

HIRING  
SUCCESS 

WHERE THE FUTURE OF  
RECRUITING HAPPENS



Amsterdam | September 10-11, 2019



## WELCOME TO HIRING SUCCESS

The Hiring Success Conference was created to bring together a community of talent acquisition executives, thought leaders, founders, investors, and the hottest recruiting startups who are pushing boundaries and changing the talent acquisition landscape. The agenda consists of valuable and engaging content with best practices designed for recruiters, HRIT, sourcers, TA leaders and executives.

The conference started in 2016 in San Francisco and has experienced 3X year over year growth, solidifying its slot as the premiere talent acquisition industry event and growing the Hiring Success community globally.

Join us this summer in Amsterdam with 350 Talent Acquisition leaders for two days of seminars, product demos, and networking that will define the future of the talent acquisition industry.





Check out our #HireEU event last fall in Berlin, which included an action-packed 2 days with global TA leaders featuring amazing content, workshops, a hackathon, recruiting startup of the year competition, and one amazing party.



Deadline: JUNE 30, 2019  
r.baladi@smartrecruiters.com

HIRING  
SUCCESS EU

## HIRING SUCCESS EUROPE



2  
DAYS

350  
EXECUTIVES

3  
STAGES

80  
SPEAKERS

10  
WORKSHOPS

1  
PARTY

### At a Glance:

September  
10-11, 2019

Compagnietheater  
Kloveniersburgwal 50  
1012 CX Amsterdam, Netherlands

Expected 350  
attendees

Sponsor Deadline:  
**June 30, 2019**

## PAST SPEAKERS

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Diana Kinnert  
Globalo



Josephine Ackerman  
Deutsche Bank



Gero Gunkel  
Zurich Insurance Group



Manjuri Sinha  
Zalando



James Purvis  
CERN



Noor van Boven  
N26



Tim Ackerman  
LIDL



Sanam Moayedi-Stummer  
Coca-Cola European Partners



Robindro Ullah



Hung Lee  
workshape.io



Elke Jorens  
Microsoft



Adam Kostyál  
NASDAQ



Chris Raw  
Zalando



Stephanie Luftensteiner  
kununu



Jeri Doris  
Delivery Hero

## FEATURED ATTENDEES



“

Loved every moment of it guys. You put on an incredible show... super diverse, smart, relevant. Great work all around!

**Steve Fogarty**  
Director Talent Experience at Twitter

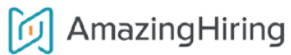
“

I had a fantastic time. It was great to meet individuals from across the industry with inspiring ideas and fresh perspectives.

**Laura Smith**  
Director, Global Human Resources at Visa



## PAST SPONSORS



“ Great event for brand awareness and lead generation!

“ So many recruitment experts all under one roof with great opportunities to meet personally and have conversations one on one.

“ Not your typical HR conference - designed for individuals interested in learning from peers and changing the culture of talent acquisition.

## Who you will meet?

You will get direct exposure to TA leaders, practitioners, and thought leaders. Both those who get their hands dirty as well as those who make and influence buying decisions for services that augment the SmartRecruiters Talent Acquisition Suite, including services from the SmartRecruiters Marketplace. If these are your prospects, this is your conference!

## Why Sponsor?

Hiring Success EU provides an opportunity to build awareness for your brand among leaders and practitioners from our base of customers, prospects, and key industry thought leaders in the talent acquisition and HR world. Sponsoring Hiring Success provides face-to-face exposure and networking options.

## What are the benefits of sponsoring?

With a variety of sponsorship options, you can design a package to meet your budget and sales objectives. Whether your goal is to have a large physical presence at the event, or give our attendees something amazing and memorable to walk away with, contact us about the available sponsorships!

### Top 2 reasons to sponsor:



Brand Awareness



Lead Generation

### Most loved benefits:



ample time to network with attendees + branding opportunities



90% of sponsors agreed they received a good ROI



## LOCATION

### Compagnietheater

Kloveniersburgwal 50  
1012 CX Amsterdam, Netherlands

The Compagnietheater lies in the heart of Amsterdam along the canal of the Kloveniersburgwal. With the ambiance of an 18th-century mansion, this former church has been transformed into a modern contemporary event venue.

