

Recruit World Conference & Expo **2014**

Amsterdam RAI
June 5-6 2014, Thursday - Friday
www.irecruitexpo.com



SPONSORSHIP GUIDELINES



HRN Europe
PAN EUROPEAN HR NETWORK

Who says you can't be
BIG & NIMBLE

WELCOME!

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

OUR TEAM



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iRecruit Project Leader
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Operations Manager
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Marc Coleman
Managing Director
Phone: +36 30 341 1356





VENUE

AMSTERDAM RAI ELICIUM ENTRANCE D

The RAI Elicium is the new contemporary face of Amsterdam RAI. Its striking design comes from the boards of the Dutch government's former chief architect Mels Crouwel. As well as enriching the RAI itself, this innovative building is also a major addition to the Amsterdam landscape. The new futuristic structure connects the various parts of Amsterdam RAI and was built with the very latest environmental technologies such as a climate façade and thermal storage 187 metres below the ground.

With the construction of the Elicium, the RAI makes a clear statement of intent when it comes to attracting leading events in Amsterdam. The organisation has chosen for a qualitative expansion at its current location rather than a major new development of hall complexes. This allows Amsterdam RAI to increase its focus on facilitating the type of large, international, multi-day events that are of such importance to the Netherlands.

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

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.



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.

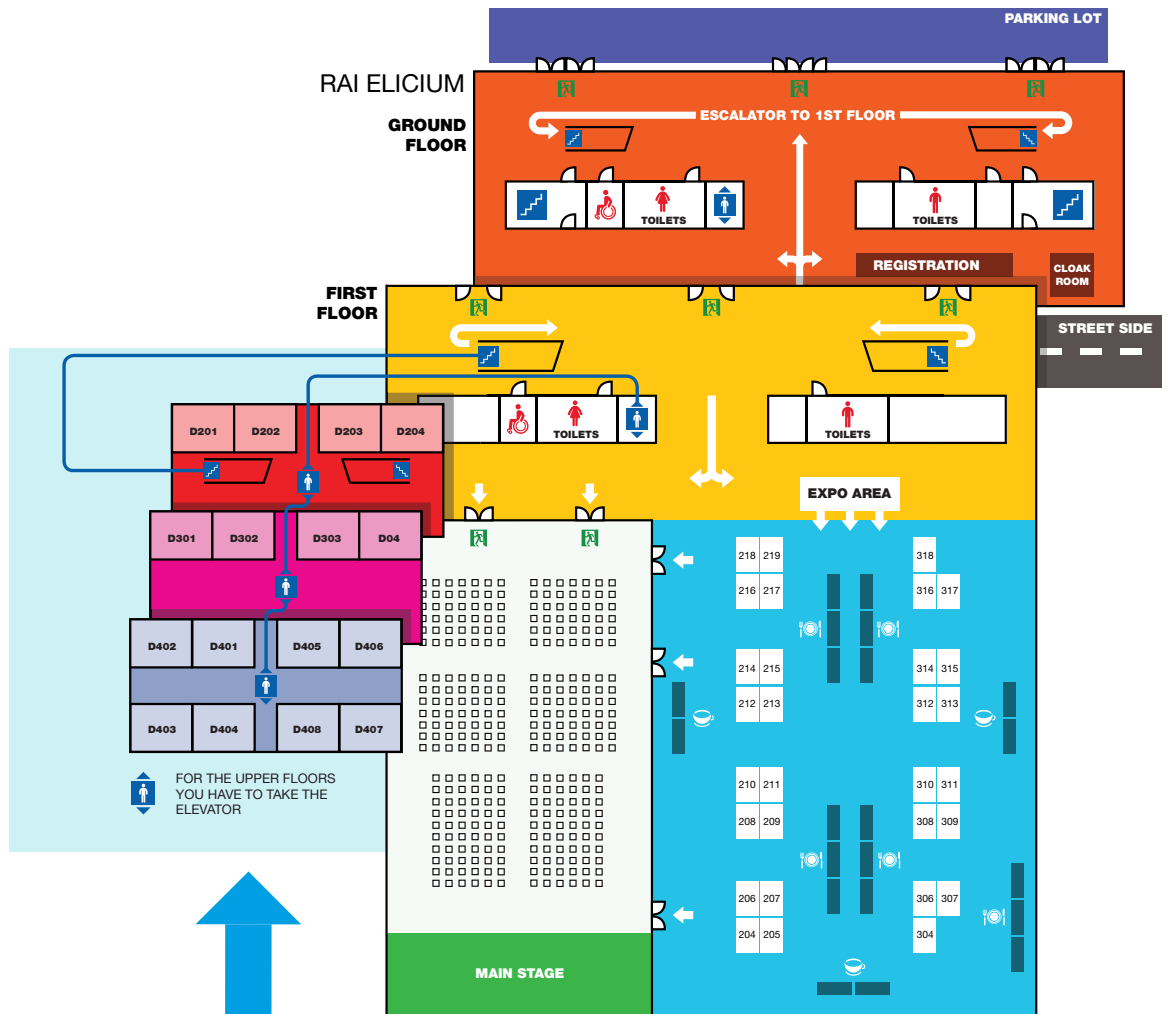


By plane

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.

2014 FLOORPLAN

- Expo Area
- Main Stage
- Foyer
- Registration
- Breakout Sessions
- Product Demo Rooms & Labs
- Unconference Sessions
