



Amsterdam RAI,
October 23-24 2014, Thursday - Friday
www.amsterdam.hrteurope.com

Sponsorship Overview



Welcome to HR Tech Europe 2014!



Welcome!

2014 is the 4th Year for **HR Tech Europe**, and once again we are delighted to welcome so many friends to what is now firmly established as the leading HR event in Europe. In 2013, the network experienced a 300% growth via the introduction of 2 new successful events in Q1 and Q2. **HR Tech Europe** in Q4 saw attendance increase from over 800 in 2012 to +1400 executives in 2013; this year we expect some +2000 plus attendees.

9 Events Under One Roof in 2 Days! As in past years we will support and energise the networking discussion with topic-specific co-located events designed to offer a varied timetable, an unparalleled choice of speakers, a broad range of content, and formats from main stage keynotes through to interactive debates and closed roundtable discussion groups. In 2014 the Main Stage will once again look to host some of the most exciting and powerful keynotes in the world; Gary Hamel, Ray Wang, David McCandless, Yves Morieux, Mark Turrell.

Enterprise Leadership Teams! That there are too many good speakers speaking at the same time is one of the most often heard complaints at **HR Tech Europe**. This is a great complaint to have and why we strongly encourage leadership teams to attend as a group so they can benefit from meeting all the vendors and attending the most important sessions.

The Backbone of HR Tech Europe is Networking & Community! We are working very hard to put on the best conferencing and hospitality in the world. The quality of the attendees, as well as the networking experience in both the expo and networking lounge at the event, are what give us our competitive advantage. These are the areas that we look to develop and grow each year. This year to enhance your experience we are adding an Innovations Lounge where you can meet the young, agile start-ups that will Disrupt HR.

HR Tech Europe 2014 promises much more in entertainment and hospitality. However, more than anything else we want our members, delegates and sponsors, to enjoy the very best experience. You will have access to the best speakers, content, vendors, industry peers and research enabling you and your team to go back to the office and take intelligent action! 2013 saw combined delegations from as many as 50 countries, with an influence over some 20 million employees, so collectively our community has the influence to make a real difference in helping to shape the future of work.

What does 2014 look like? What's New? You will find out over the next few pages, and we will be sure to keep you posted as those plans evolve and new ideas are introduced between now and October!

Sincerely,

Marc Coleman
Managing Director



What's HR Tech Europe 2014?

Responding to delegate interests and requests we have expanded the scope and range of the 2014 agenda; our break-out tracks this year offer as many as 9 options from which you can choose. This year we have also developed and evolved our exhibition and networking areas to meet market demand. This has enabled us not only to integrate more solution providers, but also a sponsored café and bar, and importantly an Innovations Lounge where start-up companies can showcase newly developed applications, as well as their dynamic talent and expertise.

New and Evolved Events



Future of Work

The workplace we know today is continuously changing, along with roles, functions and reporting models; with this change, we see a constantly evolving workforce and technologies that are faster and agile. Gamification, social networks and an abundance of data are all competing for attention in the work environment. Listen to the experts on what the future holds and how we can prepare for tomorrow today.



Social Enterprise

Online social networks are today very much part of the daily routine and so deeply embedded into many people's lifestyle that some feel a sense of loss when they are unavailable. Greater workforce collaboration is the key to the future; how you get there, manage the transition and select from the myriad of available applications are just a few of the issues to be discussed in this session.



Product Demo

Product demonstrations are an excellent and unique opportunity to get practical information on the latest applications, and technology developments, and to put your questions and challenges direct to those developing the products. Expect to hear some of the latest developments from leading and innovative suppliers.



HR Technology

There is an incredible opportunity for HR leaders to move beyond systems of record to ones that have strategic impact across the enterprise. This track will highlight Cloud transitions, Predictive Analytics coupled with Lean Six Sigma, and an array of HR Solution experiences delivered by Senior Enterprise Practitioners, as well as insight and perspective from thought leaders and analysts.



Cloud Technology

The world as we know it is inundated with Cloud technology. Should a company "rip and replace" its traditional on-premises system with a unified cloud solution for HR and talent management? Can you enjoy the benefits of cloud talent-management technology while keeping core HR intact? This short stream will challenge the way businesses are willing to operate and change the game significantly.



HR Shared Services & Outsourcing

The multi-polar world brings together competition from both established players and aggressive up-and-coming disruptors into a global arena. Companies feel challenged to be more strategic and leverage their internal processes and talent more efficiently. Engage and see how some of the most agile and successful businesses develop and retain customers and talent while leveraging their Shared Service practice.



disruptHR is a new brand and service offering co-located with HR Tech Europe 2014. disruptHR is the evolution of 3 years of our very successful start-up competition iHR & iTalent. This year we have developed something new; an Innovations Zone where the start-up community and globally acknowledged venture capitalists, consultants, advisors, and thought leaders share their insights on the future of HR; join them as they step into the Zone for their exciting 15 minute show & tell sessions throughout the 2 days. The disruptHR Zone will be the happening place where you will get a real sense of what's really disrupting HR.



Future of Workforce Learning

In the fast-paced, always ONLINE world of work it is inevitable that learning and development needs to keep up if it's to stay in the game. We take a look at some of the technologies out there, and examine from a perspective of practical experience how technology is bringing about a revolution in the world of workplace learning.



HR Labs

Following the success and positive feedback from the 2013 Master Classes, we have introduced for 2014 a new and unique format; the Lab. Our Labs will be led and presented by some of the most well known thought leaders and experts in the global HR Tech marketplace.



Talent Management

How can technology systems and applications help? What is the link between a successful organization and its people, its purpose and its predictive analytics? These are a few of the questions this session will address with a mix of thought leadership and critical analysis from practitioners and experts.

What's **new** at HR Tech Europe 2014?

Networking Lounge

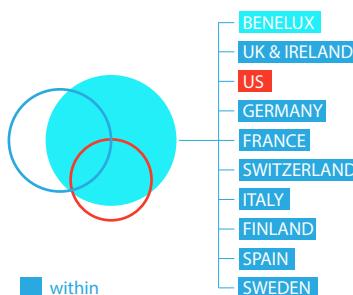
HTech Europe does not sell, guarantee, or force one-on-one meetings with attendees. We have worked, in partnership with our lead sponsors over the last 2 plus years, to encourage a neutral and organic networking environment, where the delegates can enjoy a serviced and private area to sit down with sponsors to discuss their business challenges and strategies for the following year. 2011 had a small meeting room for our lead sponsor, 2012 saw the introduction of meeting room and scheduling software, and 2013 a dedicated networking area upstairs. 2014 will see a new networking lounge where sponsors have the ability to decorate their meeting areas, with unique branding, meeting tables, couches, etc. The 2014 networking lounge will sit between a new exhibition area, the Amsterdam Café & Bar, and RAI Europa Lounges.



