

## Amsterdam RAI

October 23-24 2014, Thursday - Friday  
[www.amsterdam.hrtecheurope.com](http://www.amsterdam.hrtecheurope.com)



**UNLEASH YOUR PEOPLE!**

# Sponsorship Guidelines

produced by:

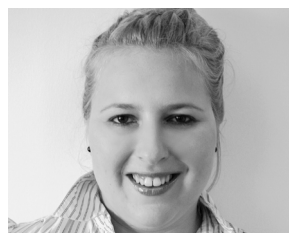


**HRN Europe**  
PAN EUROPEAN HR NETWORK

# WELCOME!

**HRN Europe** - The Pan European HR Network looks forward to working with you and your team to ensure you maximize your investment and get the most out of **HR Tech Europe 2014**. In achieving this success together, we ask you to carefully share the following information with your project team and ensure all guidelines and deadlines are met in advance of **HR Tech Europe 2014**.

## OUR TEAM



**Viktoria McCann**  
**Operations Director**  
Phone: +36 70 331 3431



**Steve George**  
**HR Tech Europe Project Leader**  
Phone: +36 30 204 2457



**Brigi Bosz**  
**Operations Manager**  
Phone: +36 30 550 7059



**Daniel Fiala**  
**Operations Coordinator**  
Phone: +36 1 201 1465



**Katalin Csader**  
**Operations Coordinator**  
Phone: +36 1 201 1465



**Balazs Brichta**  
**Marketing Manager**  
Phone: +36 1 201 1469



**Peter Russell**  
**Production Director**  
Phone: +33 64 89 23 260



**Marc Coleman**  
**Managing Director**  
Phone: +36 30 341 1356



# OPERATIONAL GUIDELINES & DEADLINES

## Stand & Webshop

- **14 April 2014** | Stand and meeting table selection started
- **24 Sept 2014** | Electricity order must be placed
- **24 Sept 2014** | Orders providing direct wire bank transfer closes  
(Orders placed after this date are payable via credit card only)
- **1 Oct 2014** | Stand pictures and mockup design of your stand must be submitted for approval
- **8 Oct 2014** | Stand security & hostess (If you need security/hostess at your stand)
- **17 Oct 2014** | Stand furniture & supplies must be placed
- **17 Oct 2014** | Webshop closes



## Informational & Creative Materials

- **Immediate Submission** | Logos (eps, pdf, ai file format), URL's, company profile
- **15 May 2014** | Speaker nominations and abstracts
- **Continuous Submission** | Content materials (whitepapers, blogs, webinars, video, etc.)
- **22 Aug 2014** | Creative materials (ads, interviews, etc.) for the Event Brochure
- **5 Sept 2014** | Analyst list becomes available
- **26 Sept 2014** | Lanyards must arrive (Workday)
- **6 Oct 2014** | Press list becomes available

## Shipment

- **21 Oct 2014** | All shipments should arrive to Schenker International

## Online

Please find further information and examples on our [website](#).



## YOUR STAND



### Stand selection | Started on 14th April

Standard space provided by the organizer is 3m x 2m, maximum height is 2.7m.

The stand selection will be managed by Brigi Bosz / Daniel Fiala. If you have not selected your booth yet, our operations team will be in touch with you depending on dates of signed contract and your sponsorship level. If you have any questions please get in touch via e-mail [operations@hrneurope.com](mailto:operations@hrneurope.com) or call +36 1 201 1469

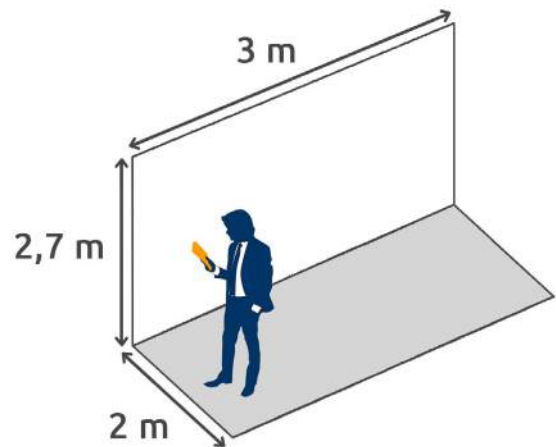


### Set-up and Break Down times

**22nd October 11am-7pm** | Set-up

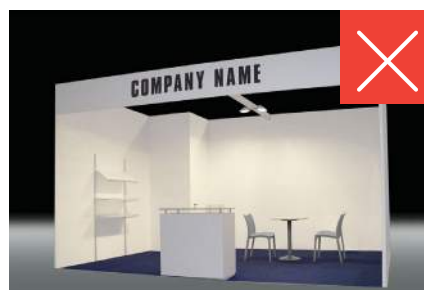
**24th October 5pm-8pm** | Break Down

### DOs



The sponsorship package includes only the exhibition space, no extra furniture is provided by the Contractor. For any additional furniture please contact the RAI Exhibition Services or check the Webshop. The exhibition follows an open plan format therefore **shell scheme NOT ALLOWED**. In order to maintain the quality appearance of the exhibition it is not permitted to only use roll-up display panels to construct a stand.