- Escalators
- Elevators
- Catering
- Refreshments
- Restrooms
- Fire Exit



Breakouts/Colocated Events

Level 2

Congress Room D201

Max. Of 42 x Cabaret or 94 x Theatre style

Congress Room D202

Max. Of 54 x Cabaret or 98 x Theatre style

Congress Room D203

Max. Of 54 x Cabaret or 98 x Theatre style

Congress Room D204

Max. Of 42 x Cabaret or 94 x Theatre style

Level 3

Congress Room D301

Max. Of 24 x Cabaret style or 28 x Theatre style

Congress Room D302

Max. Of 18 x Cabaret style or 20 x Theatre style

Level 4

Congress Room D401

Max. Of 18 x Cabaret style or 20 x Theatre style

Congress Room D402

Max. Of 24 x Cabaret style or 28 x Theatre style

Congress Room D403

Max. Of 39 x Cabaret style or 48 x Theatre style

Congress Room D404

Max. Of 30 x Cabaret style or 35 x Theatre style

DEADLINES & DATES

2014



EXHIBITION & CREATIVE MATERIALS

1. **Immediately** Submit Preferred **Logos** for creative – eps, gif and jpeg (high res) format
2. Submit **preferred URL** for weblinks
3. Submit **Company profile** (50 words & 100 words)
4. Submit **Static banners** (for specs see page)
5. Submit **Speaker Nominations** and **Abstract**
6. Submit **Content** (whitepapers, blogs, webinars, videos etc)

- ▶ 14 April 2014 : Stand selection starting from this date
- ▶ 2 May 2014 : Please submit all final creative for Delegate Brochure
- ▶ 15 May 2014 : Please start to submit and register all delegation team – staff & clients
- ▶ 23 May 2014 : Press list becomes available
- ▶ 23 May 2014 : Lanyards must arrive
- ▶ 04 June 2014 : Set up start from 11am

SHIPMENT

- ▶ 02 June 2014: All shipments must arrive to Schenker International

WEBSHOP & RAI

- ▶ 07 May 2014 : Electricity order must be placed
- ▶ 21 May 2014 : Orders for security and hostess must be placed by this date
- ▶ 30 May 2014 : Webshop closes. All orders must be received by this date

PROMOTIONAL MATERIALS

Event website (Diamond Sponsor only)