EMEA	88%
REST OF WORLD (US, ASIA)	12%



★
TOP 10 COUNTRIES/REGIONS

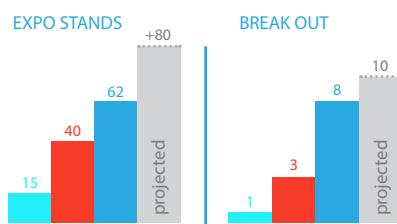


Technology

HR Tech Europe will make significant investments in new social and networking technology premised on this years learning. We expect to better understand the flow of the event in terms of conferencing and networking through data capture in the conference sessions, on the expo floor and in meeting areas. Information will be the at the heart and soul of our community in 2014 - since the event's foundation in 2011 we are constantly working to develop ever better, easier and faster ways of connecting people.

Press Room

HR Tech Europe's 1st Press Room for on-site PR contacts, partner news, global analyst meetings etc. Sponsors may wish to use the occasion for major product/strategy/client announcements and we strongly encourage sponsors to provide press packs for attending media, bloggers and analysts.



What's **new** at HR Tech Europe 2014?

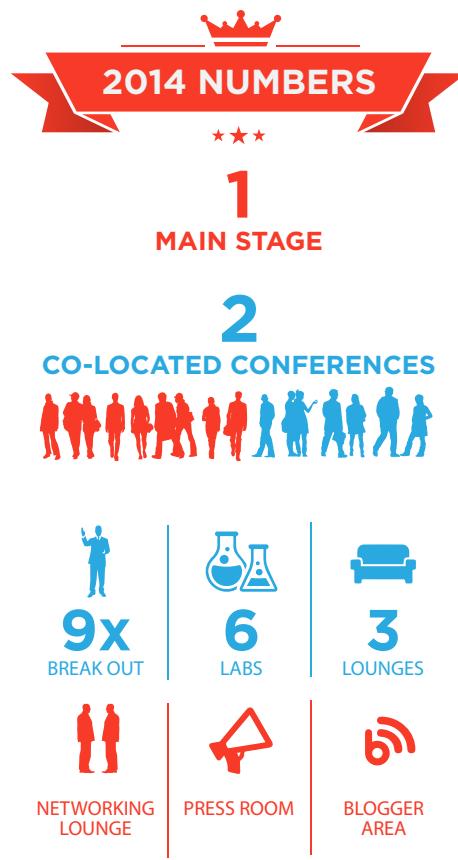
Blogger Room & Balcony

In previous years **HR Tech Europe** hosted our blog squad close to all the action, in the open spaces to enhance the networking and conversations around the expo floor. In 2014, the bloggers will revert to having their own blogger room and balcony for press, vendor and speaker interviews in order to provide real time content and areas free from distractions.

Delegate Quality

Delegate quality has improved each year. Unlike other events in the market who claim rebook rates of 90-100%, our rebook rate hovers around more transparent 50% - this number is a reflection of the fact that companies are using the event to buy solutions and do not necessarily return the following year as they are busy implementing sponsors solutions. The success of all 3 events is easily confirmed through our social footprint making **HR Tech Europe** the most transparent HR event in Europe.

The 50% that do rebook, are the biggest budget holders in HR Technology and always in the market for new HR Technology services, solutions and applications – HSBC, BBC, AXA, Coca Cola, Ericsson, Novo Nordisk, Maersk, Siemens, Heineken, Statoil, Shell, ING, Nestle, Barclays, etc. The growth and momentum of HR Tech Europe has meant the event organically rejuvenates itself as numbers double each year allowing for roughly 75-80% new faces. In respect of Buyers – we have also increased our sales capabilities to ensure we are having deeper conversations with companies to understand the challenges they are facing, and who they are working with to ensure we have the right people holding the purse strings and influence. Delegate to Vendor Ratio is approximately 3:1.



“

After attending a number of the large HR tech events in the US, it is great to finally have a forum in Europe that is the equal. After attending **HR Tech Europe** last year we met a number of potential enterprise customers, which has resulted in significant business this year, **HR Tech Europe** gets bigger year on year and a great place to see what is happening in the industry.

Kenexa
an IBM Company

Introduction

HR Tech Europe 2014 is Europe's most important HR event on how software, technology systems and collaborative tools are bringing about surmountable change in the way people and organisations work. Representing the changing/new face of HR and a Who's Who in the industry, this year's show will showcase how new systems and software are creating the next wave of change. Ironically, the world of HR has been using more and more technology to help manage itself more effectively. The fact that technology is now enabling organisational transformation is changing the very nature of HR. Enterprise technology has become a living, breathing organism that is malleable to HR's own needs. The world of work has become 'networked', and in Europe especially, organisations have to learn how we can still run organisations' that are typically organised as hierarchical structures.

In a saturated market we have the best track record of exponential growth and as a network the competitive advantage over all other conferences, is our growing community. Once again we will be experimenting with lots of new ideas to challenge the status-quo and keep our network buzzing, whilst strengthening the areas of the event that worked best in previous years. Once again we aim to double the capacity on previous years with another new venue. 2014 allows us to bring more attention and focus to areas of real excitement in our network and one of game changing capability, The Megatrends/Elephants - Mobile, Cloud and Big Data HR!

The buzzword maniacs in Europe haven't caught on to it yet. So, as these three mega trends converge, we (**Pan European HR Network**) seeing one overriding trend: the opportunity, means and necessity for building and rolling out new enterprise capabilities.

At this event we will consider how and where business value might be created before we turn the light onto all that big, dark, data. It will be useful to think about this before your company spends too much hard earned cash on managing information that no one bothers to look at!

“

We joined the **HRN Europe** community as a sponsor in early 2013 as part of our plans to expand into more European markets with our Cammio video recruitment platform. Both iRecruit and **HR Tech Europe** really stand out in terms of delegate and content quality. There are no other events like it in Europe. We were able to successfully expand our business network with key influencers and decision makers in HR and recruitment.

CEO

cammio



Why Attend?

HR Tech Europe 2011, 2012 & 2013 were sell-out events and onsite amongst attendees the organiser quickly established that the event was not only timely, but, managed to fulfil a need in the market that has been there for years. Not only is the event exclusive and focused, it also provides a neutral setting for clients and prospective decision makers to meet with consultants, analysts and vendors. The event represents the best source of intelligent information on HR technology, workforce solutions and collaborative tools being used by enterprises across Europe.

New systems and software are creating the next wave of change. Maximise your time – most of the people we speak with work to tight deadlines, budgets and go-live projects. **HR Tech Europe** maximises your time and investment by providing a who's who of the industry interested in two days of learning, featured enterprise panels, focused networking, action planning, hands-on demos and rewarding hospitality.

The cloud, mobility, operational HR tools, collaborative tools, and predictive HR analytics are creating transformative new business processes. From the latest approaches for identifying future talent gaps to the best practices for facilitating global collaboration. HR technology tools and business analytics provide the strategic direction that now enables HR leaders to contribute to their organizations in a more meaningful way. Most of our research and that of our partners points to the fact that fully networked enterprises, or what we call social businesses, are more successful. The design is simple and exclusive; we offer a researched program, complimented by a seasoned line-up of speakers to discuss what's new, what works in driving positive change and the implications for what isn't working.

Post-event attendee(s) will be equipped to take intelligent action and enjoy major takeaways, and a set of recommendations for management to help maximize current HR and IT investments.