WEBSITE



## PARTNER SPONSORSHIP OPPORTUNITY

**Gold:**  
**7.500,00 €**

- 3 staff tickets
- Personalized, 2x2 meter space or Sponsored lunch or breakfast
- Branding and visibility during the event offline
  - Logo integration on printed partner banner
- Branding online
  - Hiring Success EU website
  - Communication with participants
  - Email Marketing (dedicated newsletter and invites)
  - Social Media Channels with over 150.000 followers
  - Customized Social Media post, boosted on social channels
  - Hiring Success EU mobile app



\*all prices are exclusive of VAT



**Platinum:**  
**15.000,00 €**

- 6 staff tickets
- 3x3 meter space
- Onsite Branding and visibility during the event
  - Logo integration on printed partner banner
  - Printed on program
  - Printed on poster
- Digital Branding
  - Hiring Success EU website
  - Communication with participants
  - Email Marketing (dedicated newsletter and invites)
  - Social Media Channels with over 150.000 followers
  - Customized Social Media post, boosted on social channels
  - Hiring Success EU mobile app
- Sponsored lunch or breakfast
- Speak/workshop - 20 minutes (SmartRecruiters must approve content) OR 1 session on stage 2 (Director level and above, SmartRecruiters must approve speaker/content)
- Customized 5 introductions pre- or post-event



\*all prices are exclusive of VAT

**Title Sponsorship:**  
**30.000,00 €**

- 6 staff tickets
- 3x3 meter space in premium location for high visibility
- Onsite Branding and visibility during the event
  - Logo on conference badge and Lanyards
  - Logo on party wristbands
  - Logo on conference presentations and all stages
  - Logo integration on printed partner banner
  - Printed on program
  - Printed on poster
  - Printed on flyer
- Digital Branding
  - Hiring Success EU website
  - On all videos from the event
  - Communication with participants
  - Email Marketing (dedicated newsletter and invites)
  - Social Media Channels with over 150.000 followers
  - Customized Social Media post, boosted on social channels
  - Special thank you note to all participants
  - Hiring Success EU mobile app
- Branding at the party (photowall, projector)
- Speak/workshop - 20 minutes (SmartRecruiters must approve content)
- Sponsored lunch or breakfast
- Goodie-Bag insert
- 1 session on stage 2 (Director level and above, SmartRecruiters must approve speaker/content)
- Host of the exclusive VIP Dinner with 70 Executive Attendees + speech
- Customized 5 introductions pre- or post-event
- Party sponsorship

\*all prices are exclusive of VAT



<p><b>VIP Dinner:</b> <b>10.000,00 €</b> Can be booked standalone</p>	<ul style="list-style-type: none"><li>• Exclusive sponsor</li><li>• 5 min speech before CEO at beginning of event</li><li>• Signage</li><li>• Branding (photowall, projector)</li><li>• 3 Customized introductions</li></ul>
<p><b>Party:</b> <b>10.000,00 €</b></p>	<ul style="list-style-type: none"><li>• Conference branding (onsite) - program, poster, flyer, projection</li><li>• Logo on Wristband</li><li>• Visibility to all conference guests at the party</li></ul>
<p><b>Session Track:</b> <b>10.000,00€</b></p>	<ul style="list-style-type: none"><li>• Branding on designated stage stage</li></ul>
<p><b>Add-on</b> (only with packages above)</p>	<ul style="list-style-type: none"><li>• Attendee opt-in list provided post-event - <b>3.000,00€</b></li><li>• Pre-event promotional email sent to all attendees - <b>2.000,00€</b></li><li>• Workshops - 20 mins - <b>5.000,00€ each</b></li><li>• Goodie bag - <b>5.000,00€</b></li></ul>

\*all prices are exclusive of VAT

# CONFERENCE SPONSORSHIP AGREEMENT

\_\_\_\_\_ (“Company”) agrees to purchase from SmartRecruiters (“SR”) one of SR’s sponsorship packages related to its Hiring Success conference to take place September 10-11, 2019. Specifically, Company agrees to purchase the sponsorship package indicated below at the stated price:

