

iRecruit

World Conference & Expo **2014**

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



SPONSORSHIP OVERVIEW



Who says you can't be
BIG & NIMBLE

WELCOME!

2013 marked the inaugural **iRecruit** – as first events go, many observed with a wait and see attitude. We have learned that there are as many naysayers as there are those who want to see you genuinely create something good, smart and successful – both spur us on either ways as we work to exceed expectations.

2014 will be the 2nd Year for **iRecruit**. Once again we are excited to welcome so many new and old friends to what we are establishing as the World's leading Independent Conference & Expo for Talent and Recruitment Leaders! This year the show will help you understand how your profession, your workplace, your candidates, and the job markets continue to be disruptive and how the doers in the talent industry are adapting to an increasingly hypersensitive and shrinking skills marketplace. The Future of Work that we often talk about is fast changing with explosive growth in freelance & flexitime, communities, talent clouds, multi project environments, mobile, gamification, big data, assessment, enterprise mobility, recognition environments, social, etc.

In early June over 1000 Global Heads of Talent Management & Recruitment will gather in Amsterdam for the World's leading Industry event. This year's conference offers a Main Stage of some of the best speakers in the world, complimented by 4 floors/levels of think tanks, meetings and interactive sessions. 2014 will build on previous conversations and 6 months of extensive member research. Talent management and recruitment remain the biggest challenges for organizations of all shapes and sizes, and from a functional perspective it's the corner of HR that has the highest impact of any HR Function.

iRecruit offers focus – Global Heads of Talent Management, Talent Acquisition and Recruitment descend on Amsterdam for 2-3 days. From feedback last year we know **iRecruit** offers a happening experience with a very different crowd to the typical HR conference – things are faster, louder, more energized – engaged - involved, more motivated and much more fun! The industry is full of disruption and innovation; that explosive growth that your hear about from the Bersin By Deloitte Research team is very real. The audience is very diverse and opinions are often strongly held; expect discussions to catch fire depending on the given number of trouble makers in the room!

Members of the **Pan European HR Network** are more optimistic today than we have seen at any time since Autumn 2008. That optimism is already translating into a new chapter for talent and recruitment, especially with the explosion of tech and web tools - join us at **iRecruit** and share in the optimism, innovation and dynamic energy that is inspiring the talent and recruitment community!

Sincerely,

Marc Coleman
Managing Director

2 DAYS



+2600
TWEETS



1 345 989
Number of people
reached over 2 days
of **iRecruit**

**DELEGATES
POTENTIAL INFLUENCE**



+1000 = 10 MILLION
DELEGATES



+ The number of
employees potentially
influenced by those
attending

THE NETWORK

The **Pan European HR Network** is Europe's #1 Corporate Network and represents a who's who of European business. Over 42 countries were represented at our most recent gathering in Amsterdam (October 2013) influencing over 15 million employees.

HRN Europe promises you entertainment, hospitality and a warm welcome and we always close the day with a cocktail party for all attendees. More than anything we want you to enjoy the best conferencing & networking experience in the industry. We will give you the access you need to the best speakers, content, solution suppliers, industry peers and research allowing you and your team to go back to the office and take intelligent action!

 **HRN Europe**
PAN EUROPEAN HR NETWORK



NUMBERS

2014

1

MAIN STAGE



EVENT NUMBERS BY YEAR



DELEGATES



2013

687

+1000

projected



4

BREAK OUT
SESSIONS



1

SOURCING LAB



2

PRODUCT DEMO
ROOMS



NETWORKING
LOUNGE



PRESS ROOM



BLOGGER
AREA

WHY ATTEND?