“

HR Tech Europe is in my eyes the best conference in the HR space. The conference is providing a comprehensive platform for discussions between a large variety of established and new rising HR technology providers. In addition the opportunities to share information and network with HR professionals from across Europe are terrific. A very good event!

VP HRO



“

HR Tech Europe is the best HR Conference I have visited in years. A great place to have a view to the new HR Systems and Technologies and the new possibilities that are offered in them. And very good presentations of well-known authorities in the HR field. I was much inspired by this event. Terrific!

Head of HR



Why Sponsor?

Our events automatically qualify Corporate Europe in 3 simple ways:

1

Interest and focus.

2

Attendees are integrators, influencers and budget holders.

3

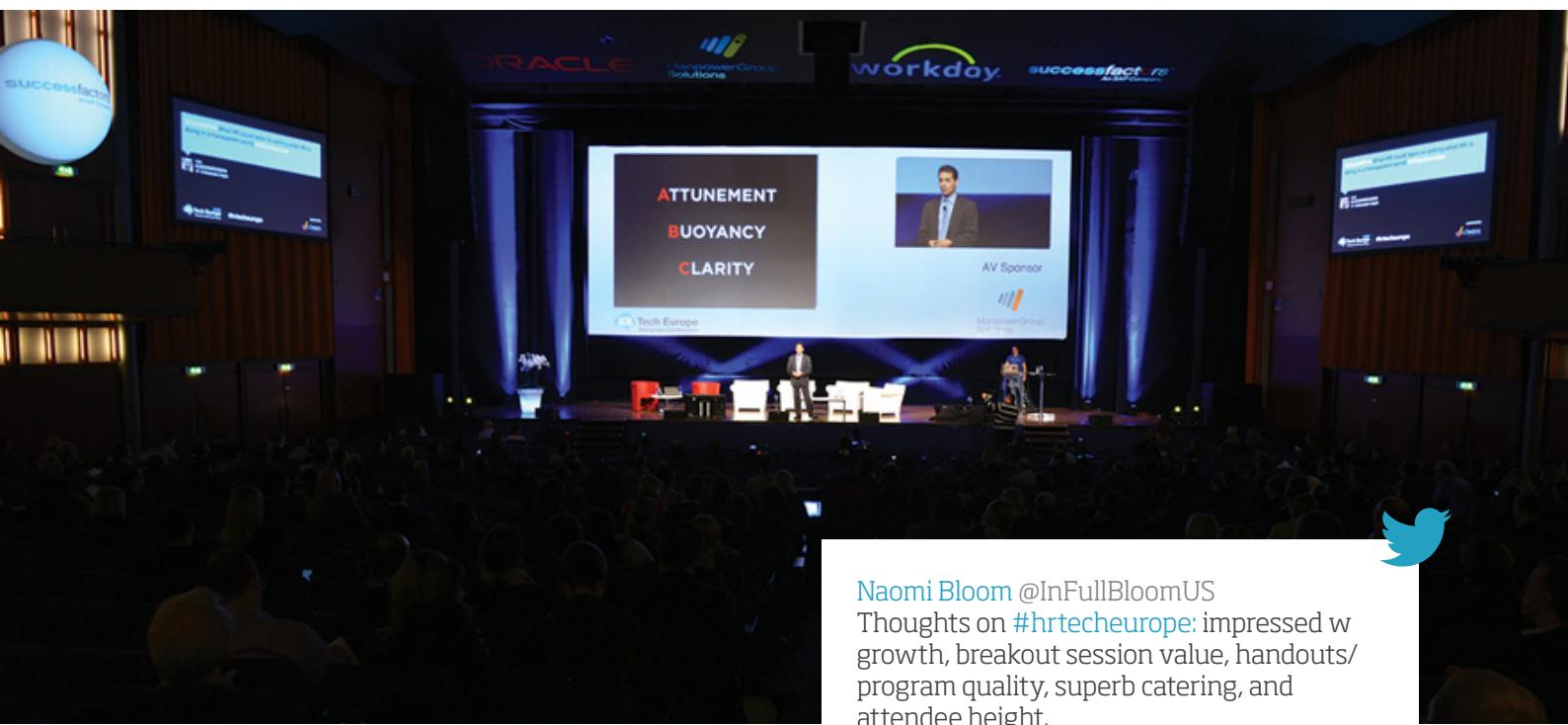
In tough economic times the delegate list is a reflection of companies who have budget!

Access to the **Pan European HR Network** means being able to interact and communicate with Europe's fastest growing and leading corporate HR Network. As one of our business partners you will enjoy an unparalleled and exclusive opportunity to engage with our community and your own target market.

You will gain unique access to a cost effective way of spreading awareness among key decision makers that your organisation provides the best service, product and/or solution that meets their needs. Increase your business success by being part of our success!

Sponsorship is about **establishing and developing lasting business relationships**. If executed well, sponsorship is one of the most powerful ways to impact your bottom line. We seek to build your trust and long-term loyalty through integrity and transparency. **HRN Europe** works hard to make a difference, to provide our customers with the best the market has to offer.

Our live events are stimulating, down to earth, rewarding, fun and enjoyable - we love what we do and want you to share that experience. Designated packages are available and tailor-made bespoke solutions are also developed on request.



Naomi Bloom @InFullBloomUS
Thoughts on **#hrteurope**: impressed w growth, breakout session value, handouts/ program quality, superb catering, and attendee height.

Difference

We focus on two key areas that help organisations become more successful.

1 Face-to-Face and Online Networking

To voice our research we produce and host leading think-tanks across Europe. In business and trade the face-to-face connection still can't be beaten; it provides access to open knowledge sharing and networking that will help you become more successful in building your business.

2 Numbers

Through various research platforms we feed and fuel business innovation, searching for early indicators and patterns for success and highlighting weak areas to help businesses get ahead.

The network has been built on the momentum of a strong, engaged and growing community of line leaders, evangelists leading their space and corporate HR professionals carefully handpicked by recommendation-only.

Through research and networking we find the innovators and pragmatists. We bring you the people who are open and motivated to sharing valuable knowledge and insight on what works best for their organisations, and areas where they need to improve. We enable members to take immediate & intelligent action when they return to the office by making a set of recommendations to the team and/or senior management.

The network is also fun! We have managed to collect lots of characters along the way who are highly gifted yet remain very down to earth and approachable; a rarity in today's fast paced business world!



Macromicro @MacromicroLLC

Did we mention what a great time **#HRTechEurope** was for us? So exciting to show off our work to an enthusiastic and eager audience. Onward!



Key Investment Areas

HR Tech Europe 2.014 is your best opportunity in Europe in 2014 to gain unparalleled access to senior talent, recruitment & development executives. The below list reflects the Top 40 Investment areas confirmed by the Pan European HR Network Research.

