



HR Tech Europe

European Conference & Expo

24-25 March 2015, London, Excel



SPONSORSHIP MANUAL

UNLEASH YOUR PEOPLE!

The World's Fastest Growing HR Event



WELCOME

Thank you for choosing to be part of the fastest growing HR Event in Europe.

HRN Europe – The Pan European HR Network is looking forward to working with you and your team to ensure you maximize your investment and get the most out of HR Tech Europe 2015.

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 2015.

We wish you a successful and rewarding event!

MARC COLEMAN

Founder & CEO

سَهْلًا وَأَهْلًا
WILKOMME ДОБРО ПОЖАЛОВАТЬ!
CEAD MÍLE FÁILTE
VÄLKOMNA VELKOMMEN
BIENVENUE
WELCOME
WILLKOMMEN
BIENVENIDO BENVENUTI
ÜDVÖZLET
DOBRODOŠLI ДОБРОДОШЛИ
TERVETULOA
BENVENUTE
Καλώς Ορίσατε

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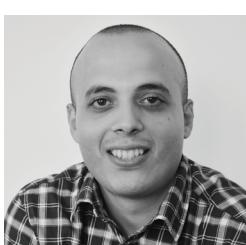
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DEADLINES

Please make sure all boxes are ticked on time

PROMOTIONAL ITEMS

- | | | |
|--------------------------|----------------------|---|
| <input type="checkbox"/> | Immediate submission | Logos, urls, company profile, Speaker Nomination (for Diamond & Titanium) |
| <input type="checkbox"/> | 18 February | Adverts (for Diamond, Titanium, Platinum) |
| <input type="checkbox"/> | 18 February | Client Interview (for Diamond & Titanium) |

STAND & SUPPLIES

- | | | |
|--------------------------|----------------------|--|
| <input type="checkbox"/> | My stand is selected | |
| <input type="checkbox"/> | 23 February | Order badge scanners (optional) £115 / device / 2 days |
| <input type="checkbox"/> | 23 February | Stand picture / Design submitted |
| <input type="checkbox"/> | 23 February | Electricity ordered |
| <input type="checkbox"/> | 3 March | Internet / Stand furniture ordered (optional) |
| <input type="checkbox"/> | 9 March | Registration deadline for all conference passes |
| <input type="checkbox"/> | 23 March | Set-up (11 am – 7 pm) |

SHIPMENT

- | | | |
|--------------------------|----------|--|
| <input type="checkbox"/> | 16 March | All conference bag materials (bag, pen, notepad, etc.) must arrive |
| <input type="checkbox"/> | 20 March | All shipments arrive |



VENUE

EXCEL LONDON

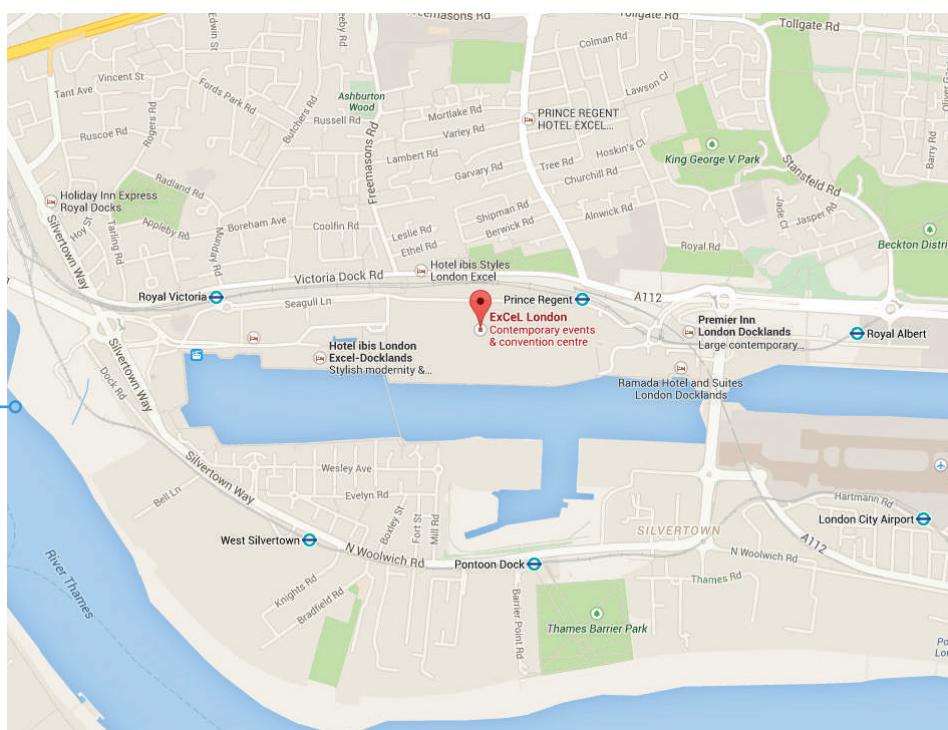
ExCeL London, the exhibition and international convention centre, is the host venue for a variety of events from award winning exhibitions and conferences to international association meetings, product launches, banquets, award ceremonies, sporting events and great days out.