- Gold** package for 7.500,00 € + VAT
- Platinum** package for 15.000,00 € + VAT
- Title Sponsorship** package for 30.000,00 € + VAT
- VIP Dinner** package for 10.000,00 € + VAT
- Party** package for 10.000,00 € + VAT
- Session Track** sponsor for 10.000,00 € + VAT

**Add-ons** \_\_\_\_\_

**Notes** \_\_\_\_\_

## AGREED TO BY

\_\_\_\_\_  
*Signature of Authorized Representative of Company*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Printed Name and Title of Authorized Representative*

\_\_\_\_\_  
*Address of Authorized Representative*

\_\_\_\_\_  
*Phone Number of Authorized Representative*

\_\_\_\_\_  
*Email Address of Authorized Representative*

\_\_\_\_\_  
*Accounting Contact*

\_\_\_\_\_  
*Phone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Conference/Logistics Coordinator*

\_\_\_\_\_  
*Phone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*SR Representative*

\_\_\_\_\_  
*Effective Date*

*SmartRecruiters GmbH, Winsstr. 62 /63 10405 Berlin, Germany*

**Phone:** +4915215987335 **Email:** r.baladi@smartrecruiters.com



# CONFERENCE SPONSORSHIP AGREEMENT

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This Conference Sponsorship Agreement (“Agreement”) is entered into between (“Company”) and SmartRecruiters GmbH, Winsstr. 62/63, 10405 Berlin, Germany (“SR”). Company and SmartRecruiters may be referred to herein individually as a “Party” and collectively as the “Parties.”

Company agrees to purchase from SmartRecruiters, one of SR’s sponsorship packages related to its Hiring Success conference to take place September 10-11, 2019 (“Event”). Specifically, Company agrees to purchase the sponsorship package indicated the offer provided.

## Agreement

This Agreement including the attachment(s) referred to in it, constitutes the entire agreement between the Company and SmartRecruiters. Any other terms and conditions are void and not applicable to the Parties.

## Terms of Payment

50% of the Fees are due 14 days after the Parties entered into the Agreement. Remaining 50% of the Fees 14 days before 10.9.2019. Any amounts for further services ordered by Company are due 14 days before 10.9.2019.

## Cancellation

In the event of a cancellation by Company for reason, Company will pay SR a cancellation fee calculated as follows: (i) if the cancellation is 8 weeks prior the first day of the Event : equal to 50% of the total Fees owed; (i) if the cancellation is less than 8 weeks prior the first day of the Event, then the cancellation fee is equal to 100% of the total Fees owed.

## Sponsor Conduct

No photographs of exhibit spaces or merchandise shall be taken without the prior consent of SR or the sponsor involved. Company shall not violate the wholesale character of the Conference by selling merchandise for delivery at the Exhibit Space or in the Show Building, except that bulk sales of sample lines may be made to dealers for delivery after the Conference in accordance with applicable drayage procedures.

## Limitation Of Liability And Indemnity

Neither SR nor the “Show Building” nor any of their officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Company or any of its officers, agents, employees, or other representatives, resulting from

theft, fire, water, accident or any other cause. The Company shall indemnify, defend and protect SR and the Show Building against, and hold and save SR and the Show Building harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind of nature, which result from, arise out of or are connected with any acts, or failures to act, or negligence of Company, or any of its officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a trademark.

In no event shall SR be liable for any consequential, indirect or special damages, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of use of the Exhibit Space, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability in term, or otherwise, and whether based on this Agreement, any transaction performed or undertaken under or in connection with the Agreement, or otherwise. Company agrees that the liability of SR for damages, regardless of the form of action, shall in any event be limited to the aggregate Company Fees paid under this Agreement.

Company is required to provide proof of liability insurance coverage prior to set-up of its exhibit or sponsorship. SR requires sponsors to carry a minimum of \$1M per incident coverage for the event dates, listing "SmartRecruiters GmbH, Winsstr. 62 / 63, 10405 Berlin, Germany, as an additional insured on the certificate.

### **Hold Harmless**

If, because of war, fire, strike, exhibit facility construction or renovation project, logistical problems, government regulation, public catastrophe, terrorist attack, act of God or the public enemy or other cause beyond the control of SR, the Conference or any part thereof is prevented from being held, is cancelled by SR or the Show Building or Exhibit Space or any part thereof becomes unavailable, SR shall have no liability to Company, except that SR, in its sole discretion, shall determine and refund to the Company its proportionate share of the balance of the aggregate sponsorship fees received which remains after deducting expenses incurred by SR and reasonable compensation to SR, but in no case shall the amount of the refund to Company exceed the amount of the sponsorship fee paid.