- Analytics – Megatrends in Predictive, Mobile, Social, etc.
- Assessment
- Business Intelligence & Excellence
- Collaborative Tools
- Compensation
- Consulting
- Cloud/SaaS
- CRM
- Data Management (Big Data HR)
- Employee Communications
- Employee Self-Service
- Employee Surveys
- Gamification
- HRIS
- HR Reporting
- Knowledge Management
- Learning
- Metrics
- Mobile – data & applications
- On boarding
- Online Video Interviewing
- Operational HR
- Outsourcing
- Payroll
- Performance Management
- Recognition
- Recruitment
- Security, Privacy & Risk
- Service Delivery
- Social Software
- Shared Services
- Succession Planning
- Talent Management
- Testing & Surveys
- Time & Attendance
- Training & Development
- Video & Unified Communications
- Workforce Management



Job Titles and Countries

Being European means more complexity due to languages and cultures; job titles are extremely varied and less homogenous than other parts of the world. The people attending our network events are mostly decision makers, influencers, project leaders and integrators at Group/HQ Level. Our events are designed for decision makers and have less appeal to those not in such roles.

Job Titles of attendees include:

CEO's, GM's, CHRO's, CIO's, EVP's, SVP's, VP's, Heads of, Directors, Senior Managers, Group Managers and Team Leaders of:

People, Services, Talent, Business Excellence, IT, HR, Transformation, Programs, Recruitment, Reward, Innovation, Processes, Solutions, Resourcing, Systems, Social, Collaboration, HRIS, HRIT, HRBP, HRMS, Applications, Projects, Payroll, HCM, Portfolio, Competency, Capability, Strategic Planning, Learning.

Countries attending from Europe:



Countries attending from outside Europe:



Our Clients



disrupt HR

Exhibitors



disruptHR

Digital technology is transforming how people work and how HR supports them. Proof is in the pudding – the large vendors have often had to compete not through innovation, but rather through the acquisition of the innovators and disruptors in the industry, hence why the industry has witnessed so much consolidation in the past 3 years where the vendor market literally by trademark became a quarter of its size. Today, the digital start-up space is not only vibrant, it is also rampant, disruptive and a very exciting place to be if you have the right product/service; there is a huge appetite in the market for better, faster and cheaper workforce solutions. Increasingly, we find that our enterprise clients are more inclined and quicker to test and drop HR Tech, than suffer the affliction of working with technology that doesn't do what it said it would do on the tin!

With digital technology impacting nearly every aspect of our lives, it stands to reason that no element of work is immune to digital disruption. Digital technology is poised to decentralize talent management as an HR activity—embedding it into the fabric of everyday business. It is fundamentally changing HR as we know it, prompting major calls to action at our show in the previous 2 years from influencers including Costas Markides, Jason Averbook, Thomas Otter, Naomi Bloom and Josh Bersin to name a few.

“It is a pleasure to host the iHR competition - it's a wonderful opportunity for innovative start-ups to show how they can make a difference, and to get live feedback. I'd encourage any young company looking to make a mark in the HR tech and social space to get involved.”

Jerome Ternynck Founder & CEO
SmartRecruiters



So what's new this year at HR Tech for start-ups?

disruptHR is a new brand and service offering collocated with **HR Tech Europe** 2014. disruptHR is an evolution of 3 years of our very successful start-up competition iHR & iTalent.

We take great confidence from the past 3 years of competitions and the success of the finalists. Apart from the 2011 Winner, which is no more, all other finalists have gone from strength to strength, which given that 8 out of 10 start-ups fail is a great testimony that our vetting practice is up to standard - our 2012 winner TalentBin was bought by Monster and there is the continued exponential growth of companies like Work4, Appical, etc.

This year we are developing something new; a new Innovations Zone exclusively designed for meetings and show & tell throughout the 2 days, and created to offer start-ups more wide ranging, tangible and exciting opportunities than we have ever offered before.

What happens to the start-up competition in 2014?

The iHR Start-up competition will come back in 2015 rebranded as disruptHR! With increased investment from our lead sponsors and the availability of a Main Stage to host it.



The Opportunity for 2014?

Be seen and heard at Europe's biggest event on people and technology.

We are not promoting the start-up area as a place where you can sell solutions to Siemens, BBC, LVMH, Rolls Royce, etc. However, the occasion does allow for the bravest and most enthusiastic to pick up enterprise clients onsite depending on the maturity of the product and service.



"If you want to be at the pinnacle of disruptive HR game changing HR Tech Europe is where you should be. For us the iHR stage and the Expo were the perfect platforms to launch our revolutionary mobile solution for a quality audience."



Speakers and Moderators



GARY HAMEL

The Management Lab



KATHERINE JONES

Bersin by Deloitte



JOSH BERSIN

Bersin by Deloitte



WILLIAM TINCUP

Tincup & Co.



BILL BOORMAN



JOHN SUMSER

HRxAnalysts



JEROME TERYNCK

SmartRecruiters



JAMES MAYES

The Top 10 reasons to be there?

1. Being a part of **Europe's largest Enterprise HR Event** and one of the World's largest HR Tech Conferences & Expo's – if you are serious about HR Tech – you have to be there!
2. Meet with the frequent flyer **Venture Capitalists** who join the event each year, specifically investing in HR Technology Start-Ups globally.
3. Meet with many of the **best start-up consultants, advisors and bloggers** in the world.
4. Meet the **analysts and industry influencers** to demonstrate your product/service. (Gartner, Constellation Group, Bersin By Deloitte, IDC, Nelson Hall etc.).
5. The **world's leading press** are represented at the event to report on product releases and exciting new technologies (ComputerWeekly, HR Magazine, Forbes, FT, etc.)
6. **Professionally Branded Wall** (2.5m High x 3m Wide) – Start-ups are responsible for furniture put in front of the branded space – we recommend meeting tables/chairs so you can host serious/conversations over the 2 days.
7. Opportunity to be involved in **digital content** being produced onsite (video interviews which will be later published on various blogs and the event website).
8. You will enjoy an online listing in our **Who's Who in HR** directory which will come live again in September. The leaders in the Who's Who are all represented at the event – these companies are always looking for new partners and in many cases acquisition.
9. Meet, collaborate and share with other start-ups to discuss the good, the bad and the ugly to help increase your chances of success rather than survival. A “**Show & Tell**” Stage will be built in the area and each start-up gets 15 minutes on stage: 5 minutes for Product Demo, 5 minutes on the company, 5 minutes for Q & A.
10. **Mobile App - Meeting scheduler** – access to full delegate list and collaborative tools that allow you to build a professional agenda for the days.



“We were delighted TribePad was invited to take part in last year’s start-up competition at HR tech Europe. It was an exciting event which I would recommend any HR tech start-up business to get involved in as it’s great for raising your profile amongst some of Europe’s top HR leaders.”

Lisa Scales Co-Founder

TribePad



Credibility

HR Tech Europe is by far Europe's largest gathering of enterprise decision makers and fast becoming one of the largest HR events in the World. Since 2011 the event has hosted a start-up competition with notable participants and currently very successful start-ups such as Sonru, TribePad, BraveNewTalent, Work4, DoYouBuzz, TalentBin, GooodJob, Hunite, Intunex, MacroMicro, Appical, jobfig, Zao, Apploji, Good.co, ConnectedCubed and many more finalists with +300 start-ups having signed up and gone through our vetting practice over the past 3 years.