Situated in a stunning waterfront location, ExCeL London is located in the heart of London's Royal Docks, within easy reach of central London. The venue is part of a 100 acre campus, including 3 onsite DLR stations, easy access to the Jubilee Line and London City Airport, parking for 3,700 cars, six onsite hotels and numerous on-site bars and restaurants.

HR Tech Europe will take place at the East End of the Excel; we recommend to access the event from the East Entrance – located right next to the Prince Regent station.



HOW TO GET THERE



When driving to ExCeL London follow signs for Royal Docks, City Airport and ExCeL. There is easy access from the M25, M11, A406 and A13.

The DLR stations closest to ExCeL are Custom House and Prince Regent. We strongly recommend arrival at Prince Regent as that is the closest station to the east side of Excel, where HR Tech Europe will take place.



VENUE

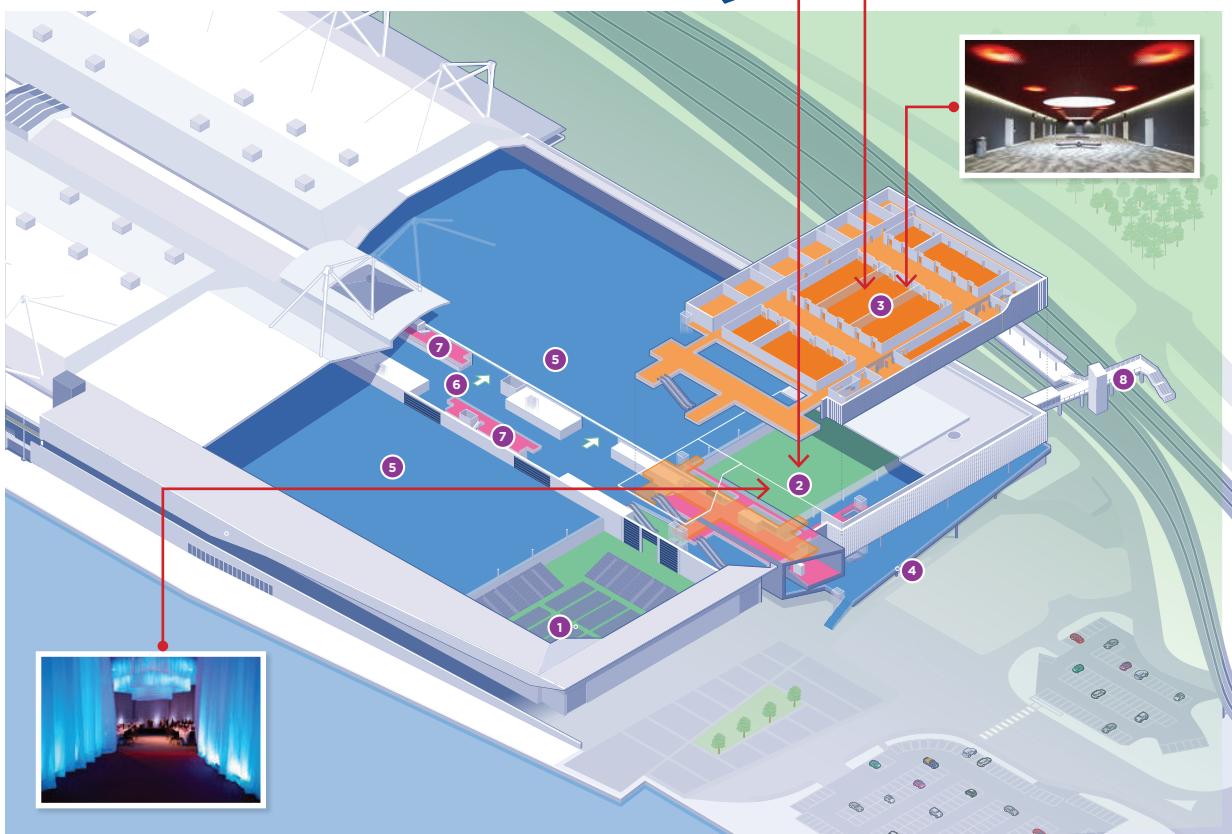
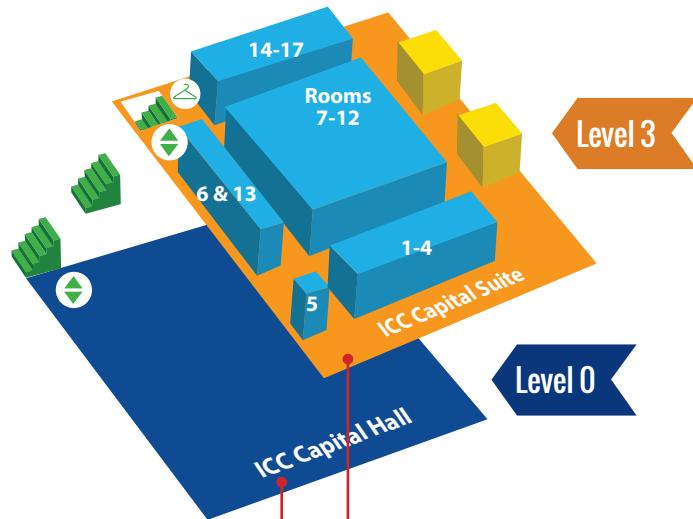