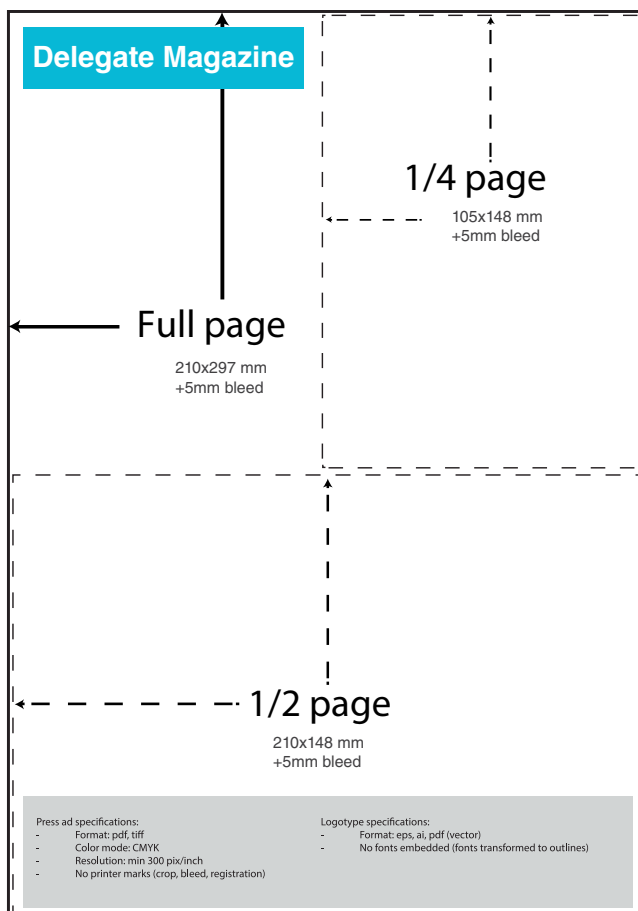
For the main slider please keep the main content at the center of the slide within a 1366px wide box. If possible please send in psd. format or in any format that contains layers, for example TIFF.

HR Tech Blog

Main Banner – 830 x 90 px



HRN Europe website



OPERATIONAL GUIDELINES



Stand selection

Will be managed by **Brigi Bosz**. She 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 with her via e-mail brigi@hrneurope.com or call +36 1 2011469



Stand

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



Furniture

Please note that the sponsorship contract only includes the contracted amount of empty stand space (one stand is 3x2m). The venue – Amsterdam RAI – can provide everything you might need for a conference through their webshop. The webshop closes on the **30th May**. Please place all your orders before that deadline. The venue will be in touch with the login and password.



Electricity

Please note that the sponsorship contract does NOT include electricity, all sponsors will have to order electricity through the webshop. Final deadline is **7th May**.



Set-up and Dismantle times

4th June 11am-7pm Set-up will start. Please make sure that your stand is up and ready latest by 7pm on Wednesday.
June 5-8pm on the 6th Dismantle will start. Please make sure your stand is taken down latest by 8pm on Friday.



Free Wifi is included

Please note that free WIFI is available at iRecruit. If you wish to have fixed line internet connection you will need to order that from the webshop.
NB. The organizers accept no liability for drop-offs or service interruptions to the free WIFI service, and strongly recommend if you are providing demo's that are on internet connections, DO NOT rely on WIFI.



Shipment

In order to secure the safe arrival of all shipments please use clear labeling which can be found and downloaded from our website: Conference Sponsor Appendices