From our 2011 and 2012 competitions 2 companies have been bought by larger sponsors at the event. For many of the start-ups HR Tech Europe is an opportunity to use our audience as a soundboard and test the credibility of both their product and team. The winner of the 2012 Competition TalentBin was bought by Monster in 2013. Appical - winner in 2013 have gone from being a relative unknown quantity in the market before winning the competition, to being listed on Red Herrings Top 100 Europe. All our 2011 finalists - BraveNewTalent, Sonru, TribePad, DoYouBuzz and Work4 – have gone on to show exponential growth year on year.

8 out of 10 start-ups FAIL so we do have a track record of picking Winners, which is great news for the start-ups who sign up for this year's event, and we believe our event offers you the opportunity that all start-ups are looking for – we were a start-up 3 years ago so we know better than anyone else what it is like to be in a small pond saturated with big and small fish!



“

The iHR start-up pitch was a great way to share new innovations in the HR Tech space with a significant audience. The judging panel was of a high caliber and included many influencers. If you are looking to bring your new product to market and gain great feedback on your pitch the iHR competition is a good option.”

Lucian Tarnowski Founder & CEO

BraveNewTalent

No Hidden Costs.

The organiser will provide the stand, so startups save on design, creative and logistic costs.

Start-ups will need to provide the design elements.

If the startup cannot provide design elements the organiser can offer a quotation to use our inhouse team.

Free Wifi is included for basic internet usage.

Furniture/Display Screens/Wired Internet are not included.

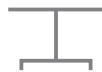
Breakfasts, Lunch, Drinks, Cocktail Party and Event Documentation/Delegate Pack are all complimentary.

Please note: If you need a stronger internet connection for product demos you will need to pay a license fee direct to the venue for a wired connection - compulsory.





Sponsorship



Titanium Sponsorship

€80,000

Titanium Sponsorship will ensure you are seen by your target audience as being the leader in our industry. You will have the most prominent profile possible at the event, achieved through unparalleled program involvement, hospitality, networking and branding opportunities.



Sold to



ORACLE



successfactors™
An SAP Company

Cornerstone
ON DEMAND Empowering People



Diamond Sponsorship

€50,000



Platinum Sponsorship

€35,000



Gold Sponsorship

€20,000



Silver Sponsorship

€9,000



Exhibition (limited)

€6,000

Sponsorship

	Titanium €80,000	Diamond €50,000	Platinum €35,000	Gold €20,000	Silver €9,000	Exhibitor €6,000
						
						
						
						
						
						

Advertising

Category Logo placement in invitation brochures	✓	✓	✓	✓	✓	
Category Logo hyperlink from website homepage	✓	✓	✓	✓	✓	
Company profile on official conference website	✓	✓	✓	✓	✓	✓
Marketing visibility through selected media partners reports	✓	✓	✓	✓		
Access to online social network	✓	✓	✓	✓	✓	✓
Logo in e-marketing campaigns	✓	✓	✓	✓		
Sponsor logo will appear in select publications	✓	✓				
Client whitepapers and research promotions	✓	✓	✓	✓		
Who's Who in HR Listing (Web & Print)	✓	✓	✓	✓	✓	

Opportunity

Advanced access to delegate profiles (3 weeks)	✓	✓	✓			
Pre-event scheduler (Dinners, Meetings, etc.)	✓	✓				
Conference Staff Ticket (Leadership Team)	20	10	6	3	2	1
VIP Client Ticket (Non transferable for staff)	20	10				
Booth Personnel (Exhibition area only)	5	4	2	2	2	1
Discount for additional clients, partners & employees	25%	25%	20%	20%	20%	20%

Onsite Branding

*C-Suite Client Keynote (Call for Papers April 31)	✓					
*Client nomination (Call for Papers May 15)	✓	✓				
Product Demo Room (Subject to availability)	✓	✓	✓			
Networking Lounge (3m x 2m)	4	2	1			
Video interviews (Onsite)	✓	✓				
Logo on all event promotional materials	✓	✓	✓	✓	✓	
Logo projections during breaks	✓	✓				
Exhibition (3m x 2m)	4	2	✓	✓	✓	✓
Signage & Branding in the networking lounge	✓	✓	✓	✓	✓	✓
Signage & branding in conferencing areas	✓	✓	✓			
Breaks & Intervals: Flash Animation on main stage	✓	✓				
Colour advert in event program (Pages)	2	1	0.5			
Client Interview in event program (Pages)	2	1				
Logo on Expo Floor Plan + Meetings Floorplan	✓	✓	✓	✓	✓	✓
Mainstage logo fixture + Branding	✓					

Additional Benefits

Delegate list	✓	✓	✓	✓		
Article listing on HR Tech Europe Blog	✓	✓	✓			

* 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.

Sponsorship Packages

Customise your sponsorship based on your conference and budget. Bring focus to your sponsorship at the event. The below packages' offer perspective on how you can integrate other ideas with general sponsorship packages. Below is a summary of sponsorship ideas and will include elements from previous page.

Audio Visual Sponsor (Exclusive)  Sold to  **€25,000**

Your company's logo will be present on all signage attached to A/V team exercises – main stage presentations, video and photography. A total of 4 gobo's (Gobo = your logo beamed onto the walls at select locations throughout the conference – available in colour/black and white). Additionally, your logo will appear alongside all Titanium sponsors on event video and photography credits after the event. (NB: Titanium Sponsors are also included on main stage branding).

Attendee Bag Sponsorship (Exclusive)  Sold to  **€20,000**

Each delegate receives a high quality meeting bag imprinted with your logo and the network logo. This sponsorship provides guaranteed quality and use and offers great exposure long after the event has ended as attendees take the bags home to use as hand luggage on the plane and for general purpose use such as carrying laptops, work files, etc. (NB: Bags are provided by the sponsor not the organiser and must be approved by the organiser before agreement is confirmed). As bag sponsor you can add an agreed amount of collateral/corporate gifts. Please note that organiser will add brochure, lanyards, etc and collateral from other sponsors on registration.

Registration Area Sponsor (Exclusive)  Sold to  **€20,000**

Sponsor the registration desk-area where delegates will visit numerous times to register, collect messages and ask questions of the organiser. This is the first and last place delegate's visit, leaving a lasting memory and image of your company.

Wifi and Online Networking Sponsor (Exclusive)  Sold to  **€20,000**

Sponsor of free internet access for all participants and the onsite collaboration network. Based on 2012 figures the networking system will connect everyone before during and after the event and has a 60-70% participation rate of total audience. Each time participants login to the network at the event they will see your logo which will be strategically placed throughout the event social media network. Additional brand leverage may be obtained by using your company name as the WiFi password - please discuss with your contact.

Twitter Sponsor (Exclusive)  Sold to  **€20,000**

One of the most successful HR events on Twitter globally in 2012, the HR Tech Europe social media activity trended on twitter for the second time (#hrteurope). Over 2 days HR Tech Europe news reached 3.170.354 people on twitter and had over 20 million impressions on twitter (all statistics available online). 2m x 3m Twitter walls will be strategically placed in both main plenary room, main break out room and exhibition areas. Your logo will feature on that wall throughout the conference and alongside #hrteurope, the organiser will also include your #company on every post created in-house by the organiser and our blog squad.

