



24-25 March 2015, London

UNLEASH YOUR PEOPLE!

The World's Fastest Growing HR Event

Sponsorship Prospectus





WELCOME

HR Tech Europe is coming to London for the 3rd successive year. As the event grows in scope and popularity so too does our investment in creating a more innovative and broader range of opportunities for attendees and sponsoring organisations to meet the industry on either side of the summer holidays!

HR Tech Europe "Spring Warm Up" is losing its baby clothes to become **HR Tech Europe London** and in doing so, becomes the largest HR event in the Global Capital for Enterprise HR Decision Makers with buying power for both HR and Technology.

In March 2014, we welcomed +557 people, 500 was the maximum permitted by the venue! In March 2013, at our inaugural event we welcomed 363 delegates with 300 the maximum permitted by the venue. We were sold out and oversubscribed both years in terms of delegate places, and sponsorship opportunities. To enable more people to attend and ensure we have enough sponsorship opportunities we are returning to London using a significantly larger venue that will accommodate +1000 conferencing delegates and greater ambitions for the growth of our exhibition and exhibition-only attendees.

From Main Stage keynotes through to interactive debates and closed roundtable discussion groups - the entire agenda is structured to support, energise, and facilitate the networking opportunities between delegates, and between delegates and solution providers.

Enterprise Leadership Teams! That there are too many great speakers presenting at the same time and too many great solutions to choose from are our biggest and most often heard "comments" at **HR Tech Europe Shows**. These are our best complaints and why we strongly encourage leadership teams to attend as a TEAM so they can benefit from meeting all the solution providers, and attending the most important sessions.

HR Tech Europe events are the fastest growing HR events in the World centered on becoming a Good Smart Community with unparalleled networking as our backbone! We work very hard to put on the best conferencing and hospitality in the world. The quality of the attendees, the goodness of the growing network, the need, the openness, the disruption, the FUN . Our unique format in both the conferencing and networking areas at the event, is our competitive advantage and the one area that we look to develop and grow each year. We aim to ensure deal making continues to help cultivate the importance and the prestige of the event globally.

See you in London!

Sincerely,
Marc Coleman



سهلاً و أهلاً
WILKOMME ДОБРО ПОЖАЛОВАТЬ!
CEAD MÍLE FÁILTE
VÄLKOMNA VELKOMMEN
BIENVENUE
WELCOME
WILLKOMMEN
BIENVENIDO БЕНВЕНУТИ
ÜDVÖZLET
DOBRODOŠLI ДОБРОДОШЛИ
TERVETULOA
BENVENUTE
Καλώς Ορίσατε



HR Tech Europe is the best European conference on HR and Technology, delivering timely, thoughtprovoking keynotes, panels and networking opportunities with senior leaders from around the globe.

Bersin by Deloitte.

Business, engineering—
pursuits and necessary
poetry, beauty, romance,
what we stay alive for.

Apple 2014

GARY HAMEL

VOTED BEST SPEAKER
@ HR TECH EUROPE 2014
VOTED WORLD'S MOST
INFLUENTIAL
BUSINESS
THINKER

THE WALL STREET JOURNAL.
EUROPE



...
**IS INSPIRATIONAL & IT'S
FUNDAMENTAL
IN HELPING US INNOVATE
HOW WE WORK.**

SAP®



IN THE 2 YEARS
THAT WE ATTENDED
WE ARE REALLY
BECOMING FANS



AS A FIRST TIME
ATTENDEE ...
I WAS PLEASANTLY
SURPRISED!

PRIMARK®





I THOROUGHLY
ENJOYED...
INSPIRING!

Linklaters

...
**A HUGE
SUCCESS**

...
**HELPING US FOCUS
ON MAKING THE
RIGHT DECISIONS.**



PERHAPS THE BEST PART
WAS THE OVERALL
ENERGY AT
THE EVENT AND OF
COURSE THE CLOSING
KEYNOTE WAS MOST
INSPIRATIONAL!



...EXTREMELY
REWARDING,
FUN, INSPIRING,
MOTIVATING,
INFORMATIVE...





WHY ATTEND?