### DON'Ts





## WEBSHOP



### 17 Oct 2014 | Furniture

- Please note that the sponsorship contract only includes the contracted size of empty stand space (3mx2m).
- The venue – Amsterdam RAI – can provide everything you might need for a conference through their webshop.
- The webshop closes on the 17th October. Please place all your orders before that deadline. The venue will be in touch with the login and password. Important note: if you have not received an email confirmation of your order from Exhibitor Services Department or you are missing your login please contact them immediately via email [exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl) or call +3120-549 1928



### 24 Sept 2014 | Electricity

- Please note that the sponsorship contract does NOT include electricity, all sponsors will have to order electricity through the webshop. Final deadline is 24th September.



### Wifi

- Please note that FREE WIFI is included (kindly sponsored by Oracle) at HR Tech Europe. If you wish to have a fixed line internet connection you will need to order that from the webshop.
- The organizers accept no liability for drop-offs or service interruptions to the free WIFI service, and strongly recommend if you are showcasing product demonstration or streaming video that use internet, DO NOT rely on WIFI.



### 15 Aug 2014 | BADGE SCANNING

Every delegate will have a QR code on their badge with their contact details. Using the HR Tech Europe Mobile App (and its linked free QR code reader) on any smart device (iOS and Android) you can gather valuable Delegate Information immediately on the spot. You can simply export the data and you have all details necessary.

Alternatively, you can rent handy QR code readers (see picture) from the organiser. Data collected by the device will be captured on the spot but only collected and sent by the organiser after the event. Rental cost for the devices is €110 / device / 2 days (VAT included). In case of enquiry, please contact us at [operations@hrneurope.com](mailto:operations@hrneurope.com) by 15th Aug.



## KEY CONTACTS

#### Exhibitor Services Department RAI / Stand Builders Amsterdam:

[exhibitorservices@rai.nl](mailto:exhibitorservices@rai.nl)  
+3120-549 1928

- NB. Please mention **HR Tech Europe** when you contact Exhibitor Services.
- RAI Exhibitor Services will contact you with deadlines - please respect these deadlines, failure to do so could mean you pay more or miss out on essential services being delivered to your stand/ sponsorship.

#### Recommended Stand Builders (UK):

##### Jamie Ellis

Spiral Creative Ltd.

[www.spiralcreative.co.uk](http://www.spiralcreative.co.uk)

30 Froxfield Down, Forest Park

Bracknell Berkshire, RG12 9YB

Tel: 0044-1344 206464 Mobile: 0044-7595 368 986

Mail: [jamie@spiralcreative.co.uk](mailto:jamie@spiralcreative.co.uk)

## VENUE

### Amsterdam RAI



**Amsterdam RAI**  
Europaplein NL 1078 GZ Amsterdam The Netherlands  
Tel.: +31 (0)20 5493210  
t.v.moorsel@rai.nl [www.rai.nl](http://www.rai.nl)

Amsterdam RAI's 106,500 m<sup>2</sup> of hireable space make it the largest trade fair and conference centre in the Netherlands. Amsterdam RAI's premises are fully airconditioned and consist of 11 multifunctional halls. It has 64 meeting or conference rooms.

A mere 8 minutes from the city centre and only 15 minutes from Amsterdam Schiphol Airport. It even has its own train and metro stations as well as a tram stop right outside! Thanks to its location along the A10 ring road, Amsterdam RAI is also easy to reach by car.

## How to get there?



### By train

The RAI has its 'own' station, Amsterdam RAI which is located a stone's throw from the RAI complex and is easy to reach from anywhere in the Netherlands. When you leave the station follow the signs for Amsterdam RAI.



### By plane

Amsterdam Airport Schiphol is located a mere 15 minutes from Amsterdam RAI whether you travel by car, train, taxi or bus. The Schiphol.nl website provides information including: up-to-the-minute flight information, connecting transport facilities to Amsterdam RAI and business facilities.