Coffee Sponsor  Sold to  **€20,000**

Coffee will be available to all attendees each day for free. Help the attendees get a fresh start on their day by sponsoring the coffee breaks. Sponsorship recognition with on-site signage, cups, napkins etc (on the coffee tables), the event website, in the show directory and in other marketing actions during and after the event.

Cocktail Sponsor (Exclusive)  Sold to  **€15,000**

Cocktail sponsor is the perfect end to Day 1. It alerts everyone to the fact that they have put in the 12 hour shift and its time to let the hair down, have fun and get ready for the night ahead. Over 50 dinner and drinks parties were organised in 2012 so you will discover who's going where and which place to go next.

Lanyard & Name Badge Sponsorship (Exclusive)  Sold to  **€15,000**

Your logo will appear on all the name badges throughout the event. It is customary and to pass through tight security checks for the delegates to have venue access by wearing their name badges at all times. (Lanyards and name badges are provided by the sponsor and not the organiser).

Sponsorship Packages

Mobile App Sponsor Sold to €15,000

A mobile application/app is built into our social networking and scheduling software. The mobile menu will include your planned scheduled, detailed agenda, speakers, exhibitors, floor plan, attendee list and profiles – the application can be picked up on any smartphone, tablet device, or laptop.

One-to-One Meetings (Subject to availability) Sold to €7,000

Sophisticated social and scheduling software is built into the event registration process. The delegate list will become live 3 weeks in advance of the event where sponsors and delegates will be able to schedule pre events, dinners and one-to-one meetings. Please note that meetings are not guaranteed and delegates are not forced or obliged into one-on-one meetings with vendors.

(NB: Tables of choice are available – Round or Square for 4 persons max.)

Online Registration Sponsor (Subject to availability) Sold to €3,000

This sponsorship is available for three sponsor logos. All delegates register via the event website booking management software. This includes a meeting scheduler, travel arrangements and online payment. Sponsor logos will be placed on the left side column during registration.

Documentation Inserts or Seat Drops (Subject to availability) Sold to €3,000

Use the networking breaks to leave a treat (Swag!) or information about your company on the delegates seats. Provide research whitepapers, gifts, invitation to a prize draw or your future in-house events and much more! (NB: Sponsor is responsible for providing material, not the organiser).

DAY 1 - Plenary Room - Morning Seat Drop Sold to

À La Carte Sponsorship

Amsterdam Bar Sponsor Sold to €20,000

The package allows the Sponsor to brand the bar located just outside the Forum Lounge. Delegates will be able to visit The Amsterdam Bar after the keynotes and sessions to enjoy a wide range of beverages and network in a relaxed environment. (Additional cost for branding, including TV, banners, staff uniform, balloons, menu ect. to be covered by the Sponsor not the Organiser).

Branded Pillars €17,000*

Pillars will be branded by your company logo and slogan to designated pillars throughout the venue. *For 10 pillars of your choice. Selling quantities: 1/5/10. Unit price €2000. (Maximum 40 units.) Please see floor plans for details.

Footsteps (Exclusive) ★ Sold to €10,000

Brand your own set of footsteps directing delegates to the main conference building. A fun way to leave a lasting impression for all delegates, and have your name at attendees fingertips before they have even entered the event!

HR Tech Europe Live (Exclusive) ★ Sold to €10,000

Live is the new digital, interactive narrowcasting medium. It provides visitors with dynamic, customised information on the screens in all the exhibition areas and meeting rooms. And it gives advertisers the opportunity to get across their message at the right moment, at the right location and to the right target group. Take a look at where you'll shortly be in the RAI. Everyone needs to use the Live System to get around to various sessions and understand, where, when and what is happening. See how HR Tech Europe Live will move your customers too.

Phone/Smart Device Charger Sponsorship (Exclusive) ★ €10,000

190 cm tall Phone/Smart Device Chargers will be places all over the venue at the event branded by your company.

À La Carte Sponsorship

Branded Tables	Sold to 	€9,000*
Standing tables will be branded by your company logo. Standing tables will be placed at networking areas and catering points throughout the venue. Final price depends on logo and choice of table cloth. *It is for 26 branded tables on the ground floor. Price for 14 branded tables on first floor is €4000. Selling quantities are 5/10/full. Unit price: €350. (Maximum 40 units.) Please see floor plans for details.		
Floor plan Sponsor (Exclusive)	Sold to 	€8,000
Your branded logo will appear on the floor plan online and in the on-site brochure.		
Escalator Sponsor (Exclusive)	Sold to 	€8,000
The escalator handrails will be branded with your logo providing a great way to ensure your brand is visible to all attendees.		
Sitting Cubes (Exclusive)	Sold to 	€8,000
25 pieces of branded sitting cubes will be placed upstairs where delegates can sit down.		
Flag Sponsor (Exclusive)		€7,000
Brand your own set of flags that are placed at various locations on the outer grounds of the Amsterdam Rai . The banners measure 6 by 1.5 metres.		
Big Board Sponsor (Exclusive)	Sold to 	€7,000
Brand your own big board that can be placed at various locations on the outer grounds of the Amsterdam RAI. Board measures 9 by 3 metres.		
USB Pen Drive Sponsor (Exclusive)	Sold to 	€7,000
Keep your name at attendees' fingertips by placing branded flash drives in the hands of every full conference attendee. We recommend that you provide valuable/useful content on each pen drive. You provide the flash drives, we'll place them in the attendee bags -- and you'll gain on-going visibility when you position yourself on this valuable tool that attendees will use and re-use long after they leave the conference. (NB: Sponsor is responsible for providing USB's, not the organiser).		
T-shirt Sponsor (Exclusive)	Sold to 	€7,000
Your branded logo will appear on the T-shirt worn by HRN Europe staff. Branded T-shirts will be sold on the event. (Please note, that Titanium and Diamond Sponsors logo, will also appear on the T-shirt.)		
Session Notepads Sponsor (Two Packages) (Exclusive)	Sold to 	€7,000
Notepads that you provide will be placed on tables at the general sessions and at the entrance to each session room throughout the event. Attendees will use them to take notes during the meeting and won't be able to miss your marketing message as they write and refer back to notes. (NB: Sponsor is responsible for providing notepads, not the organiser).		
Registration Pen Sponsor (Exclusive)	Sold to 	€7,000
Your company will be the exclusive provider of the pens used at registration, one of the first sponsored items that attendees will see, use and carry with them throughout the conference. (NB: Sponsor is responsible for providing pens, not the organiser).		



Ravi Mikkelsen @RaviMikkelsen
 Wonderful time at #iHRAwards and #HRTechEurope, cant wait for next year! (@ Amsterdam Airport @Schiphol (AMS)) 4sq.com/1af8oCV

Testimonials

 Business Services  620,000

"**HR Tech Europe** is the best HR Conference I have visited in years. A great place to have a view to the new HR Systems and Technologies and the new possibilities that are offered in them. And very good presentations of well-known authorities in the HR field. I was much inspired by this event. Terrific!"