Join us in Amsterdam on June 5 & 6 where you will have bundles of fun with the innovators and disruptors of the industry, learn employer intentions for 2014/2015 and better understand talent management by:

1. **Economic Sector** - with most industry verticals represented on the main stage and in breakout sessions, once again we look at the strategies being selected and how they vary by sector.
2. **Organisation Size** - iRecruit by design is for the elephants in industry, however, the real fun and games are to be enjoyed with the smaller more agile organizations and start-ups that are inspiring economic recovery and new ways of working.
3. **By Region** - this year iRecruit will build on the transatlantic winds of 2013, to involve more markets from Middle East, Asia, Africa, CIS, in 2014.
4. **The Forces shaping talent of all generations** - by looking at the state of Talent Management we will look at what's hitting the mark, what's not and measuring the success of talent programs, communities and clouds!
5. **Technological innovation** - tech is motivating employers to move beyond the basics and capitalize on the connections and job opportunities made through social media, mobile sites and job web sites (Glassdoor, LinkedIn, Facebook, Monster, CareerBuilder, etc.). Newer intimate platforms (iPads, smart phones, tablets, Google glass, etc) connect employers to talent without intermediaries. Jobs find talent at the press of a button!

Our challenge remains to take the pain out of talent management and sourcing for both sides. We must embrace our responsibility to align and connect talent with emerging opportunities!

CONNECTING TALENT WITH OPPORTUNITY!

ENTERPRISE BY REGION



EMEA	92%
REST OF WORLD (US, ASIA PACIFIC)	8%



I had a great time at iRecruit and proud to have been a part of the first one.

Director of Recruiting, Strategic Programs

successfactors
An SAP Company

Thank you a lot for the event! I had a great time and found out lots of useful things!

Head of Talent Acquisition

<epam>

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.



Lead Sponsor stand at iRecruit 2013

WHY SPONSOR?

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

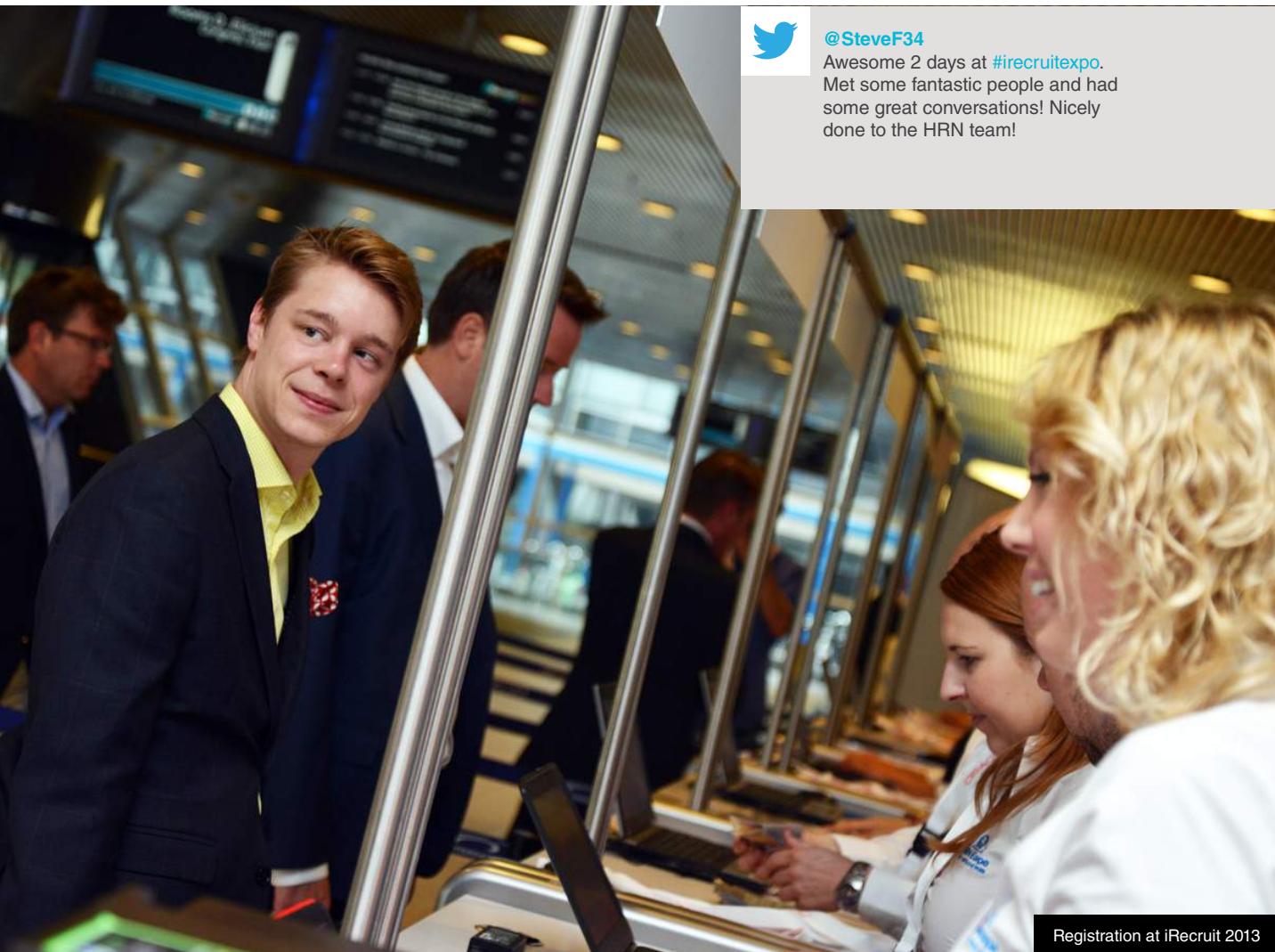
1 Through various research platforms we feed and fuel business innovation, searching for early indicators and patterns for success and highlighting weak areas to help businesses get ahead.