### By tram, metro or bus

Tram 4 runs between the RAI (Europaplein stop), Amsterdam's city centre and Amsterdam Central Station. You can reach the RAI from the Amstel railway station by taking Metro 51 and Bus 65. Metro 51 also runs to Amsterdam Central Station. Metro 50 runs regularly between the Amsterdam Sloterdijk and Gein stations and stops at the Amsterdam RAI station.



### By car

The RAI is immediately signposted on roads signs on the ring road drivers end up on after approaching Amsterdam from the A1 motorway (Amersfoort/Amsterdam), the A2 (Utrecht/Amsterdam) or the A4 (Den Haag [The Hague]/Amsterdam). Amsterdam RAI is situated right next to the ring road (Exit 9).



### Parking

Parking at the RAI complex is easy and affordable. The multi-storey car park is easily accessible thanks to its location next to the A10 highway by Exit S109 and has 2,300 parking spaces. During large-scale events, the outside areas also become available, which expands parking capacity to 5,000 parking spaces. For more information please check [our website](http://our website).

## SHIPMENT

21 Oct 2014

DB Schenker is Amsterdam RAI's exclusive supplier who is appointed in the field of logistics services. To guarantee the safety of our guests, better plan the logistics process around our events and improve the quality of the logistics services, only the employees of DB Schenker are allowed to operate motorized or electrical means of transport in the halls and at the outside areas (this also applies for the electrical loading and unloading of materials from trucks). Other parties are only allowed to use manually powered equipment.

### Shipping label:



DB Schenker Logistics Nederland  
c/o HR Tech Europe 2014  
Amsterdam RAI, Hall G, Auditorium, Ground Floor  
Stand Number >xxx< Exhibitor Company Name  
>xxx<  
Europaplein 2-22 / P9  
1078 GZ Amsterdam  
The Netherlands

### Deadlines:

- Sea freight: latest **14 days prior** to exhibition opening.
- Air freight: latest **10 days prior** to exhibition opening.
- Courier shipments: latest **5 days prior** to exhibition opening.

### Important pre-advice:

Please make us aware of your packages by sending an e-mail to [fairs.amsterdam@dbschenker.com](mailto:fairs.amsterdam@dbschenker.com) mentioning:

1. Waybill
2. Tracking number
3. Goods information
4. Delivery date
5. Time goods on the stand

Information about the arrival of the goods is necessary for DB Schenker, because they can then take into account the storage space required.

### Sending packages

If you wish to receive packages at your stand DB Schenker can arrange this for you. When you make sure the packages are delivered at the head office of DB Schenker they will take care of the internal services for you. We kindly ask you to make use of the above mentioned shipping label. Please make sure the following information from the pre-advice is mentioned on the package. Please pay attention to your tracking/confirmation number, always keep it with you and share it with your team in case of any lost packages.



## KEY CONTACTS



#### Peter van de Pol

Tel.: 0031-20 5491067

Mob.: 0031-6 51638346

E-mail: [peter.vandepol@dbschenker.com](mailto:peter.vandepol@dbschenker.com)

#### Özkan Aksoy

Head of Fairs National

Tel.: 0031 (0)20 549 1966

Mob.: 0031 (0)6 25 085 589

E-mail: [ozkan.aksoy@dbschenker.com](mailto:ozkan.aksoy@dbschenker.com)

[www.dbschenker.com/nl](http://www.dbschenker.com/nl)

Please send your invoices to:  
[ams.fairs.crediteuren@dbschenker.com](mailto:ams.fairs.crediteuren@dbschenker.com)

## INFORMATIONAL & CREATIVE MATERIALS

- **14 April 2014** | Logos, URL's, Company profile  
Please submit your company logo in eps, ai or pdf formats for online (website) and offline (brochure) inclusion
- **15 May 2014** | Submit Speaker Nominations and Abstract
- **22 Aug 2014** | Creative materials (ads, interviews, etc.) into the Event Brochure. Artwork not submitted after this deadline will not make it into the brochure.
- **Continuous Submission** | Content materials (whitepapers, blogs, webinars, video, etc)