EAST ACCESS AT EXCEL LONDON

HR Tech Europe will take place in the **ICC Capital Hall (expo area)** and **Capital Suite (conference area)** at the **East entrance of Excel London**. For the easiest access, please alight at Prince Regent (DLR station) for ExCel (east) and follow the covered walkway to the East entrance of ExCel London.

Key

- ① ICC Auditorium
- ② ICC Capital Hall
- ③ ICC Capital Suite
- ④ ICC London Suite
- ⑤ Event Halls
- ⑥ Boulevard
- ⑦ Mezzanine Dining
- ⑧ Prince Regent DLR Walkway





LOADING/PARKING



LOADING

All exhibitors with goods which can be carried by hand may use the car park and walk along the boulevard to the **Capital Hall**.

Those exhibitors / contractors who have large vehicles and heavy goods will need to enter the site from the **East Gate** and report to the **Traffic Administration Building** located on **Sandstone Lane E16 1WW**.

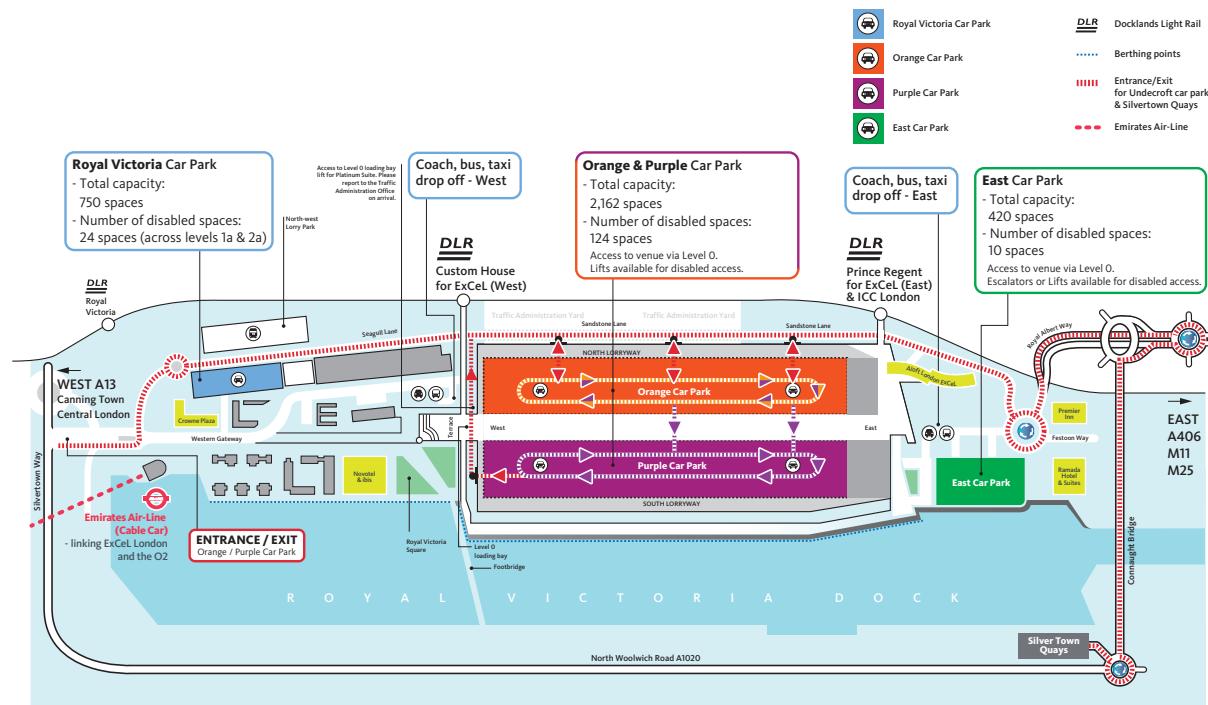
Vehicle drivers must register and are issued with a **Lorry Access Document** (LAD). This document will stipulate a maximum unload time. Drivers are expected to keep to this time.

Vehicles will be directed to the **Marshalling area**, situated on the **North of the ExCeL complex**, running parallel to the Docklands Light Railway for queuing. From here they will then be directed to the **Capital Hall** to unload their vehicles and then depart.

EXCEL LONDON - PARKING FACILITIES

ExCeL London offers on-site car parking for 3,700 cars. All onsite parking is pay and display, with the exception of the Royal Victoria multi-storey car park, which is located at the west end of the site. Parking in the Royal Victoria multi-storey car park can be paid for at one of the three pay points located within the car park at the end of your visit.(the machines are located on level two and level zero and all machines accept both cash and credit card).

