISING OPTIONS



## ADVERTISING

**VISITOR LANYARDS****CO-BRANDING WITH  
HR FESTIVAL EUROPE****PRINT RUN**

› Approximately 9000 units produced

**PRICE**

› **CHF 11000.-**

*Includes: layout and production*



ADVERTISING

**ESCALATORS**

**LEFT SIDE  
(ESCALATORS UPWARDS)**

- › Entrance hall to Hall 3,  
branding of the outside area (approx. 7 m)

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- › Hall 3 to Hall 5,  
branding of the outside area (approx. 15 m)

**PRICE**

- › **CHF 12 000.–**  
*Includes: Production, setup and removal*

**PRICE WHEN BOOKING  
ALL FOUR ESCALATORS**

- › **CHF 22 000.–** (instead of CHF 24 000.–)  
*Includes: Production, setup and removal*

**RIGHT SIDE  
(ESCALATORS DOWNWARDS)**

- › Hall 6 to Hall 4  
branding of the outside area (approx. 15 m)

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- › Hall 4 to the entrance hall,  
branding of the outside area (approx. 7 m)

**PRICE**

- › **CHF 12 000.–**  
*Includes: Production, setup and removal*



ADVERTISING

**ELEVATOR**

**OUTDOOR AREA  
OF THE ELEVATOR  
ENTRANCE**

- > 6 window adhesives
- > 2 x 3050 x 795 mm
- > 2 x 750 x 2030 mm
- > 2 x 895 x 2030 mm

**PRICE**

- > **CHF 7000.-**  
*Production, setup  
and removal*



**WINDOW LETTERING**

**WINDOW ABOVE  
THE ENTRANCE**

- > 8 windows, each 2250 x 600 mm

**PRICE**

- > **CHF 9000.-**  
*Production, setup  
and removal*



ADVERTISING

# MIRROR ADHESIVES TOILET FACILITIES

## WOMEN'S AND MEN'S RESTROOMS, HALL 3 + 4

- > Women: 3970 x 970 mm
- > Men: 3950 x 990 mm

## WOMEN'S AND MEN'S RESTROOMS, HALL 5 + 6

- > Women: 3970 x 970 mm
- > Men: 3950 x 970 mm

## WOMEN'S AND MEN'S RESTROOMS, CONFERENCE ROOMS (HALL 5, GALLERY)

- > Women: 3090 x 1150 mm
- > Men: 3090 x 1150 mm

## WOMEN'S AND MEN'S RESTROOMS, GROUND FLOOR

- > Women: 1700 x 1150 mm
- > Men: 1700 x 1150 mm

## WOMEN'S AND MEN'S RESTROOMS, BASEMENT (CLOAKROOM)

- > Women: 3020 x 1150 mm
- > Men: 3020 x 1150 mm

## PRICE PER RESTROOMS FACILITY (WOMEN + MEN)

- > **CHF 6500.-**  
*Includes: Production, setup and removal*



## ADVERTISING

# SAMPLING / FLYER DISTRIBUTION

## ENTRANCE AREA BEHIND THE TURNSTILES

- › Maximum of one exhibitor per day

### PRICE

- › **CHF 4000.–** per day

## EXIT AREA BEFORE THE TURNSTILES

- › Maximum of one exhibitor per day

### PRICE

- › **CHF 4000.–** per day

## IN YOUR OWN HALL

- › Maximum of one exhibitor per day and hall

### PRICE

- › **CHF 2000.–** per day

## IMPORTANT

- › 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.



## ADVERTISING

**ELEVATOR BANNER****SIZE**

&gt; 2,5 m x 12,5 m

**PRICE**> **CHF 15 000.–***Includes: Production, setup  
and removal*

ADVERTISING

# INDOOR HANGING BANNER

**SIZE**

> 2,9 m x 11 m

**PRICE**

> **CHF 15 000.–**

*Includes: Production, setup  
and removal*



ADVERTISING

# HR TODAY

**Stay visible beyond the event:** HR Today accompanies the HR community all year round and, as the leading specialist medium and organiser of HR FESTIVAL europe, offers the ideal platform to position your message effectively.

HR Today is published 6 times a year in German and French language editions.

With our **exclusive exhibitor packages** you reach up to **15 000 readers**. Particularly attractive: Issue **No. 1** is published to coincide with the event and is displayed and distributed directly on site.