### **Confidentiality**

"Confidential Information" means any non-public or proprietary information or material relating to a Party, whether orally, in writing

disclosed to the receiving Party, in electronic, tape, disk, or any other physical or visual form, by or on behalf of the disclosing Party, that is marked or designated as confidential or might reasonably be considered as confidential, including without limitation, all know-how, trade secrets, scientific, technical, statistical, strategic, financial or commercial information.

Each Party agrees to: (a) use the Confidential Information of the other Party only for the purposes described and as permitted herein; and (b) restrict access to the Confidential Information to such of its personnel, agents, and/or consultants, if any, who have a need to have access and who have been advised of and have agreed in writing or are otherwise bound to treat such information in accordance with the terms of this Agreement.

The foregoing provision will not apply to Confidential Information that (a) is publicly available or in the public domain at the time disclosed; (b) is or becomes publicly available or enters the public domain through no fault of the recipient; (c) is rightfully communicated to the recipient by persons not bound by confidentiality obligations with respect thereto; (d) is already in the recipient's possession free of any confidentiality obligations with respect thereto at the time of disclosure; (e) is independently developed by the recipient; or (f) is approved for release or disclosure by the disclosing Party without restriction.

Notwithstanding the foregoing, each Party may disclose Confidential Information to the limited extent required (a) in order to comply with the order of a court or other governmental body, or as otherwise necessary to comply with applicable law, provided that the Party making the disclosure pursuant to the order will first have given written notice to the other Party and made a reasonable effort to obtain a protective order; or (2) to establish a Party's rights under this Agreement, including to make such court filings as it may be required to do.

### **Data Usage Restrictions**

Company represents and warrants to comply with the the terms and conditions of the data usage restrictions per the General Data Protection Regulation and all applicable data protection laws.

### **Intellectual Property Rights**

“Intellectual Property Rights” or “IPR” means all intellectual property rights wherever in the world, whether registered or not registered, including: (a) all patent and patent applications; (b) trademarks, business names and logos (registered or not registered); (c) trade secrets; (d) copyrights; (e) proprietary and confidential information, ideas, inventions, techniques, sketches, drawings, works of authorship, models, inventions, know-how, processes, apparatuses,



equipment, algorithms, software programs, software source documents; and (f) all other similar proprietary and confidential rights.

Company grants SR a non-exclusive, worldwide, royalty-free and fully paid license to use Company's intellectual property rights, trademarks and logos for inclusion in the relevant content and materials for the Event.

Nothing in this Agreement shall operate to assign or transfer any Intellectual Property Rights from a Party to the other Party. Ownership of all work product, developments, inventions, technology or materials provided by SmartRecruiters under this Agreement will be solely owned by SmartRecruiters.

### **Severability**

If any provision of this Agreement is, for any reason, held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law.

### **Governing Law and Jurisdiction**

This Agreement and all claims arising under and in connection with this Agreement shall be governed by the laws of Germany. The

United Nations Convention on Agreements for the International Sale of Goods shall not apply to this Agreement. The exclusive venue for all disputes arising under this Agreement shall be Berlin, Germany.

## ABOUT SMARTRECRUITERS

FOUNDED

2010

CUSTOMERS

3000

PRODUCT



**Talent Acquisition Suite**



**Built-in Marketplace**



**Modern Enterprise Platform**



**Consumer-class experience**

OFFICES

**San Francisco,  
Spokane, Krakow,  
Berlin, Paris, London**



**JEROME TERNYNCK**

*Founder & CEO*

Jerome is an entrepreneur with his heart in recruiting and soul in technology.

His goal is to bring the economy to its full potential by removing friction in the labor market and eradicating unemployment.

*"I consider the most important job of someone like myself as recruiting."*

- Steve Jobs



See you at  
**#HireEU**

Contact:  
**Roy Baladi**

[r.baladi@smartrecruiters.com](mailto:r.baladi@smartrecruiters.com)