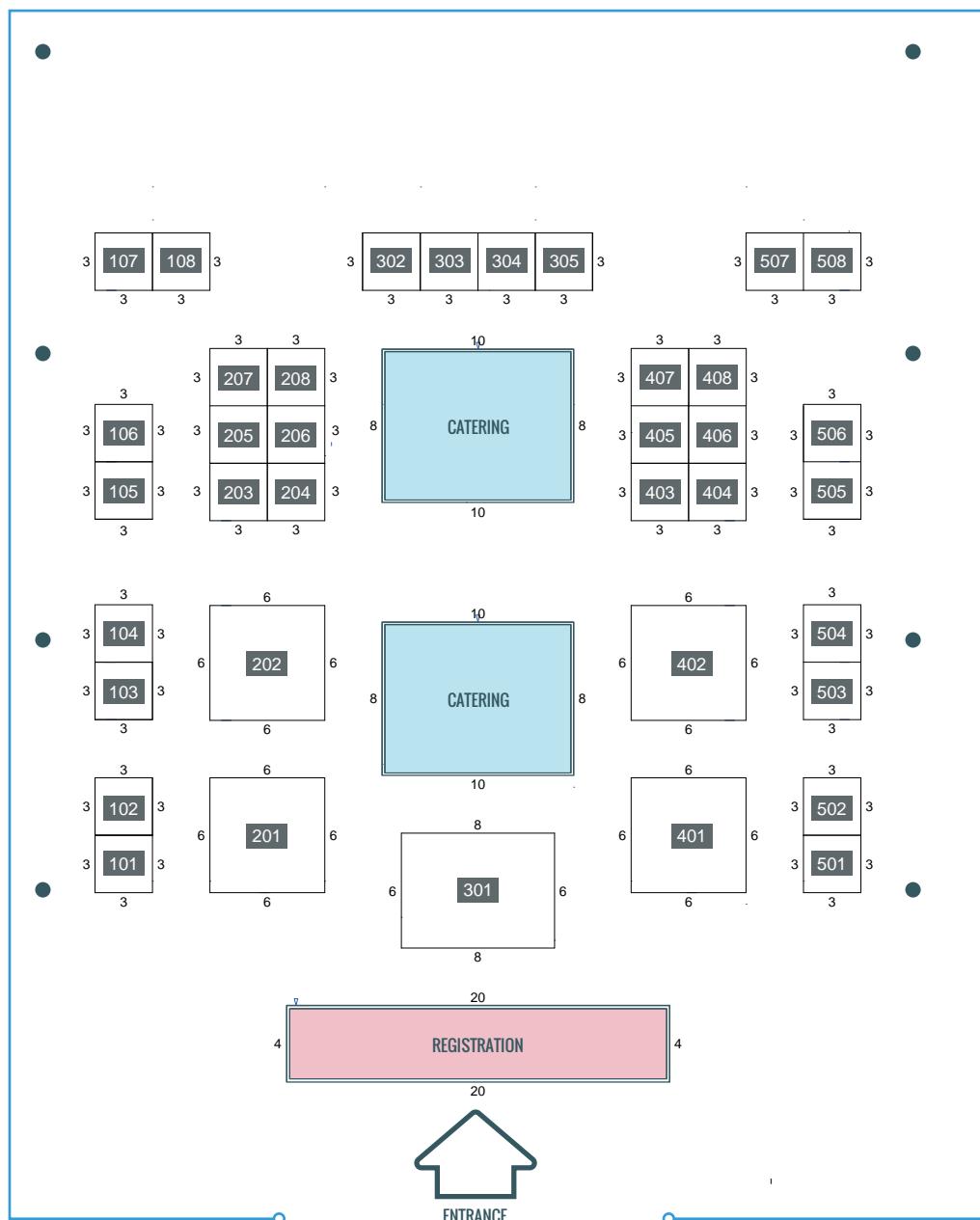
Parking fee is £15 for up to 24 hours. Motorcycles can be parked free of charge in the designated motorcycle parking area.





FLOORPLAN

CAPITAL HALL LEVEL 0



The ICC Capital Hall offers adaptable space with scope for impressive exhibitions, world events and large parallel events.

Key Features:

- 4,518 m² Level 0 hall space
- Easy Access to and from the Capital Suite Level 3
- Catering includes Breakfast Lunch and Afternoon Coffee





FLOORPLAN CAPITAL SUITE LEVEL 3



The ICC Capital Suite comprises of 17 individual meeting rooms, with the flexibility to host events for 50-1,200 delegates. There are large lobby areas, ample natural daylight and a private terrace with views towards the Dock.

Key Features:

- ④ High spec, flexible event space
- ④ 17 individual meeting rooms
- ④ Private terraces
- ④ Capital Lounge – ideal for catering breakout space or a business lounge
- ④ Cloakroom
- ④ Organisers Office





SPONSORSHIP CATEGORIES

ADVERTISING

| | DIAMOND | TITANIUM | PLATINUM | GOLD | SILVER | EXHIBITION |
|--|---------|----------|----------|------|--------|------------|
| Category Logo placement in invitation brochures | • | • | • | • | • | |
| Company profile and hyperlink on official conference website | • | • | • | • | • | • |
| Marketing visibility through selected media partners ads | • | | | | | |
| Access to online social network (1 day before the event) | • | • | • | • | • | • |
| Logo in selected e-marketing campaigns | • | • | • | | | |
| Client whitepapers and research promotions | • | • | • | • | | |
| Who's Who in HR Listing (Print) | • | • | • | • | • | |
| Article listing on HR Tech Europe Blog | • | • | • | | | |