2 To voice our research we produce and host leading thinktanks 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.

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



Registration at iRecruit 2013

JOB TITLES & COUNTRIES 2013

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:

Talent Management, Talent Acquisition, Recruitment & Selection, e-Recruitment, Personnel Management, Staffing, On-boarding, Resourcing, Internships, Graduate Recruitment, People Competencies, Talent Sourcing, Talent Engagement, Employer Branding, Recruitment Marketing, Organizational Development, Training & Development, HR Technology, HRIS, HR Programs, HR Solutions, HR Shared Services, Learning, Digital Channels, Social Collaboration, RPO's.

COUNTRIES ATTENDING FROM EUROPE:



COUNTRIES ATTENDING FROM OUTSIDE EUROPE:



OUR CLIENTS



I had a great event. Some very interesting panels and it was a great networking opportunity.

Global Talent Acquisition Leader



Thoroughly enjoyed the iRecruit Conference and Expo!

VP Director Human Resources



SPONSORSHIP



Diamond Sponsors



Platinum, Gold & Silver Sponsors



Sponsors



Diamond Sponsorship

€45,000



Platinum Sponsorship

€30,000



Gold Sponsorship

€20,000



Silver Sponsorship

€9,000



Exhibition (limited)

€6,000

SPONSORSHIP



Diamond	Platinum	Gold	Silver	Exhibitor
€45,000	€30,000	€20,000	€9,000	€6,000

Advertising

	Diamond	Platinum	Gold	Silver	Exhibitor
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)	10	6	3	2	1
VIP Client Ticket (Non transferable for staff)	10				
Booth Personnel (Exhibition area only)	4	2	2	2	1
Discount for additional clients, partners & employees	25%	20%	20%	20%	20%

Onsite Branding

*C-Suite Client Keynote (Call for Papers February 28)					
*Client nomination (Call for Papers February 28)	✓				
Product Demo Room (Subject to availability)	✓	✓			
Networking Lounge (3m x 2m)	2	1			
Video interviews (Onsite)	✓				
Logo on all event promotional materials	✓	✓	✓		
Logo projections during breaks	✓				
Exhibition (3m x 2m)	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)	1	0.5			
Client Interview in event program (Pages)	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 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 Sold out:  €25,000

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 Titanium sponsors on event video and photography credits after the event. (NB: Titanium Sponsors are also included on main stage branding).

Registration Area Sponsor (Exclusive) €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 delegates visit, leaving a lasting memory and image of your company.

Wi-Fi and Online Networking Sponsor (Exclusive) €20,000

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 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) €20,000

One of the most successful events on Twitter globally in 2013, the iRecruit social media activity trended on twitter for the second time (#irecruit).

Over 2 days our event news reached 3,170,354 people on twitter and had over 20 million impressions (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 #irecruit, the organiser will also include your #company on every post created in-house by the organiser and our blog squad.

Cocktail Sponsor €18,000

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. Many dinner and drinks parties will be organised in 2014 so you will discover whose going where and which place to go next.

Coffee Sponsor Sold out:  €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 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.