 Media  34,000

"**HR Tech Europe** provides a comprehensive overview of what goes on across the globe with regards to the role that technology plays in the way people work and in the way that today's organizations are managed. It is very motivating and inspiring to hear about the latest developments and insights from experts in their fields."


 Telecommunications  30,599

"It was great to see how fast **HR Tech Europe** has grown in less than 3 years; a huge rise in delegates and relevant suppliers. The keynotes made it really worthwhile. When I go to a conference I expect to get new insights and inspiration; those expectations were delivered and surpassed. Looking forward to 2014!"

Head of HR



Global HR Director



Group Manager HR IT


 IT, Business consulting  52,700

"**HR Tech Europe** gave me a great insight in new HR systems and technologies. The suppliers on the exhibition area were super enthusiastic in showing what they could offer. And the presentations were spot on, touching the most critical areas in the HR data and systems landscape."


 Retail  121,000

"Thank you very much for arranging **HR Tech Europe** 2013. I enjoyed attending the different sessions and having the opportunity to meet and discuss the latest developments in HR Technology with other likeminded HR Professionals"


 IT, Business Consulting,  76,418

"Interesting discussions about the importance of Human Resource Management in the eyes of technologists were shared with HR professionals. Information gathering on trends and developments contributes to our thought leadership and **HR Tech Europe** is an absolute must for HR Professionals!"

Head of

HR Shared Services


 Director HR Strategy
Group HR

 HR IT Leader
ATOS

 Electronic Commerce  11,471

"**HR Tech Europe** is definitively worth visiting for all those CHRO's/VP of HR who know that there is something special going on in the Technology world today. The widespread usage of mobile devices, cloud computing and social media has already changed the most innovative HR departments and the rest will have to follow soon."

 Diversified Industries  26,242

"**HR Tech Europe** 2013 was a great success and very well organised. The forum for networking with other likeminded individuals, vendors and partners is second to none. There was as ever a broad range of relevant and interesting seminars to attend which are thought provoking and informative. I look forwards to 2014"

CHRO



Global Head of HRIS



Tweets



“@hrteurope you're a great bunch of people! Fun to meet you guys and priceless networking for my humble market strategy startup ;)”

Kristian Vanberg @kvanberg



“@hrteurope #HTTechEurope is proof that Amsterdam really does have the world's best hashtags.”

Matt Charney @mattcharney



“@hrteurope great two days at the conference. Excited to see this grow every year. Well done. @HRNEurope keep me out of vegas :)"

Ranzau Hansen @RanzauHansen



“Wishing I was at @hrteurope, need to figure a way to get there next time”

Michael Specht @mspecht



Tweets

"A fantastic turnout for #hrtecheurope today - certainly the biggest and best! Well done @hrtecheurope Looking forward to your next event!"

AppLearn@AppLearnTV



"That's a wrap! Thanks to @hrtecheurope for a rich, interesting event. Hope you all enjoyed the tweets #HRTechEurope"

HRZone@HRZone



"Wish I was at @hrtecheurope - great tweets coming from there #hrtecheurope"

Damson HR@DamsonHR



"Absolutely fantastic to be part of #HRTechEurope Great event. Thanks to all at @hrtecheurope"

Duncan Ledge@DuncLedger



"@hrtecheurope thank you for the perfect HR tech 2.013!"

Coen Brandsma@CoenBrandsma

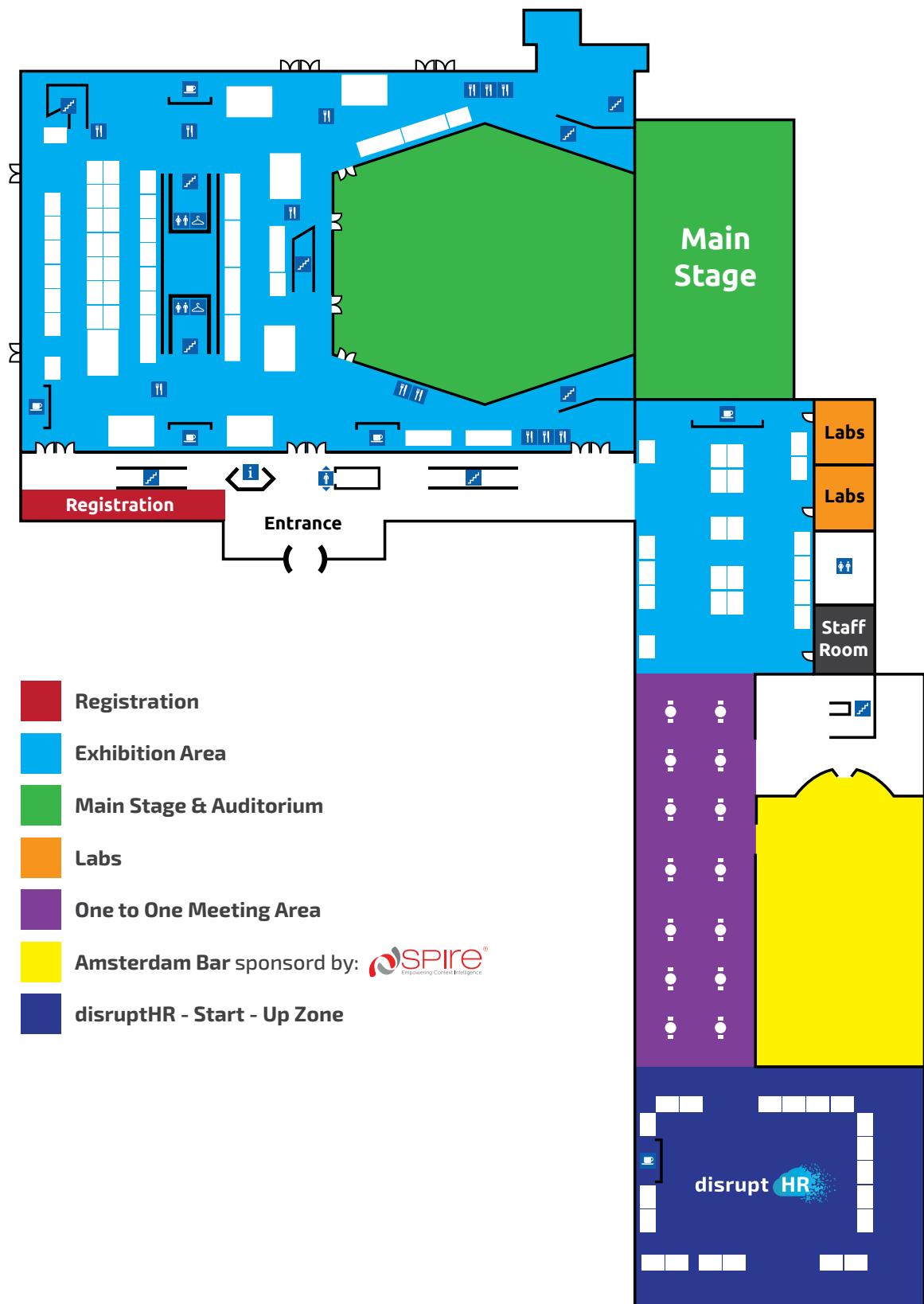


"Many thanks to the wonderful people I talked to on the @hrtecheurope and your excitement about @hunite . Glory to our team making it happen!"