OPPORTUNITY

| | | | | | | |
|---|-----|-----|-----|-----|-----|-----|
| Advanced access to delegate profiles (2 weeks before the event without contact details) | • | • | • | | | |
| ** Post Event Delegate list (4 working days after the event, with contact details) | • | • | w/o | w/o | | |
| Pre-event scheduler (Dinners, Meetings etc., 2 weeks before the event) | • | • | | | | |
| Conference Staff Ticket (Leadership Team) | 20 | 10 | 6 | 3 | 2 | 1 |
| Booth Personnel (Exhibition area only) | 5 | 4 | 2 | 2 | 2 | 1 |
| VIP Client Ticket (Enterprise clients only, Non transferable for staff) | 20 | 10 | | | | |
| Discount for additional enterprise clients & employees (excluding HR vendors & consultants) | 25% | 25% | 20% | 20% | 20% | 20% |

ONSITE BRANDING

| | | | | | | |
|---|---------|---------|---------|---------|---------|---------|
| *C-Suite Client Main Stage Speaker (Call for Papers November 28) | • | | | | | |
| *Client nomination Breakout Speaker (Call for Papers December 12) | • | • | | | | |
| Exhibition | 6m x 8m | 6m x 6m | 3m x 3m | 3m x 3m | 3m x 3m | 3m x 3m |
| Product Demo Room (Subject to availability) | • | • | | | | |
| Logo projections during breaks (Main Stage only) | • | • | | | | |
| Colour advert in event program (Pages) | 1 | 0,5 | 0,25 | | | |
| Client Interview in event program (Pages) | 2 | 1 | | | | |
| Listing on Expo Floor Plan + Meetings Floorplan | • | • | • | • | • | • |
| Mainstage logo fixture | • | | | | | |

* 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.

* * Use of the attendee list for the purpose of mass mailing electronically is specifically prohibited.

1. Clients shall not distribute the mailing list or any part thereof (except for stated purpose), and shall not copy, photocopy, reproduce, enter into a computer database, or otherwise duplicate in any format any part of the mailing list.

2. Please note: In compliance with European Union Privacy Laws we do not permit sponsors to download / upload this data in any form, and / or as part of any electronic communication / newsletter without the written authorization and consent of our member clients and event attendees. In the event that this is abused the contractor will cease to work with the sponsor in the future.



YOUR STAND

STAND INFORMATION

Standard space provided by the organiser is 3x3 meters. Height by default is 2.5 meters, however if you wish to exceed the limit, please let us know so we can confirm your options.

EXHIBITION SPACE

Diamond: 6x8 meters **Titanium:** 6x6 meters

Platinum, Gold, Silver, Exhibitor: 3x3 meters

The exhibition follows an open plan format, therefore shell-scheme is NOT ALLOWED.

The sponsorship package includes the exhibition space + default walling, that means 3 walls on the sides. With the exception of the back wall and with the consent of your neighbour, the side walls can be taken down anytime during set-up if you do not wish to use them. No extra furniture is provided by the contractor. For any additional furniture, please contact:

GES SERVICE CENTER

✉ +44 24 7638 0180

✉ customerservice@ges.com www.ges.com



BRIGI BÖSZ



DANIEL FIALA

STAND SELECTION

Stand selection will be managed by your Account Manager. The order of stand selection is based on sponsorship level and the return date of the signed contract. If you have not selected your booth yet, we will be in touch shortly. If you have any questions, please get in touch via operations@hrneurope.com or call +36 1 201 1469.

SET-UP TIMES

Please make sure that your stand is up and finished by 7 pm.

23 March 2015 11 am – 7 pm

BREAK DOWN TIMES

Please make sure that your stand is dismantled by 8 pm.

25 March 2015 4 pm – 8 pm

DO'S & DON'TS OF YOUR EXHIBITION SPACE

Please check our guidelines and suggestions on how to build your stand at HR Tech Europe.

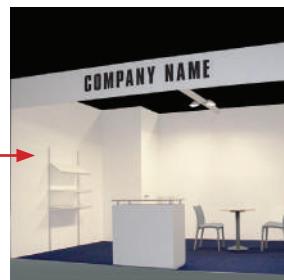
DO'S

- Open plan format
- Back & Side wall
- Colorful, attractive, cozy stand



DON'TS

- Shell scheme forbidden
- Roll wall only stands forbidden
- Over-furnished is not recommended





SHIPMENT



OFFICIAL LABELING

HR Tech 2015
Excel Centre, Capital Hall
Stand Number
Delivery date to stand
Piece count
(1 of 10, 2 of 10, 3 of 10, etc...)