Testimony to our success over the last 3 years in exponentially growing our events year on year HR Tech Europe 2015 London moves up a gear and comes to London ExCel, the home to many of the World's leading exhibitions.

LONDON

London offers the promise of a unique blend of hot topics, world-class entertainment and hospitality. However, more than anything else we want all our members, delegates and sponsors, to enjoy the very best networking experience in the world. We offer access to the best speakers, content, solution providers, industry peers and research enabling you and your team to go back to the office and take intelligent action! 2014 has already seen combined delegations from as many as **60 countries**, with a combined influence over some **40 million employees across 3 events**.

2015 will see those numbers significantly grow ensuring that our community has the collective influence to make a real difference in helping to shape the future of work.

MAIN STAGE

Our **Main Stage** in London will once again play host to some of the most exciting and powerful global keynotes. World acclaimed, and **Thinkers 50 listed Professor of Innovation at London Business School, Costas Markides** will be joining us together with **Peter Hinssen**, arguably Europe's best known thought leaders on disruptive technologies, enterprise strategy and innovation, and **Rachel Botsman** whose global thought leadership on the power of collaboration through technology is at the cutting edge of discussions on the digital workplace revolution.

What will 2015 look like? You will find out over the next couple of pages, and we will be sure to keep you posted as those plans evolve and new ideas are introduced between now and next Spring, whilst keeping some surprises up our sleeves for the main event!



Once again, **HR Tech Europe** provided us with the best possible platform to demonstrate our solutions to new, exciting prospects. The Spring Warm-Up does exactly what its name suggests – it's the first major HR technology expo of 2014 and got our sales team prepped and raring to go for the rest of the year!



DIFFERENCE

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



01

RESEARCH

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

02

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.

INNOVATE

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.

ENABLE

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.

FUN

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!



WHY SPONSOR?

Our events automatically qualify Corporate Enterprises in Europe via 3 simple ways:

01

Interest and focus.

02

Attendees are integrators, influencers and budget holders.

03

In competitive 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.

“
HR Tech Europe London surpassed my expectations. The event was well managed and the content proved to be very valuable to the attendees. More importantly were the level of attendees and the conversations we had with them. We had great discussions with many interested HR leaders.

HireVue





CONFIRMED SPEAKERS

PETER HINSEN



Chairman & Co-Founder

Co-founder and Chairman of Nexxworks, is one of World's thought leaders on disruptive innovation. Voted Best Speaker @ HR Tech Europe 2012.

RACHEL BOTSMAN



Writer & Entrepreneur

2014 Fast Company Most Creative People in Business. Named Top 20 Speakers in the World to have at your Conference. Named the Young Global Leader by the World Economic Forum.

COSTAS MARKIDES



Professor of Strategy and Entrepreneurship

Professor of Strategy and Entrepreneurship and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. He serves on the Editorial Boards of several academic journals.

Thought Leaders



EUAN SEMPLE
Tech Evangelist
euansemple.com



VICTORIA SORZANO
Duty Editor
BBC



JASON AVERBOOK
Chief Business Innovation Officer
APPIRIO

Past Speakers - The Biggest and The Best in the World speak at HR Tech Europe!



DAN PINK
New York Times &
Wall Street Journal
bestselling author
THINKERS 50



MARC HURD
President & CEO
ORACLE
Fortune Magazine's
25 Most Powerful
People in Business



GARY HAMEL
Ranked #1 Thinker
in the World!
WALL STREET JOURNAL



LEIGHANNE LEVENSALER
Vice President
Human Capital
Management Products
workday



THOMAS OTTER
Vice President,
Product Management,
Employee Central
successfactors™
An SAP Company



GRETCHEN ALARCON
Group Vice President,
Product Strategy
ORACLE



KEY INVESTMENT AREAS

HR Tech Europe is your best opportunity in Europe in 2015 to gain unparalleled access to senior HR decision makers & development executives. The list below reflects the Top 40+ Investment areas confirmed by the Pan European HR Network Research.