Your key contact



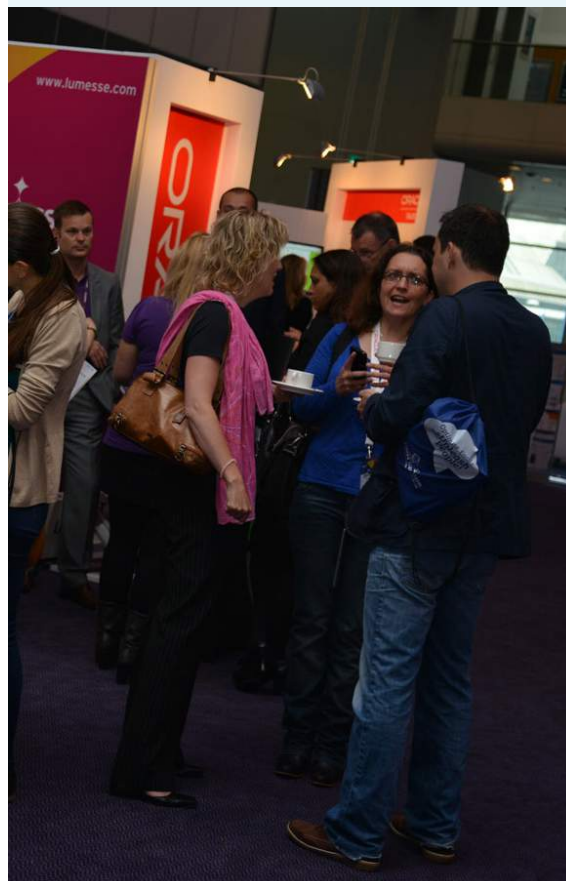
Kim Schotborgh
Account Manager
Exhibitor Services

Amsterdam RAI
Exhibitor services
P.O. Box 77777
NL-1070 MS Amsterdam
The Netherlands
T +31 20 549 3199
F +31 20 549 1964
k.schotborgh@rai.nl
www.rai.nl

NB. Please mention **iRecruit 2014** when you contact Exhibitor Services.

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

For more information please contact Viki or Brigi.



SHIPMENT

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

Shipping label:

DB Schenker Logistics Nederland
c/o name of exhibition 2014
Hall >xxx< Stand >xxx< Exhibitor name
>xxx<
Europaplein 2-22 / P9
1078 GZ Amsterdam
The Netherlands



Sending packages

If you want to receive packages at your stand DB Schenker can arrange this for you. When you make sure the packages are delivered at the head office of DB Schenker they will take care of the internal services for you. We kindly ask you to make use of the above mentioned shipping label. Please make sure the following information from the pre-advice is mentioned on the package. For the pricing information we refer to the annex "Hall Taes 2014".

Important pre-advice:

Please make sure you sign up your packages by sending an e-mail to fairs.amsterdam@dbschenker.com mentioning:

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

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

Your main contact:

Cora Kühner

DB Schenker Logistics Nederland
c/o Amsterdam RAI
Europaplein 2 - 22 / P9
NL - 1078 GZ Amsterdam
Phone: +31 (0)20 549 279 0
Mobil: +31 (0) 6 13 94 93 97
cora.kuehner@dbschenker.com
www.dbschenker.com/nl



Instructions for the preparation of your shipments to iRecruit Expo 2014

1. Please prepare all items you are planning to send to Amsterdam.
2. Separate items to be consumed or given away during the exhibition and items to be returned after the conference in two parts. These parts **MUST** be prepared as separate shipments under separate shipping documents.
3. You should 100% be sure to pack temporary and permanent parts separately as they must be customs inspected and cleared separately.
4. Do not include any items such food, food ingredients, health care products, cosmetics, medicine, tobacco, alcohol or such items in your shipment.
5. Do not include any consumables, give-away or brochures in your temporary shipment.
6. **DO NOT DISPATCH YOUR SHIPMENT BEFORE GETTING IN TOUCH WITH** Shipping and Logistics contact and getting their approval for your documents and exhibiting materials.
7. Please note that also courier shipments are subject to customs control, to prevent shipments stalling via custom check correct preparation for courier shipments is required!

To guarantee delivery of your exhibition goods to your stand at RAI the below deadlines have to be met:

- Sea freight: At the latest 14 days prior to the exhibition opening.
- Air freight: At the latest 10 days prior to the exhibition opening.
- Courier shipments: At the latest 5 days prior to the exhibition opening.
- Notification: Please send direct to Schenker International, by fax or email, all dates of the transpor (i.e.: AWB, B/L, Consignment, Tracking Numbers for courier shipments) in advance before shipping.
- We recommend not using cartons for packaging but stable, waterproof and re-closeable packing material. These materials should also resist the storage of empties as well as return or further transport.
- N.B. Please get in contact direct with Schenker International in case you intend to send goods from outside of the European Union.