ANY QUESTIONS?

Please get in touch with:

CHRIS KNIGHTS

International Operations Coordinator

✉ +44 2070694029

✉ CKnights@ges.com

🌐 www.ges.com



AIR FREIGHT

All consignments should be sent on a freight prepaid basis to London Heathrow Airport (LHR) and consigned as follows:

GES Ltd

C/O Hemisphere Freight Services
Trident Industrial Estate
Blackthorne Road
Colnbrook
SL3 0AX



OCEAN FREIGHT

All consignments should be sent on a freight prepaid basis to Felixstowe / Southampton / Liverpool / London ports and consigned as follows:

GES Ltd

One Western Gateway
Excel
Royal Victoria Docks
London, E16 1XL



ROAD FREIGHT

All consignments should be sent on a freight prepaid basis to the following address:

GES

For: HR Tech 2015
Exhibitor Name / Stand Number
Excel Exhibition Centre
London
E16 1XL



COURIER SHIPMENTS

Consignments being sent via courier should be sent on a **freight prepaid basis (inc. UK duties and taxes)** to the following advance warehouse address:

HR Tech 2015

C/o GES Ltd
One Western Gateway, Excel
Royal Victoria Docks
London, E16 1XL



CREATIVE MATERIALS

AD SPECIFICATION

Full Page (Applicable for Diamond Sponsors)

W: 210 mm **H:** 297 mm + 3mm bleed
CMYK, 300 dpi, pdf (no crop marks)

Half Page (Applicable for Titanium Sponsors)

W: 210 mm **H:** 148 mm + 3mm bleed
CMYK, 300 dpi, pdf (no crop marks)

Quarter Page (Applicable for Platinum Sponsors)

W: 105 mm **H:** 148 mm + 3mm bleed
CMYK, 300 dpi, pdf (no crop marks)

CLIENT INTERVIEWS

Applicable for Diamond and Titanium Sponsors Only

2 pages for Diamond Sponsors

1 page for Titanium Sponsors

- Please send your client interview in Word format
- Maximum 750 words per page
- High resolution logo of company interviewed
- High resolution picture of the interviewee

PREVIOUS ADVERTS/EXAMPLES



Full Page Diamond Sponsors

W: 210 mm
H: 297 mm



Half Page Titanium Sponsors

W: 210 mm
H: 148 mm



Quarter Page Platinum Sponsors

W: 105 mm
H: 148 mm

▲ Case study - 2 pages Diamond Sponsors

W: 420 mm
H: 297 mm

◀ Case study - 1 page Titanium Sponsors

W: 210 mm
H: 297 mm



MOBILE APP, e-SOCIAL & WIFI



As in previous years in 2015 we will release a FREE and exciting mobile application platform which will help you keep up-to-date with your agenda, discover the speakers you are interested in, follow the sponsors communications and stay in touch with fellow attendees and exhibitors.



Our social network site, e-social, enables you to check delegate profiles, send direct messages, schedule meetings with selected delegates and invite them to meet you face to face. Last year during the 2 day event there were more than 1100 meetings scheduled through e-social.

WIFI

HR Tech Europe will provide free WIFI at the event, however we strongly recommend ordering a cable internet connection to your stand especially if your applications require a high bandwidth and fast connection.

**FREE WIFI
AT THE EVENT**



SPREAD THE WORD

Tell your customers that you'll be at the show!
TAKE ADVANTAGE AND SPREAD THE WORD!

We have created various marketing tools to help you promote your cooperation with HR Tech Europe. There are lots of ways to use them but here are some of our suggestions:

Prepare your invites

Our dedicated design team is more than happy to create tailor-made delegate brochures; these were well used for our past events. The invitations will be sent to you with your own client codes with the registration link embedded to help speed up the registration process.

Promoting your presence

We encourage you to use the event logo and banners to add impact to your advertising, press releases and promotional materials, emphasizing your status as an official sponsor or exhibitor at HR Tech Europe.

Email signatures

Let your partners know that you will be sponsoring HR Tech Europe at the bottom of every email communication you send. For the customized signatures please get in touch via operations@hrneurope.com or call +36 1 201 1469.