### Client interview

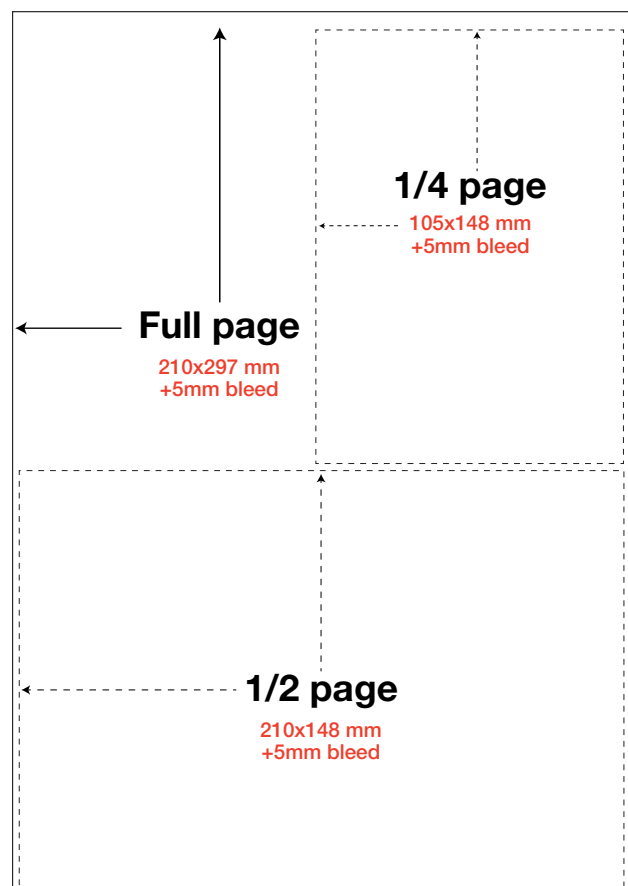
Please send your client interview in Word format (1 or 2 pages according to contract)  
- maximum 750 words per page with 1-2 preferred (high resolution) pictures.

See examples [online](#).



### Ad specifications

Format: pdf, tiff  
Color mode: CMYK  
Resolution: min 300 pix/inch  
No printer marks (crop, bleed, registration)





## SOCIAL MEDIA GUIDE

### LinkedIn® Groups

1. HR Tech Europe
2. Pan European HR Network
3. EMEA HR Directors & Managers

- Sponsors are entitled to share their news as long as it is relevant to the event's topics i.e. not sales related
- Please note the Groups should be used for professional discussions and networking and not for selling – we reserve the right to remove members for advertising
- Feel free to encourage your clients to join and use our network



Official Handle: [@hrtecheurope](https://twitter.com/hrtecheurope)  
Official Hashtag: [#hrtecheurope](https://twitter.com/hrtecheurope)

Please use our handles and hashtags for event-related promotion and communication before, during and after the event!

Tweets should be topic/hashtag-specific  
Take advantage of the live Twitter walls we have during our events



Follow our Slideshare channel for the best downloads on HR, Recruitment & Tech or contact us if you have relevant materials to share:

[www.slideshare.net/hrtecheurope/](http://www.slideshare.net/hrtecheurope/)



Follow us on Facebook:

[www.facebook.com/hrtecheu](http://www.facebook.com/hrtecheu)



### Our Brands:



[www.amsterdam.hrtecheurope.com](http://www.amsterdam.hrtecheurope.com)



[www.hrneurope.com](http://www.hrneurope.com)

# ADVANTAGES

## Advertisement

	Titanium	Diamond	Platinum	Gold	Silver	Exhibitor
1. Company Logo (provided by Client) placement in invitation brochures	✓	✓	✓	✓	✓	
2. Company Logo hyperlink (provided by Client) on event website	✓	✓	✓	✓		
3. Company profile (short description provided by the Client) on official conference website	✓	✓	✓	✓	✓	✓
4. Marketing visibility (company logo) through selected media partner advertisements	✓	✓	✓			
5. Access to online social network	✓	✓	✓	✓	✓	✓
* Gives opportunity to contact the registered delegates in advance; send emails & schedule meetings						
6. Logo (provided by Client) placement in e-marketing campaigns	✓	✓	✓			
7. Logo (provided by Client) will appear in selected media partner's publications	✓	✓				
8. Content promotion opportunity for Client – whitepapers, case studies & research promotions	✓	✓	✓	✓		
9. Who's Who in HR Listing (Web & Print)	✓	✓	✓	✓	✓	
* Opportunity to introduce company to delegates in 100 words on the website and in event brochure						

## Opportunity

1. Advanced access to delegate list (2 weeks prior to event)	✓	✓	✓			
2. Pre-event scheduler (Dinners, Meetings, etc.)	✓	✓				
* Opportunity to contact registered delegates in advance; send emails & schedule on-the-spot meetings						
3. Conference Staff Tickets (Leadership Team Only)	20	10	6	3	2	1
4. VIP Client Tickets (HR Practitioner Clients Only, Non-transferable for staff)	20	10				
5. Booth Personnel (Exhibition area only, non-transferable)	5	4	2	2	2	1
6. Discount for additional clients, partners & employees	25%	25%	20%	20%	20%	20%
* Code needs to be used upon registration to receive agreed discount for any additional ticket purchased						