- Analytics – Megatrends in Predictive, Mobile, Social.
- Assessment
- Business Intelligence & Excellence
- Collaborative Tools
- Compensation & Benefits
- Consulting
- Cloud/SaaS
- CRM
- Data Management (Big Data HR)
- Employee Communications
- Employee Self-Service
- Employee Surveys
- Employer Branding
- Enterprise Mobility
- Gamification
- HCM
- HRIS
- Knowledge Management
- Learning
- Loyalty
- Metrics
- Mobile – data & applications
- MOOC's
- 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
- Transformation
- User Adoption
- Video & Unified Communications
- Visualisation
- Workforce Management
- Workforce Planning
- Workforce Mobility



PwC UK @PwC_UK
Packing up after a great time at #HRTechEurope with @cmurrayuk and the #HRTtransformation team, shaping the #FutureOfWork with #SaaS





HR TECH EUROPE 2015

The conferencing schedule is designed to showcase the best innovations in HR and Technology in the first half of 2015 in Europe, attracting approximately 1000 Invitation-Only Senior HR and Technology Decision Makers and Buyers from Large Market Enterprises across Europe.

Two days, all under one roof, offers delegates a choice from a major plenary conference and Breakout Sessions. The scheduled networking times will include Early Morning Registration, Morning Break, 2 Hour Lunch, Afternoon Break on both days and a Cocktail Party on the first evening before delegates break off for Dinner Parties with Sponsors and Event Partners.

23

MARCH

SET-UP
08.00 - 20.00

24

MARCH

CONFERENCE AND EXPO
07.30 - 18.00

25

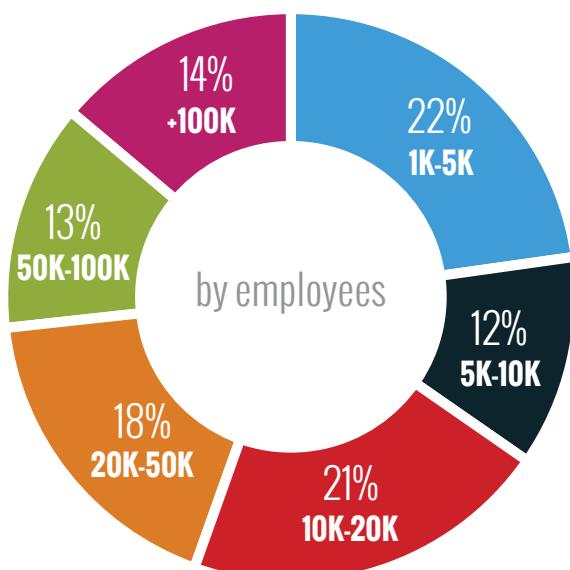
MARCH

CONFERENCE AND EXPO
07.30 - 16.00



NUMBERS

COMPANY SIZES



COUNTRIES

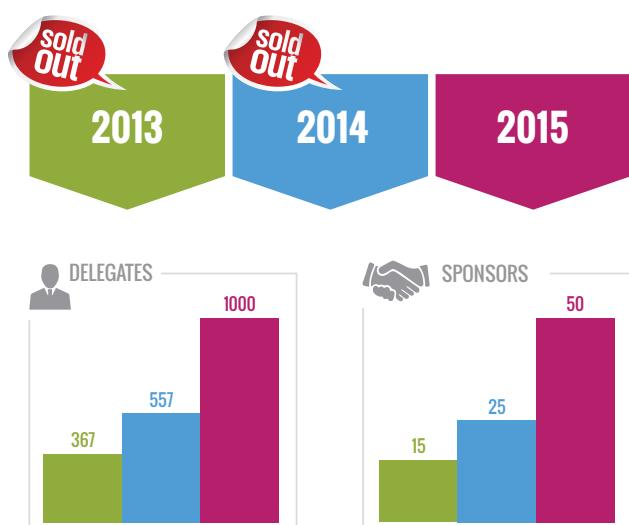
42 COUNTRIES REPRESENTED



10 TOP COUNTRIES

UK UNITED STATES NETHERLANDS
GERMANY FRANCE BELGIUM SPAIN SAUDI
ARABIA FINLAND SWITZERLAND

YEARLY NUMBERS



INDUSTRIES

AVIATION MEDIA CONSTRUCTION
PROFESSIONAL SERVICES CHARITY
CHEMICALS EDUCATION MNGT ENERGY &
UTILITY LEISURE & ENTERTAINMENT RETAIL
FINANCE GOVERNEMENT ORGANIZATION
HEALTH CARE IT LEGAL SERVICES LOGISTICS
& TRANSPORT MANUFACTURING &
ENGINEERING PACKAGING PHARMACEUTICS
TELECOMMUNICATION

+ 4 MILLION

people reached on Tweeter over 3 days.