## SPECIAL OFFER BASIC (GERMAN OR FRENCH EDITION)

### PRINT

- › 1/4 advertisement page in the HR FESTIVAL europe issue of February/March 2027 (Fig. 1)

### ONLINE

- › Rectangle in the newsletter (Fig. 3)
- › Sticky Ad on hrtoday.ch for 1 month (Fig. 2)

### PRICES

- › German edition **CHF 3900.–**  
(instead of CHF 4890.–)
- › French edition **CHF 3000.–**  
(instead of CHF 3700.–)

## SPECIAL OFFER PLUS (GERMAN OR FRENCH EDITION)

### PRINT

- › 1/2 advertisement page in the HR FESTIVAL europe issue of February/March 2027 (Fig. 1)

### ONLINE

- › Rectangle in the newsletter (Fig. 3)
- › Sticky Ad on hrtoday.ch for 1 month (Fig. 2)

### PRICES

- › German edition **CHF 4400.–**  
(instead of CHF 5640.–)
- › French edition **CHF 3300.–**  
(instead of CHF 4150.–)

All services must be used by the  
end of April 2027 at the latest.

ADVERTISING

# HR TODAY

## SPECIAL OFFER PREMIUM (GERMAN OR FRENCH EDITION)

### PRINT

- › 1/1 advertisement page in the HR FESTIVAL europe issue of February/March 2027 (Fig. 1)

### ONLINE

- › Rectangle in the newsletter (Fig. 3)
- › Wideboard on hrtoday.ch for 1 month (Fig. 2)

### PRICES

- › German edition **CHF 5900.–**  
(instead of CHF 7940.–)
- › French edition **CHF 4300.–**  
(instead of CHF 5600.–)

## COMBINED OFFER (GERMAN AND FRENCH EDITION)

### PRINT

- › 1/1 Advertisement in the HR FESTIVAL europe issue of February/March 2027(Fig. 1)

### ONLINE

- › Rectangle in the newsletter (Fig. 3)
- › Wideboard (German edition) and Sticky Ad (French edition) on hrtoday.ch for 1 month (Fig. 2)

### PRICE

- › **CHF 9900.–** (instead of 13290.–)

## ADVERTISING BOX (GERMAN EDITION)

### PRINT

- › In the HR FESTIVAL europe issue of February/March 2027 including company logo, a short message and your location at the fair

### PRICE

- › **CHF 500.–**

All services must be used by the end of April 2027 at the latest.

ADVERTISING

**HR TODAY**

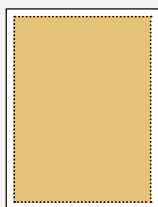
**PRINT RUN**

> 4300 DE/2300 FR

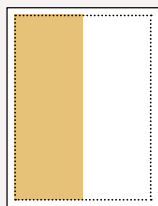
**WEBSITE VISITORS DE AND FR**

> 85 000 visits/month

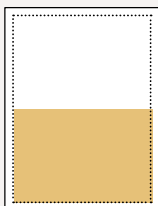
**1 MAGAZINE**



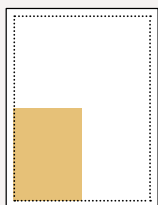
**1/1 PAGE**  
CONTENT  
211 x 311 mm



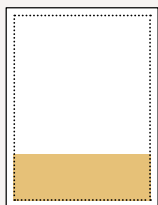
**1/2 PAGE**  
PORTRAIT  
103 x 311 mm



**1/2 PAGE**  
LANDSCAPE  
211 x 153 mm



**1/4 PAGE**  
PORTRAIT  
103 x 153 mm

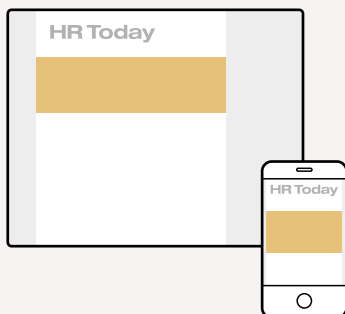


**1/4 PAGE**  
LANDSCAPE  
211 x 74 mm

**2 WEBSITE**

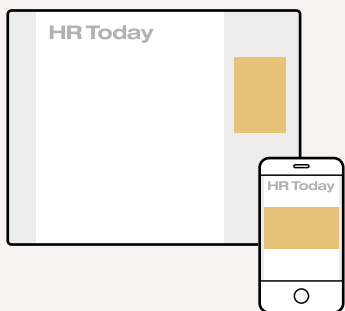
**WIDEBOARD**

994 x 250 Pixel  
380 x 160px (Mobile)



**STICKY AD**

300 x 600 Pixel  
380 x 160px (Mobile)



**3 NEWSLETTER**



# BOOST YOUR PRESENCE WITH OUR ADDITIONAL SERVICES



## SPEED MEETINGS

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

### 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 at Messe Zürich, away from the hustle and bustle of the exhibition hall.