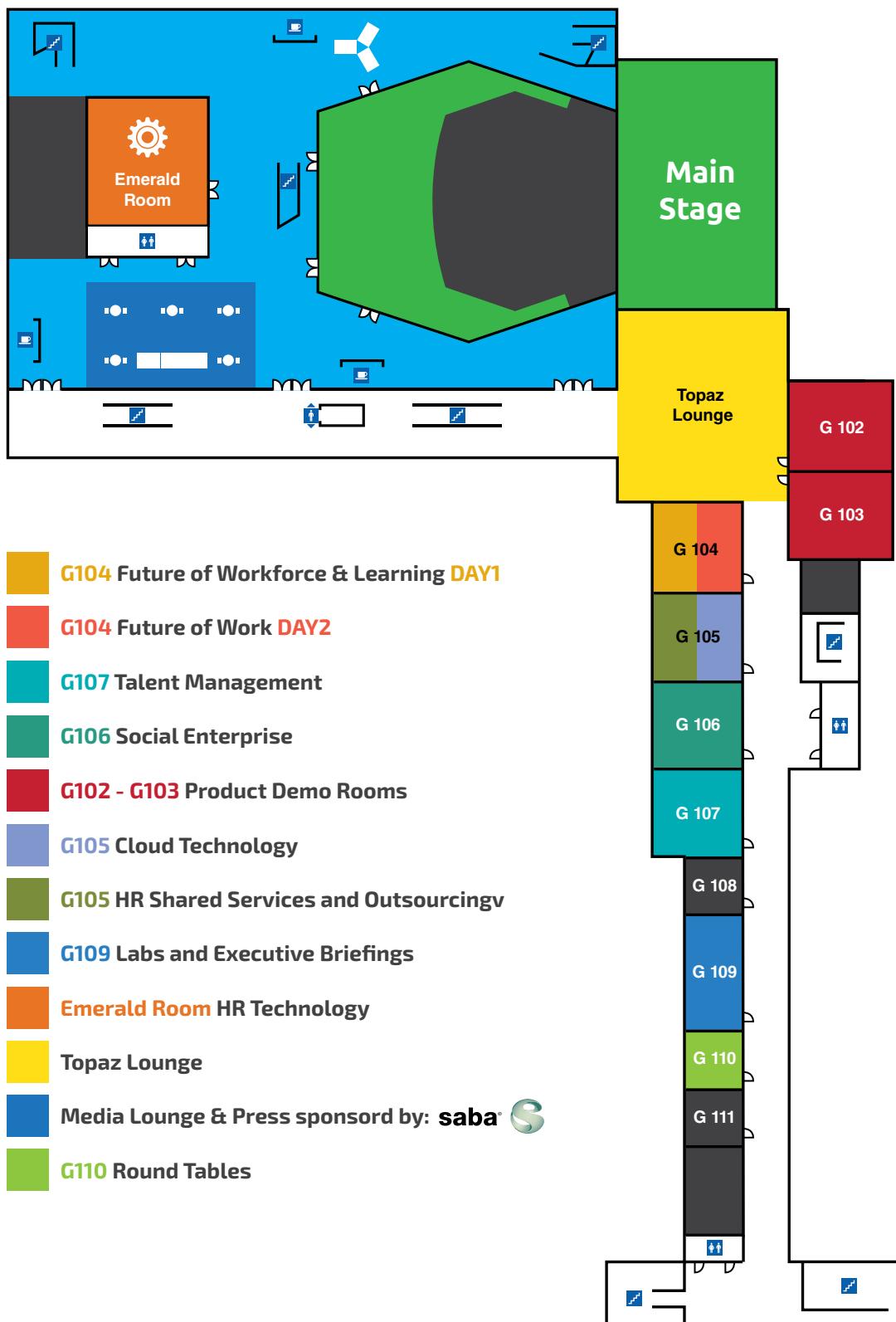
Michel Slager@michelslager



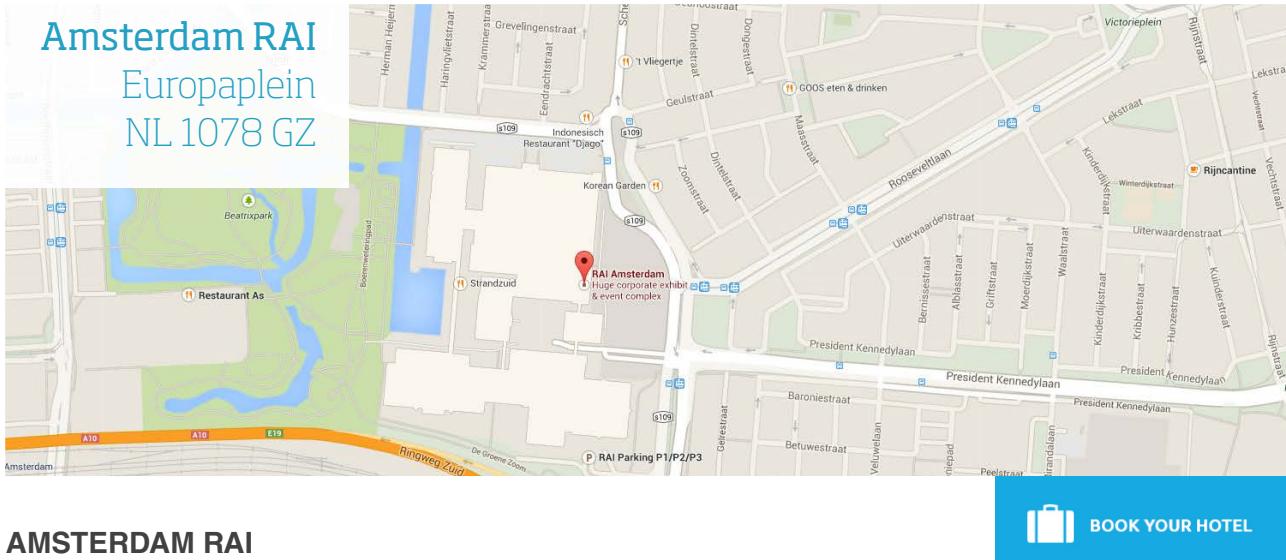
Ground Floor



First Floor



Venue



AMSTERDAM RAI Hotel & Travel Service

This online reservation system is made to book one room at a time. If you wish to make a group reservation (10 rooms or more) please send an e-mail to RAI Hotel & Travel Service. For an overview of the availability per hotel or to view the hotels on a map click [here](#). For more information about what to do in Amsterdam and benefit from exclusive deals visit the Amsterdam Passport. Lowest rates guaranteed!

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. For further information consult the NS [Dutch railways] travel planner by visiting: www.ns.nl.



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.



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, check our website [here](#).



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). The RAI's car parks are signposted immediately after leaving the ring road.



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.

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