## Onsite Branding

1. *C-Suite Client Keynote nomination - Call for Papers by April 31	✓					
2. *Client nomination (from outside of the Client company) - Call for Papers by May 15	✓	✓				
3. Product Demo Room (Subject to availability)	✓	✓	✓			
* Opportunity for a half an hour product demonstration to introduce your product in a designated room						
4. Networking Lounge (3m x 2m) – Meeting area for any on-spot or pre-scheduled meetings	4	2	1			
5. Video interviews (Onsite) * Video opportunity on site provided by the Contractor; the Client can use HRN Europe's camera crew for 10-20 minutes. HRN Europe own the rights to the material. Basic cut will be provided for Client.	✓	✓				
6. Company Logo (provided by the Client) on all event promotional materials	✓	✓	✓	✓		
7. Company Logo (provided by the Client) projection on site during breaks	✓	✓				
8. Exhibition (3mx2m) * The sponsorship package includes only the exhibition space no extra furniture is provided by the Contractor. Shell scheme is NOT allowed. Stand selection will be based on sponsorship level and time of signing the contract.	4	2	✓	✓	✓	✓
9. Signage & Branding (provided by the Client) in the networking lounge	✓	✓	✓	✓	✓	
10. Signage & branding (provided by the Client) in conferencing areas	✓	✓	✓			
11. Flash Animation on main stage in the breaks & intervals	✓	✓				
12. Colour advert (provided by Client) in event brochure (Number of Pages)	2	1	0.5			
13. Optional Client Interview/Study in event brochure (Number of Pages)	2	1				
14. Company Logo (provided by Client) on Expo Floor Plan + Meetings Floorplan	✓	✓	✓	✓	✓	✓
15. Company logo (provided by Client) displayed on main stage in the breaks	✓					

## Additional Benefits

1. Delegate list *Access to delegate list with the agreed policy and details 4 working days after the event. Please note that as per the European Union Privacy Laws you are not allowed to download/upload this information as part of a newsletter/electronic communication without the written authorization and consent of our delegates. In case that happens you will never be entitled to receive the delegate list again.	✓	✓	✓	✓		
2. Article listing on HR Tech Europe Blog ( <a href="http://hrtecheurope.com/blog">http://hrtecheurope.com/blog</a> )	✓	✓	✓			

\* Please Note. HRN Europe reserves the right to the final decision on all Speaker selection and Agenda programming. We exercise strict criteria on Speakers and session content and our Call for Papers document sets out the deadlines, standards and conditions partners need to adhere to if they wish to get involved in influencing conference content. Please discuss with your HRN Europe contact, or get in touch with the programme producer to learn more.

## APPENDIX & DISCLAIMER

### Language

The official language of HR Tech Europe is English.

### Catering

Refreshments and lunch will be served in the Exhibition area to maximise both visitor traffic at the event and the networking time available. Please note that no Food & Beverages are allowed inside the conference rooms.

### Signage

All the rooms and networking areas at the RAI will be signposted by the Organizers. No additional signposting will be permitted. Hanging of posters, banners or decals, stickers or similar things, on the walls, floors, ceilings or columns within or outside the installations of the venue are not allowed without a prior written authorization.



All rights reserved.

HRN Europe LTD  
Millenáris Irodaház  
39. Lövöház utca, 1024 Budapest, Hungary

+36 1 201 1469  
[operations@hrneurope.com](mailto:operations@hrneurope.com)  
[www.amsterdam.hrtecheurope.com](http://www.amsterdam.hrtecheurope.com)

Company Number 01-09-988107

© The Pan European HR Network. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of the Pan European HR Network.

### Unattended Material

Exhibitors are responsible for all their own materials and rubbish. Exhibitors are requested to remove any of their own valuable materials and rubbish at the close of each day.

### Attendance

Attendance at the conference will be open to all delegates. Personnel from sponsors and exhibitors are welcome to attend the conference and breakout sessions provided they wear their name badge and the sessions were booked on time. Please ensure your badge has access – stand personnel for example do not have access to the main conference.

### Distributional materials

All materials for distribution for delegates should be delivered to Viki McCann ([viki@hrneurope.com](mailto:viki@hrneurope.com)). If for any reason these are not delivered by deadline we will not undertake responsibility to replace or refund them.