### PRICE

› **CHF 500.–** per slot

## SCAN2LEAD

Save time and avoid errors: with Scan2Lead, you scan the QR code on the visitor and exhibitor badges and the contact details immediately appear in real time in your Scan2Lead app.

One licence is required per device.

### PRICE

› **CHF 229.–** per licence

› From 5 licences: 5% discount

› From 10 licences: 10% discount



# INPUT PRESENTATION

All exhibitors and sponsors have the opportunity to apply free of charge for a 30-minute presentation on one of the following 5 content stages:

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

All content stages are operated as silent stages. Visitors receive headphones at the entrance of each stage, ensuring an optimal listening experience.

Information on the application process will be shared with all registered exhibitors in autumn. The final programme, including the scheduling of presentations, is prepared by the HR FESTIVAL europe team.

Please note that a presentation slot is not included as part of a standard booking, except in the case of Content Stage Sponsorship (see page 10).

## PURCHASE OF PARTICIPANT CONTACTS

Stay in touch with your audience even after your appearance: you have the option of receiving the contact details of all participants in your presentation and using them for your further marketing and sales activities. **Bookings possible until 5 April 2027.**

### PRICE

- › CHF 1000.–



# CHOOSE THE RIGHT STAND PACKAGE FOR YOUR BRAND

*Visible. Tangible. Effective. Reach your target group directly, present your offer on site and generate qualified leads.*





ALL-INCLUSIVE STANDS

**BASIC, PRO  
AND TOP 12 m<sup>2</sup>**

**BASIC EQUIPMENT**

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

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Basic 12 m<sup>2</sup> – CHF 8400.–**



**BASIC-12**

- > 2 Z-shaped bar stools, black
- > 1 high table

**Pro 12 m<sup>2</sup> – CHF 9000.–**



**PRO-12-A**

- > Cabin 1 m<sup>2</sup>, lockable with hinged door
- > 2 Z-shaped bar stools, black
- > 1 high table



**PRO-12-B**

- > Eye-catcher 1 m, with full-surface printed graphic
- > 2 Z-shaped bar stools, black
- > 1 high table

**Top 12 m<sup>2</sup> – CHF 9600.–**



**TOP-12**

- > Cabin 1 m<sup>2</sup>, lockable with hinged door
- > Eye-catcher 1 m, with full-surface printed graphic
- > 2 Z-shaped bar stools, black
- > 1 high table

ALL-INCLUSIVE STANDS

**PREMIUM 12 m<sup>2</sup>**

**BASIC EQUIPMENT**

- > Carpet colour selectable (standard colours)
- > Printed back panels (according to customer layout)
- > Lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Premium 12 m<sup>2</sup> – CHF 10 200.–**

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-12-A**

- > 1 consultation area
- > 2 bar stools
- > 1 bar counter printed (according to customer layout)



**PREMIUM-12-B**

- > 2 consultation areas
- > 4 bar stools



**PREMIUM-12-C**

- > 1 table
- > 2 chairs
- > 1 bar counter printed (according to customer layout)

ALL-INCLUSIVE STANDS

**BASIC, PRO  
AND TOP – 16 m<sup>2</sup>**

**BASIC EQUIPMENT**

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

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Basic 16 m<sup>2</sup> – CHF 11 200.–**



**BASIC-16**

- > 4 Z-shaped bar stools, black
- > 2 high tables
- > 1 bar counter

**Pro 16 m<sup>2</sup> – CHF 12 000.–**



**PRO-16-A**

- > Cabin 2 m<sup>2</sup>, lockable with hinged door
- > 4 Z-shaped bar stools, black
- > 2 high tables
- > 1 bar counter



**PRO-16-B**

- > Eye-catcher 1 m, with full-surface printed graphic
- > 4 Z-shaped bar stools, black
- > 2 high tables
- > 1 bar counter

**Top 16 m<sup>2</sup> – CHF 12 800.–**



**TOP-16**

- > Cabin 2 m<sup>2</sup>, lockable with hinged door
- > Eye-catcher 1 m, with full-surface printed graphic
- > 4 Z-shaped bar stools, black
- > 2 high tables
- > 1 bar counter

ALL-INCLUSIVE STANDS

**PREMIUM – 16 m<sup>2</sup>**

**Premium 16 m<sup>2</sup> – CHF 13 600.–**

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.