SOCIAL MEDIA GUIDE

Praise in Public, Criticize in Private

Make sure you make the best out of your promotion before, during and after the event through our wide social networks!



HR Technology Europe (Human Resources Tech, HRIS, HR Excellence)
[HR Tech Europe LinkedIn Group](#)
iRecruit - Europe's Talent Management & Recruitment Network
[iRecruit LinkedIn Group](#)
Pan European HR Network
[Pan European HR Network LinkedIn Group](#)
EMEA HR Directors & Managers
[EMEA HR Directors & Managers LinkedIn Group](#)



Follow our Slideshare channel for the best downloads on HR, Recruitment & Tech or contact us if you have relevant materials to share:
<http://www.slideshare.net/hrtecheurope/>



Please use our handles and hashtags for event-related promotion before, during and after the events! Make sure you are using the relevant handles and hashtags in your tweets.

Official iRecruit Handle: [@irecruitexpo](#)
Official iRecruit Hashtag: [#irecruitexpo](#)

Make sure you are using the relevant hashtag all the time
Tweets should be topic/hashtag-specific
Take advantage of the live Twitter walls we have during our events



Follow us on Facebook:
<https://www.facebook.com/irecruitconference>



- Sponsors are entitled to share their news as long as it is relevant to the event's topics but not sales related
- Please make sure your discussions and promotions are group specific
- Please note the groups should be used for professional discussions and networking and not for selling – we reserve the right to ban people for advertising
- Feel free to encourage your clients to join and use our network

Our Brands:



www.hrneurope.com



www.irecruitexpo.com

SPONSORSHIP

Advertising

						
	Titanium €70,000	Diamond €45,000	Platinum €30,000	Gold €20,000	Silver €9,000	Exhibitor €6,000
1. Category Logo placement in invitation brochures	✓	✓	✓	✓	✓	
2. Category Logo hyperlink from website homepage	✓	✓	✓	✓		
3. Company profile on official conference website	✓	✓	✓	✓	✓	✓
4. Marketing visibility through selected media partners reports	✓	✓	✓			
5. Access to online social network	✓	✓	✓	✓	✓	✓
6. Logo in e-marketing campaigns	✓	✓	✓			
7. Sponsor logo will appear in select publications	✓	✓				
8. Client whitepapers and research promotions	✓	✓	✓	✓		
9. Who's Who in HR Listing (Web & Print)	✓	✓	✓	✓	✓	

Opportunity

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

Onsite Branding

1. *C-Suite Client Keynote (Call for Papers February 28)	✓					
2. *Client nomination (Call for Papers February 28)	✓	✓				
3. Product Demo Room (Subject to availability)	✓	✓	✓			
4. Networking Lounge (3m x 2m)	4	2	1			
5. Video interviews (Onsite)	✓	✓				
6. Logo on all event promotional materials	✓	✓	✓	✓		
7. Logo projections during breaks	✓	✓				
8. Exhibition (3m x 2m)	4	2	✓	✓	✓	✓
9. Signage & Branding in the networking lounge	✓	✓	✓	✓	✓	
10. Signage & branding in conferencing areas	✓	✓	✓			
11. Breaks & Intervals: Flash Animation on main stage	✓	✓				
12. Colour advert in event program (Pages)	2	1	0.5			
13. Client Interview in event program (Pages)	2	1				
14. Logo on Expo Floor Plan + Meetings Floorplan	✓	✓	✓	✓	✓	✓
15. Mainstage logo fixture + Branding	✓					

Additional Benefits

1. Delegate list	✓	✓	✓	✓		
2. Article listing on HR Tech Europe Blog	✓	✓	✓			
3. Static Banner – Event Website (2 weeks)	✓	✓	✓			
4. Static Banner – Network Website (1 week)	✓	✓	✓			
5. Static Banner – Rotation (2 weeks before event)	✓					

* 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.