+ 20 MILLION

employees influenced by company size.

78%

of our delegates are companies above
5000 employees.



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.

Since our inaugural event in 2011, **HRN Europe – Pan European HR Network** have evolved our delegate vetting procedures to ensure that members attending are “group/global” decision makers responsible for deciding on new HR Technologies, Solutions and Services for their organisations. Our buyer to vendor ratio is unparalleled globally at 3:1 and you will find that all of our competitors at this level have ratios of 1:1 or even less , no growth and the same returning delegate list year on year.

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:

- Applications
- Business Excellence
- Capability
- Collaboration
- Competency
- HCM
- HR
- HR Reporting / Analytics
- HRIS / HRIT
- HRMS
- Innovation
- IT
- Payroll
- People
- Portfolio
- Processes
- Programs
- Projects
- Recruitment
- Resourcing
- Reward
- Shared Services
- Social
- Solutions
- Strategic Planning
- Systems
- Talent
- Transformation

COUNTRIES ATTENDING FROM EUROPE:



COUNTRIES ATTENDING FROM OUTSIDE EUROPE:





OUR SPONSORS 2014





OUR CLIENTS





SPONSORSHIP

ADVERTISING

	DIAMOND £64,000	TITANIUM £40,000	PLATINUM £28,000	GOLD £16,000	SILVER £7,500	EXHIBITION £5,000
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.

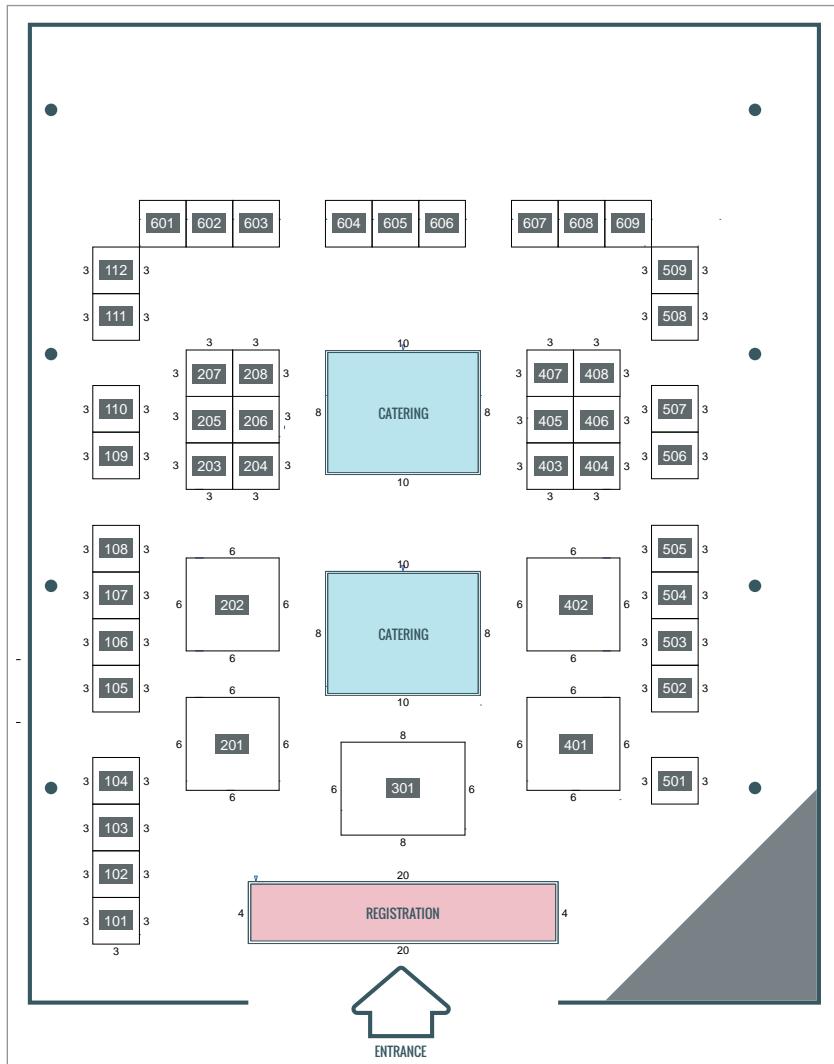
** Use of the attendee list for the purpose of mass mailing electronically is specifically prohibited.