**BASIC EQUIPMENT**

- > Carpet colour selectable (standard colours)
- > Printed back panels (according to customer layout)
- > Lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning



**PREMIUM-16-A**

- > 2 consultation areas
- > 4 bar stools
- > 1 bar counter printed (according to customer layout)



**PREMIUM-16-B**

- > 1 high table
- > 3 bar stools
- > 1 bar counter printed (according to customer layout)



**PREMIUM-16-C**

- > 1 table
- > 3 chairs
- > 1 bar counter printed (according to customer layout)

ALL-INCLUSIVE STANDS

**BASIC, PRO  
AND TOP – 20 m<sup>2</sup>**

**BASIC EQUIPMENT**

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

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Basic 20 m<sup>2</sup> – CHF 14 000.–**



**BASIC-20**

- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter

**Pro 20 m<sup>2</sup> – CHF 15 000.–**



**PRO-20-A**

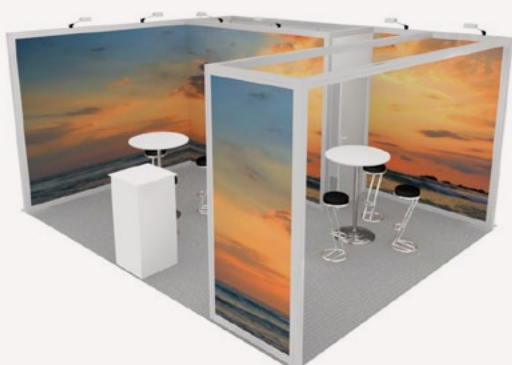
- › Cabin 3 m<sup>2</sup>, lockable with hinged door
- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter



**PRO-20-B**

- › Eye-catcher 1 m, with full-surface printed graphic
- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter

**Top 20 m<sup>2</sup> – CHF 16 000.–**



**TOP-20**

- › Cabin 3 m<sup>2</sup>, lockable with hinged door
- › Eye-catcher 1 m, with full-surface printed graphic
- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter

ALL-INCLUSIVE STANDS

**PREMIUM – 20 m<sup>2</sup>**

**Premium 20 m<sup>2</sup> – CHF 17 000.–**

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.

**BASIC EQUIPMENT**

- › Carpet colour selectable (standard colours)
- › Printed back panels (according to customer layout)
- › Lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning



**PREMIUM-20-A**

- › 2 consultation areas
- › 4 bar stools
- › 1 table and 3 chairs
- › 1 bar counter printed (according to customer layout)



**PREMIUM-20-B**

- › 2 m<sup>2</sup> Cabin
- › 2 consultation areas
- › 4 bar stools
- › 1 bar counter printed (according to customer layout)

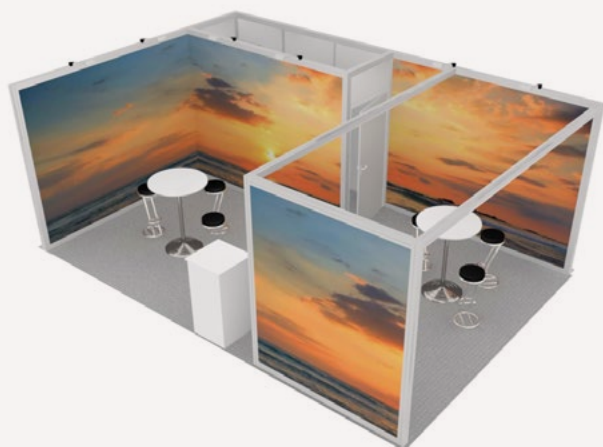


**PREMIUM-20-C**

- › 1 consultation area
- › 2 bar stools
- › 2 sofas
- › 1 side table
- › 1 bar counter printed (according to customer layout)

ALL-INCLUSIVE STANDS

**BASIC, PRO  
AND TOP – 24 m<sup>2</sup>**



**Top 24 m<sup>2</sup> – CHF 19 200.–**

**TOP-24-LOUNGE**

- › 2 side tables
- › 2 sofas
- › 4 armchairs
- › 1 bar counter

**TOP-24-MEETUP**

- › 50" LCD/TFT Monitor
- › 1 high table
- › 3 bar stools
- › 12 seating cubes
- › 1 bar counter