MORE INFO ABOUT THE PACKAGES

Advertising

1. Company Logo provided by the Client placed in brochures
2. Company Logo hyperlink from website provided by the Client put onto event website
3. Short description of the company provided by the Client on official event website
4. Company logo will appear in selected media partner's adverts
5. Social Network gives opportunity to contact (already registered) delegates in advance; send emails, create on-the-spot meetings
6. Logo hyperlink provided by the Client is put into the newsletters
7. Company Logo provided by the Client will appear in selected media partner's publications
8. Additional content promotion opportunity for the client (white papers, case studies, etc.) please submit your materials via your Sponsorship manual or send it directly to Brigi Bosz
9. Opportunity to introduce sponsor company to delegates in 100 words on the website and in event brochure

Opportunity

1. Access to delegate list 2 - 3 weeks before the event
2. Opportunity to contact (already registered) delegates in advance; send emails, create on-the-spot meetings
3. Number of tickets that can be given to leadership team only
4. Number of tickets that can be given only to HR practitioners, clients, no vendors, leadership team or booth personnel
5. Number of tickets can be used for booth personnel only
6. Discount code/ID code that needs to be used upon registration in order to receive the agreed sponsorship package discount for any additional ticket purchased, no vendors allowed

Onsite Branding

1. Speaker nomination (until the agreed deadline) from Client company are more than welcome
2. Speaker nomination (until the agreed deadline) from outside of the Client company are more than welcome
3. Opportunity for a half an hour product demonstration to introduce your product in a designated room
4. Meeting area for any meetings that were created either in advance or on the spot
5. Video interview opportunity on site provided by the Contractor; the Client can use HRN Europe's camera crew for 20 minutes. HRN Europe own the rights to the material. Basic cut will be provided for Client. Video material can be used by the Contractor for their own marketing purposes
6. Company logo provided by the Client will appear on all event promotional materials
7. Company logo provided by the Client will be projected onsite during the breaks
8. Number of empty exhibition stand spaces in square meters. The sponsorship package includes only the exhibition space no extra furniture is provided by the Contractor. Shell scheme is NOT allowed. Stand selection will be based on sponsorship level and time of signing the contract. Stand selection will be done via Brigi Bosz
9. Signage & Branding provided by the Client will appear in networking lounge
10. Signage & Branding provided by the Client will appear in conferencing areas
11. Flash Animations on the main stage in the breaks and intervals
12. Number of pages in the delegate brochure that can be used for Client advertisement. In order to make it to the delegate brochure the Client must send all the artwork before the given deadline to Brigi Bosz brigi@hrneurope.com
13. Optional client interview or client study in event delegate brochure
14. Company logo provided by the Client will appear on the floorplan in the space of exhibition stand
15. Company logo displayed on main stage in the breaks

Additional Benefits

1. Access to delegate list with the agreed policy and details 4 working days after the event. Please note that as per the European Union Privacy Laws you are not allowed to download/ upload this information as part of a newsletter/electronic communication without the written authorization and consent of our delegates. In case that happens you will never be entitled to receive the delegate list again.
2. Article listing on HR Tech Europe Blog.
3. Static banner provided by the Client appears on event website for 2 weeks (www.hrtecheurope.com/london)
4. Static banner provided by the Client appears on network website for 1 week (www.hrneurope.com)
5. Static banner provided by the Client appears on HR Tech Europe Blog website for 1 week (www.hrtecheurope.com/blog)

APPENDIX & DISCLAIMER

Language

The official language of iRecruit Expo is English.

Catering

Refreshments and lunch will be served in the Elicium 1 to maximise both visitor traffic at the event and the networking time available. Please note that no Food & Beverages are allowed inside the conference rooms.

Signage

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

Unattended Material

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

Attendance

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

Distributional materials

All materials for distribution for delegates should be delivered to Viki McCann. If for any reason these are not delivered by deadline we will not undertake responsibility to replace or refund them.



HRN Europe
PAN EUROPEAN HR NETWORK

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Company Number 01-09-988107

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