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.



FLOORPLAN & YOUR STAND

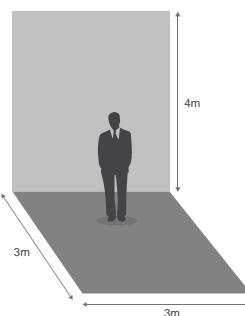


Standard space provided by the organizer is 3m x 3m, maximum height is 4m.
Should you wish higher please always contact the organisers first at operations@hrneurope.com

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 or call +36 1 201 1469



23 MARCH 2015 11AM - 7PM SET-UP
25 MARCH 2015 5PM - 8PM BREAK DOWN





À LA CARTE 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

* sample photo - page 17, # 1

£20,000

Your company's logo will be present on all signage attached to A/V team exercises – main stage presentations, video and photography. Additionally, your logo will appear (alongside all Diamond sponsors) on event video after the event.

(NB: Lead Sponsors are also included on main stage branding).

ATTENDEE BAG SPONSORSHIP ★ EXCLUSIVE

* sample photo - page 17, # 2

£16,000

Each delegate receives a high quality meeting bag imprinted with your logo and the guaranteed quality and use and offers great exposure long after the event has ended. This is a great way to showcase your brand and provide collateral/corporate gifts.

Please note that organiser will add brochure, lanyards, etc and collateral from

(NB: Bags must be co-branded – i.e. including HR Tech Europe logo - and provided by the organiser before agreement is confirmed).



sponsorship provides
or you can add an agreed
registration.
must be approved by the

REGISTRATION AREA SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 3

£16,000

Welcome the attendees with a big bang. 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. The sponsorship includes your logo placement on the registration booth. Further advertising possibilities around the registration area, e.g. hostesses, flat screens, roll-up banners are optional*. (All supplies provided by the Sponsor.)

WIFI AND ONLINE NETWORKING SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 4

£16,000

Sponsor of free internet access for all participants and the onsite collaboration network. Based on 2013 figures the networking system will connect everyone before during and after the event and has a 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 Account Manager.

COFFEE SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 6

£16,000

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 branding on preferred coffee supplies at the catering areas, such as cups, napkins etc (all supplies should be provided by the Sponsor). Your logo will appear as the official coffee sponsor on the event website and in the show directory. Please note, the package price doesn't include the consumption which is to be covered by the sponsor on top of it based on the invoice you will receive from the ExCeL catering after the event.



TWITTER SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 5

£16,000

As one of the most successful HR events on Twitter globally for the last 3 years, the HR Tech Europe social media activity trended on twitter for the third 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). Twitter walls will be strategically placed in both main plenary room, main break out room and exhibition areas. Your logo will be featured on that wall throughout the conference and alongside #hrteurope, the organiser will also include your #company on every post sent by the organiser during the event. Your logo also features prominently on the event website.

COCKTAIL SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 7

£12,000

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 it's time to let the hair down, have fun and get ready for the night ahead. As the official cocktail sponsor, your logo will appear on HR Tech Europe's online and offline platforms. The cocktail sponsorship includes company recognition with on spot branding opportunities (banner, cocktail supplies, etc.) Please note, the package price doesn't include the food & beverage consumption which is to be covered by the sponsor on top of it based on the invoice you will receive from the ExCeL catering after the event.