**BASIC EQUIPMENT**

- › Cabin 3 m<sup>2</sup>, lockable with hinged door
- › Rips grey carpet
- › Printed back panels (according to customer layout)
- › High shelf, lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Basic 24 m<sup>2</sup> – CHF 16 800.–**

**BASIC-24**

- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter

**Pro 24 m<sup>2</sup> – CHF 18 000.–**

**PRO-24**

- › Eye-catcher 2 m, with full-surface printed graphic
- › 6 Z-shaped bar stools, black
- › 2 high tables
- › 1 bar counter



ALL-INCLUSIVE STANDS

**PREMIUM – 24 m<sup>2</sup>**

**BASIC EQUIPMENT**

- > Carpet colour selectable (standard colours)
- > Printed back panels (according to customer layout)
- > Lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Premium 24 m<sup>2</sup> – CHF 20 400.–**

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**PREMIUM-24-A**

- > 2 consultation areas
- > 4 bar stools
- > 1 table
- > 3 chairs
- > 1 bar counter printed (according to customer layout)



**PREMIUM-24-B**

- > Cabin 3 m<sup>2</sup>, lockable with hinged door
- > 2 consultation areas
- > 4 bar stools
- > 1 bar counter printed (according to customer layout)



**PREMIUM-24-C**

- > Cabin 3 m<sup>2</sup>, lockable with hinged door
- > 1 consultation area
- > 2 bar stools
- > 2 sofas
- > 1 side table
- > 1 bar counter printed (according to customer layout)

ALL-INCLUSIVE STANDS

**BASIC, PRO  
AND TOP – 30 m<sup>2</sup>**

**BASIC EQUIPMENT**

- > Cabin 3 m<sup>2</sup>, lockable with hinged door
- > Rips grey carpet
- > Printed back panels (according to customer layout)
- > High shelf, lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Basic 30 m<sup>2</sup> – CHF 21 000.–**



**BASIC-30**

- > 8 Z-shaped bar stools, black
- > 1 high table
- > 1 bar counter
- > 2 bar counters

**Pro 30 m<sup>2</sup> – CHF 22 500.–**



**PRO-30**

- > Eye-catcher 2 m, with full-surface printed graphic
- > 8 Z-shaped bar stools, black
- > 1 high table
- > 1 bar counter
- > 2 bar counters

**Top 30 m<sup>2</sup> – CHF 24 000.–**

**TOP-30-LOUNGE**

- > 1 side table
- > 1 bar counter
- > 1 sofa
- > 2 armchairs
- > 1 bar counter

**TOP-30-MEETUP**

- > 50" LCD/TFT Monitor
- > 1 high table
- > 3 bar stools
- > 17 seating cubes
- > 1 bar counter



ALL-INCLUSIVE STANDS

**PREMIUM – 30 m<sup>2</sup>**

**BASIC EQUIPMENT**

- > Carpet colour selectable (standard colours)
- > Printed back panels (according to customer layout)
- > Lighting and power connection

*Other furniture options available at an extra charge.*

**Not included:** Stand cleaning

**Premium 30 m<sup>2</sup> – CHF 25 500.–**

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**

- > 2 consultation areas
- > 4 bar stools
- > 1 table
- > 3 chairs
- > 2 printed counters (according to customer layout)



**PREMIUM-30-B**

- > Cabin 3 m<sup>2</sup>, lockable with hinged door
- > 1 consultation area
- > 2 bar stools
- > 2 sofas
- > 1 side table
- > 1 bar counter printed (according to customer layout)



**PREMIUM-30-C**

- > Cabin 3 m<sup>2</sup>, lockable with hinged door
- > 2 consultation areas
- > 4 bar stools
- > 2 printed counters (according to customer layout)

ALL-INCLUSIVE STANDS

**LOUNGE – 10 m<sup>2</sup>**

A 10 m<sup>2</sup> lounge can only be booked at specific fixed locations. These can be seen on the hall plans. Please contact us for more information.