Logos for your website/ events site

Please make sure you use our official event logo and banners to raise awareness of the event.
For high resolution logos and banners please get in touch with your Sponsorship Manager.

Press release/ blogs

 (Applicable for Diamond, Titanium and Platinum Sponsors)

We are more than happy to help you promote your products, company and news on our blog and social media platforms. If you wish to publish an article please send it to **Saida Ayupova**, Content Marketing Manager: saida@hrneurope.com +36 20 341 6385



SAIDA AYUPOVA

SPEAKER NOMINATION

If you have a well-known and recognized HR practitioner / thought leader who you think would make a good speaker at the event, please send your recommendation with contact details to our production team:

Peter Russell – Chief Production Officer, peter@hrneurope.com +33 6 48 92 3260

Steve George – Project Manager, steve@hrneurope.com +36 30 398 4447



PETER RUSSELL



STEVE GEORGE



MEDIA/SOCIAL

In past years we have established a great partnership with some of the most important HR and Technology related media partners such as Computer Weekly (UK), HR Magazine (UK) , HR Zone (UK) , Exclusive RH (France) or Personal Magazine (Germany).

Marketing Visibility (Applicable for Diamond and Titanium Sponsors)

Your logo will be featured in some of the selected media partner ads throughout the campaign leading up to the event.

If you have any preferred publications or PR agencies that you would like to see and meet at the event please make sure you send them to **Viola Zöldy**, Media Marketing Manager:

viola@hrneurope.com +36 70 243 4853



VIOLA ZÖLDY

SOCIAL

With over 30,000 followers on our various Social Media platforms we are proud to have a strong presence and a high impact on social media. We strongly recommend to all our sponsors to take advantage of our online community and contribute to spreading awareness about the event – and your presence as a sponsor.



Join the [Pan European HR Network](#) and [HR Tech Europe Groups](#). With a total reach of over 10,000+ HR practitioners, vendors and thought leaders this is the place to get the most up-to-date news in the world of HR.



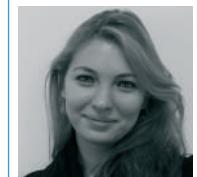
Like our page on [Facebook](#). Video interviews, blog articles and latest news including media partner content are updated daily on our Facebook page.



Follow us on [Twitter](#) @hrteurope with a monthly reach of over 70,000 and over 8,000,000 during the 3 days of our last event Twitter is one of the most powerful ways to increase your brand awareness and participation at the event. Our dedicated Social Media team will help you to promote your tweets #hrteurope



Check out our [Slideshare channel](#). With a monthly average of 13,000 views this is a great platform to promote your whitepapers and case studies to a targeted audience. If you wish to share your knowledge please send it to **Saida Ayupova**, Content Marketing Manager: saida@hrneurope.com +36 20 341 6385



SAIDA AYUPOVA



TOP TIPS

HR Tech Europe Top 10 Secret Tips for exhibiting

- 01** Say "Hi", make eye contact and smile! Customers love to see happy exhibitors! Have a firm hand shake!
- 02** Have a dedicated colleague work the crowd and bring the people to your stand while you talk to other customers already at your stand!
- 03** If it gets too crowded and you don't have enough staff, take business cards and move people on! If needed take a note on the back of the business cards to remember!
- 04** De-brief your team at the end of the day and make sure to check all the business cards and sort them into categories.
- 05** It's very important that you act quick on the follow up with the delegates you had a promising conversation with.
- 06** Do not expect buyers to walk up to you and offer their business on a plate. Talk to strangers.
- 07** 80% of the success of your stand is up to your staff. Make sure they are trained properly. Bring the go-getters, entrepreneurs and energetic team members. Enjoy and have fun!
- 08** Stand out from the crowd! There will be plenty of exhibitors around you, make sure you are the one they remember.
- 09** We all love free gifts. Give out something fun and different that attracts delegates to visit your stand.
- 10** Be on time and make sure that someone is always present at your stand!



WHAT'S NEW IN 2015?

Our dedicated operations and marketing team is here to help you and give advice on how to reach your target audience at HR Tech Europe. Please fill out the form that can be downloaded from our sponsor appendices site and send it back to us by 5 March 2015 to operations@hrneurope.com



SEE YOU IN LONDON!



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