LANYARD SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 8

£12,000

Your logo will appear on all the name badges throughout the event. It is customary to pass through tight security checks for the delegates to have venue access by wearing their name badges at all times. (Name badges are provided by the organizer.)



NAME BADGE SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 8

£12,000

Your logo will appear on all the name badges throughout the event. It is customary to pass through tight security checks for the delegates to have venue access by wearing their name badges at all times. (Name badges are provided by the organizer.)

MOBILE APP SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 9

£12,000

A mobile application is built into our social networking and scheduling software. The mobile menu will include your planned scheduled, detailed agenda, speakers, exhibitors, floor plan, provides immediate access to all the attendees and profiles and can be picked up on any smartphone, tablet device, or laptop. More than 50% of our delegates rely on the Mobile App for all information about the event. As the Mobile App Sponsor, your logo and company profile will appear in the app and on all the on-spot materials promoting the app.

CAPITAL SUITE - GLASS PANELS SPONSOR ★ EXCLUSIVE

* sample photo - page 17, # 10

£10,000

Gain exclusive brand recognition by covering the glasses in the Capital Suite with your message. As a Glass Panel Sponsor, you can personalise the Glass Panels in the Capital Suite which provides high visibility in the conference area. (Design is to be provided by the Sponsor, and approved by the Organiser).



SPONSORSHIP PACKAGES SAMPLES





MEDIA BRANDING ★ EXCLUSIVE

* sample photo - page 22, # 19

£10,000

Strategically brand your company through one of the leading business publications - the Financial Times. Place your company logo on each complimentary copy of the daily business newspaper available for attendees at the conference venue (full coverwrap on 500 copies/day).

EAST TERRACE - GLASS PANELS SPONSOR

* sample p

£10,000

Gain exclusive brand recognition by covering the glasses in the East Terrace with your m
the Glass Panels leading to the East Terrace, which is one the main Entrances of the build
Tech Europe logo – to be provided by the Sponsor, and approved by the Organiser).



PHONE CHARGER SPONSOR

* sample photo - page 22, # 12

£10,000

Branded Phone/Smart Device Chargers will be placed all over the venue that allow visitors to charge their mobiles free of charge, safely and securely. You can individually brand the chargers to add a personal touch. There is also a digital screen on the Charge box which also can be personalised.

Selling quantities are 2/4/6/8. Unit price for 2: £ 3.000. The full package is priced at £ 10,000. The design needs to be co-branded (i.e. including an HR Tech Europe logo), to be provided by the Sponsor and approved by the Organiser.

ESCALATOR SPONSOR ★ EXCLUSIVE

* sample photo - page 22 # 13

£8,000

The metal and glass sides the escalator in between the Level 1 (Main entrances)and Le
advertisement providing a great way to ensure your brand is visible to all attendees. Th
Tech Europe logo), to be provided by the Sponsor and approved by the Organiser.



EAST FLAGS SPONSOR

* sample photo - page 22, # 14

£7,000

Brand the 6 Flags situated at the front of the main East entrance podium. Highly visible by all visitors and from the hotels to the East of the ExCeL. The design needs to be co-branded (i.e. including an HR Tech Europe logo), to be provided by the Sponsor and approved by the Organiser.

FLOOR PLAN SPONSOR ★ EXCLUSIVE

* sample photo - page 22, # 15

£7,000

Arriving at the event, everybody will look for a floor plan to see where they find partners and presentations they are looking for, making Floor plan sponsorship a great opportunity for further brand recognition. Your logo will appear on the floor plan online, on the on-site signage and the delegate brochure.

T-SHIRT SPONSOR ★ EXCLUSIVE

* sample photo - page 22, # 17

£5,000

Your logo will appear on the T-shirt worn by HRN Europe staff during the entire event. They are always present on the expo floor and in all the rooms, this gives you excellent exposure throughout the whole duration of the event. (The T-Shirt is provided by the Organiser, branded with your logo).



As of course the staff is
audience throughout the



USB PEN DRIVE SPONSOR ★ EXCLUSIVE

* sample photo - page 22, # 16

£3,000

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).