VARIANT 1: **STREET FESTIVAL**

- › Rattan lounge tables
- › Ascona Element
- › Chair/bar stool and high table Industria
- › 2 oil barrels (1 bar table and 1 decoration)
- › Carpet (colour selectable)
- › 1 power connection

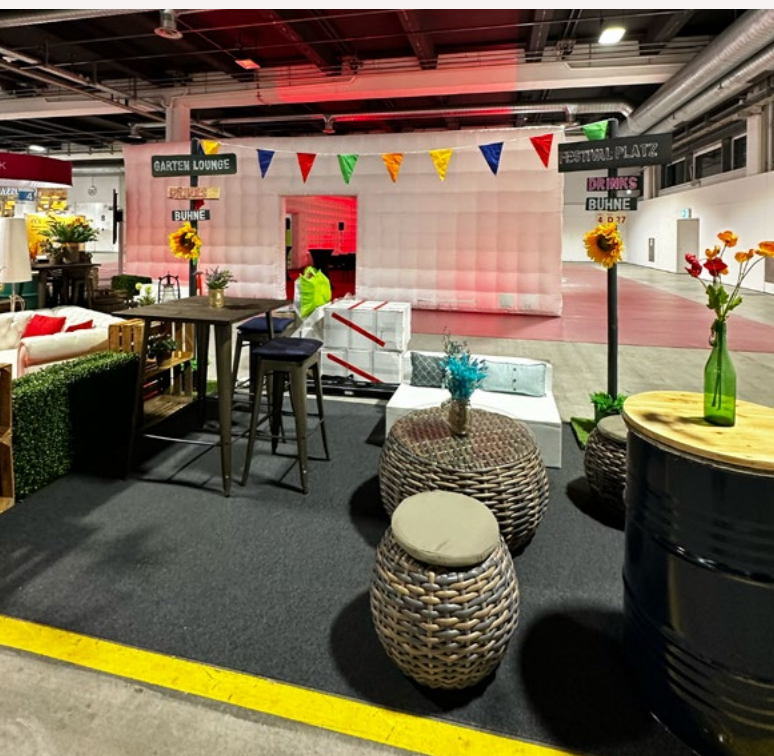
VARIANT 2: **ALPINE CHIC**

- › Tree stool and tree lounge table
- › Plank standing cubes
- › Two-seater sofa
- › Chair/bar stool and white high table
- › Carpet (colour selectable)
- › 1 power connection

**PRICE**

- › **CHF 5800.–**

*Not included: the lounges do not include walls or branding elements. Stand cleaning must also be booked separately.*



ALL-INCLUSIVE STANDS

**START-UP PACKAGE – 4 m<sup>2</sup>**

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 pitch on the Start-up Stage
- › Rips black carpet
- › Printed back wall (according to customer layout)
- › Lighting / power socket
- › 1 small printed counter
- › 2 Z-shaped bar stools, black
- › 1 wastepaper basket

**PRICE**

- › **CHF 1800.–**
- Not included: 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 450.-/m<sup>2</sup>



## MEET OUR TEAM



**Lea Maurer**

Festival Management  
Managing Director

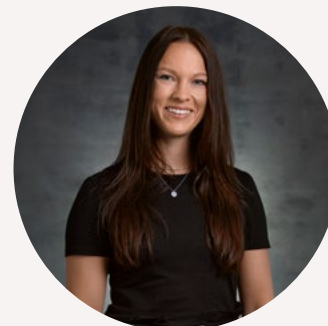
lm@almamedien.ch  
+41 44 269 50 36



**Lena Künze**

Exhibitor & Event Management  
Event Finance

lk@almamedien.ch  
+41 44 269 50 37



**Anita Stauffacher**

Contact for exhibitors and sponsors  
Key Account Manager HR Today German

as@almamedien.ch  
+41 44 269 50 31



**Lorin Segrada**

Team Lead Marketing & Events  
Head of Marketing

los@almamedien.ch  
+41 44 269 50 24



**Matthias Zimmermann**

Host

mz@almamedien.ch  
+41 44 269 50 19



**Héroïse Deliry**

Key Account Manager  
HR Today French

hd@hrtoday.ch  
+41 78 253 28 10



**Daniel Thüler**

Editor-in-Chief HR Today German

dt@hrtoday.ch  
+41 44 269 50 16



**Marc Benninger**

Editor-in-Chief HR Today French

mb@hrtoday.ch  
+41 79 430 60 45



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TO SEEING YOU!**

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ALMA Medien AG  
Hufgasse 17  
8008 Zürich

Phone: +41 44 269 50 10  
E-mail: [info@hrfestival.ch](mailto:info@hrfestival.ch)  
[www.hrfestival.ch](http://www.hrfestival.ch)

Organiser

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