Break-out Room Sponsor (Package/Day) €15,000

iRecruit is the feature Talent + Recruitment event of the year in Europe, what better occasion than this to co-locate your own event for 1 day! This will allow you and your senior leadership team the ability to run your own sessions (keynote, case study, roundtable, analyst, media, etc) with a room capacity for 100 or 148 delegates! You can do what you want with the room. If you wish to organise a customer briefing we can agree on a ticket allocation to attend these rooms only and the exhibition.

SPONSORSHIP PACKAGES



Lanyard & Name Badge Sponsorship Sold out: Cornerstone €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).

Mobile Sponsor €15,000

A mobile application is built into our event scheduling. The mobile menu will include a detailed agenda, speakers, exhibitors, floor plan, etc.
– the application can be picked up on any smartphone, tablet device, or laptop.

Attendee bag €10,000

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.

Online Registration Sponsor €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 €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).

Half page advert in Delegate Brochure €3,000

Take out a half page advert in our delegate brochure handed out to all attendees on site.

Networking at iRecruit 2013



Audience at iRecruit 2013



@Verinchuk

It was a great pleasure to meet so many great people at #irecruitexpo Thanks!

TESTIMONIALS



  Industry Logistics & Supply Chain  94 600 Employees

iRecruit was incredible! I already completed the feedback form and I will certainly try to attend next year as well. So, thanks again!

Head of Group HR Strategy
DB Schenker



Right where you need us™



 Clinical Research  14 000+ Employees

The iRecruit expo has been one if not the best networking and learning events for our industry in Europe by now. The quantity and quality of participants and speakers, including a bunch of global thought leaders, has really been exceptional, as was the organization.

Global HR Director
Parexel



  Information Technology  97 Employees

Congratulations to you and your colleagues for putting on an amazing conference and expo. From our exhibitor's and sponsor's standpoint, you made it easy to network. We received a lot of traffic and made good connections. We enjoyed learning from others and sharing our knowledge and experiences.

Director Benelux
Rexx Systems



  Industry Marketing  5-10 000 Employees

I did enjoy the event. Some very interesting panels and it was a great networking opportunity also.

Global Talent Acquisition Leader
Epsilon

TESTIMONIALS



⚙ Consulting firm

iRecruit brought together talent acquisition professionals from across the globe, with something for everyone - from sourcers to recruiters to talent management leaders. I learned a lot, met a lot of great colleagues who are now part of my network & enjoyed being part of a conference that offered up so many options - presentations, un-conference sessions, workshops, & vendor demos. And the Amsterdam venue was perfect for an event like this. Great conference!

Managing Director
Recruiting Toolbox



⚙ Industrial Engineering

15 900
Employees

Thank you for two really good days in Amsterdam. I really enjoyed the event. Really interesting speakers & topics. I will think of more topics for the next event but what struck me (since we are talking about whole talent management) is two things. I really enjoyed the session from SAB Miller and I think there is much more potential in this area. More & more companies are going towards globalization, consolidation and synchronization of the processes & working methods.

Global Capability Manager / HR Development Manager
FLSmidth

BraveNewTalent



⚙ social learning

iRecruit and HR Tech are of the best industry conferences in Europe. The delegates are Pan European to Global with the top global thought leaders also in attendance. Given HR and recruiting is going through such a major transformation the events are a great way to ensure you stay current and on top of the trends.

Founder & CEO
BraveNewTalent



⚙ Industry Internet

4 800
Employees

Over the years I've attended more Talent Acquisition Conferences than I can count. iRecruit Expo is the one that stood out above the others. Great content, fantastic speakers, global focus, and a modern approach to their conference format made iRecruit one that I plan to attend for years to come.

Strategic Recruitment Leader
LinkedIn

2014 FLOORPLAN

- **Expo Area**
- **Main Stage**
- **Foyer**
- **Registration**





VENUE

AMSTERDAM RAI ELICIUM

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. International focus

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.

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t.v.moorsel@rai.nl
www.rai.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](http://www.schiphol.nl) website provides information including: up-to-the-minute flight information, connecting transport facilities to Amsterdam RAI and business facilities.

OUR TEAM



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PAN EUROPEAN HR NETWORK

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