REGISTRATION PEN SPONSOR ★ EXCLUSIVE

* sample photo - page 22, # 18

£3,000

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. (The design needs to be co-branded (i.e. including an HR Tech Europe logo), to be provided by the Sponsor and approved by the Organiser.)

ONLINE REGISTRATION SPONSOR (3 PACKAGES)

* sample photo - page 22, # 20

1 PACKAGE SOLD

£2,500

All delegates register via the event website booking management software. This includes a meeting scheduler, travel arrangements and online payment. Your logo will appear on the booking site throughout the entire registration period prior to the conference.

DOCUMENTATION INSERTS OR SEAT DROPS (SUBJECT TO AVAILABILITY)

* sample photo - page 22 # 21

1 PACKAGE SOLD

£2,500

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).

PILLAR WRAPS SPONSOR (NOT A STAND ALONE SPONSORSHIP)

* sample photo - page 22, # 22

£1,200

Branded cube pillar wraps will be placed around vertical pillars located on the M&E floor. The designated pillars will be covered with your advertisement, providing extra brand recognition.

*For 6 pillars of your choice. The design needs to be provided by the Sponsor

Selling quantities: 5/10. Unit price £ 1,200. Please see floor plans for details.



e Expo Hall. The designated pillars will be covered with your advertisement, providing extra brand recognition during the event.
the Organiser.

IN-HALL BANNERS SPONSOR (SUBJECT TO AVAILABILITY)

* sample photo - page 22, # 23

£500

Large landscape banners situated above your exhibition stand. Perfect for directing people to your booth. Every sponsor is entitled to buy one in-hall banner only above their own stand. The design needs to be provided by the Sponsor and approved by the Organiser.

FOOTSTEPS SPONSOR

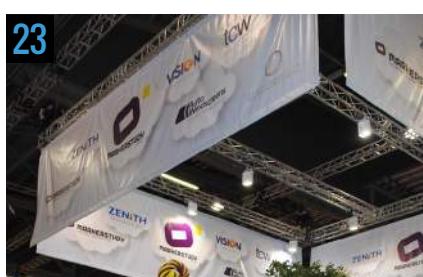
* sample photo - page 22, # 24

PRICE UPON REQUEST

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 in the attendees minds before they have even entered the event! (The design needs to be co-branded (i.e. including an HR Tech Europe logo), to be provided by the Sponsor and approved by the Organiser).



SPONSORSHIP PACKAGES SAMPLES





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!"

Head of HR



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."

Global HR Director

TimeWarner

Telecommunications 52,700



"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!"

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."

Head of HR

Shared Services

TTS Systems

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"

Director HR
Strategy Group HR



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!"

HR IT Leader



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."

CHRO



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"

Global Head of HRIS



Industrial Engineering 170,000



Excellent speakers & sessions, and a perfect opportunity to network and educate myself on latest trends. I found it particularly compelling how both speakers and vendors were able to showcase the smart and efficient use of technology. Exciting times for HR professionals, and the best is yet to come!

Corporate Human Resources





#hrtecheurope



SOCIAL LOVE



@shackletonjones | 9:38 AM - 23 Oct 2014

Brilliant. Yves 'six rules to simplify complexity' #HRTechEurope <http://t.co/FSV3ejgA1C>

◀ 25 ▶ 12 ★ 33



@bduperrin | 8:54 AM - 24 Oct 2014

Thanks to the #HRTechEurope staff for having put together such a great event. Impressive, energizing, inspiring. Congrats guys !

◀ 1 ▶ 2 ★ 2



@SF_EMEA | 7:16 AM - 24 Oct 2014

Thank you #HRTechEurope for a terrific event! We've had a blast!

◀ 0 ▶ 4 ★ 2



@slotosch | 12:48 PM - 24 Oct 2014

Great workshop on gamification thx @mherger @siddheshb #HRTechEurope #iamagamer

◀ 11 ▶ 11 ★ 9



@JohnSumser | 11:37 AM - 24 Oct 2014

If I weren't at #HRTechEurope I wouldn't know that the FBI and Google are solving the exact same HR problems.

◀ 49 ▶ 55 ★ 14



@HRZone | 9:07 AM - 23 Oct 2014

"Don't confuse HR with the HR department." HR goes far beyond the HR department into operational performance #HRTechEurope

◀ 8 ▶ 5 ★ 9



@Sorvict | 12:36 PM - 24 Oct 2014

Great presentation from @SmartRecruiters CEO @jerometernynck. How to leverage Graph to improve your recruiting process #HRTechEurope

◀ 17 ▶ 5



@dovbitton94 | 5:36 PM - 24 Oct 2014

Thank you all for this wonderful #HRTechEurope event. See you next year in London, Amsterdam and Paris ! Great HR European Tour. Cheers



@ZadaTanus | 7:58 AM - 24 Oct 2014

Thank you very much for a great couple of days. Would love to have two brains to process all the helpful information #HRTechEurope



@Josh_Bersin | 9:28 AM - 23 Oct 2014

Cooperation amplifies productivity at work. #HRTechEurope Optimize energy put into cooperation vs. individual perf. <http://t.co/27RznFMsfq>



@jerometernynck | 7:58 AM - 24 Oct 2014

Amazed by what Marc and the team have achieved in 4 short years. #HRTechEurope is one great production. Well done @HRNEurope !



@jpruohisto | 7:25 AM - 24 Oct 2014

Thank you #hrtecheurope! It was great event to meet many nice and inspiring people. Have a safe trip back home!

◀ 0 ▶ 1 ★ 3



@MiekvanKraay | 1:50 PM - 24 Oct 2014

We enjoyed the great experience with #googleglasses #google #HRTechEurope it's fantastic!



@dkeene | 4:25 PM - 24 Oct 2014

Thoroughly enjoyed two great days at #hrtecheurope Amsterdam @GoogleforWork team loved speaking to everyone



@RobHill18 | 7:44 AM - 24 Oct 2014

Fabulous but exhausted after #HRTechEurope Great show for #ngahr looking forward to Paris 2015



@tenholteri | 5:36 PM - 24 Oct 2014

We enjoyed the great experience with #googleglasses #google #HRTechEurope it's fantastic! <http://t.co/geKM8e8qOm> ~ smokin'

◀ 16 ▶ 3 ★ 8



THE VENUE

ExCeL London (Exhibition Centre London) is an exhibitions and international convention centre in the London Borough of Newham. It is located on a 100-acre (0.40 km²) site on the northern quay of the Royal Victoria Dock in London Docklands, between Canary Wharf and London City Airport.

ExCeL London 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.

ExCeL London
One Western Gateway
Royal Victoria Dock
London
E16 1XL



[MAP](#)

The Excel London has been selected by **HR Tech Europe** to enable us both to develop the event and to extend invitations to all those unable to attend last year

The Excel offers improved networking and conference facilities enabling delegates to better engage with exhibitors and with each other.

Our venue was host to the London Olympics and because of its location in East London, the fact that it is the country's Tech Hub with over 250 High Tech companies such as Vodafone, Cisco, Google, facebook, and Intel – make the **London ExCel** the easy choice for the ultimate technology experience.



LONDON - THE BUSINESS CAPITAL

London is the natural meeting point for the world's business networks. It is a leading city in the world's economy and a center of international trade and finance.

If you're looking for new business partners, investors, customers or sponsorship for your event, you have a wealth of organisations to approach.





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STEVE GEORGE
Project Manager



VIKTÓRIA MCCANN
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CLAIRE QUITO
Sales Director



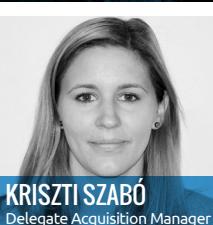
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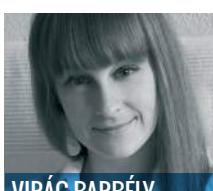
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PASSION



TEAMWORK

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*Matt Charney Editor
Recruiting Daily*



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WITH THE HRN TEAM.
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VERY PROUD
OF DELIVERING SUCH A
SUCCESSFUL EVENT IN
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*Jodie Evans
Senior Marketing Manager IBM*

