



Exhibitor Information  
An event of börding messe



**2nd EXPO FESTIVAL**  
for Learning & Development  
Professionals

*Inspiring L&D  
Professionals!*



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**28 May 2020**

MVG Museum Munich

We ♥ our partners:



## EDITORIAL

The 1st Expo Festival for Learning & Development Professionals has shown that the time has come for a new exhibition format for L&D operators.



More and more players of the personal development branch expressed their need for a forgotten platform of exchange. The world of human resources development has changed dramatically in the recent years, becoming more specialized and professional. More than ever new methods, technologies, strategies, solutions and knowledge are needed today.

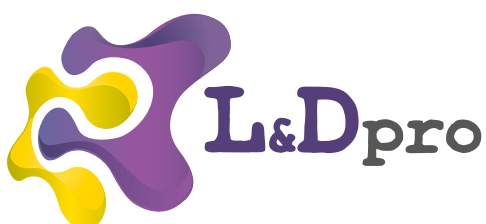
Together with you as a provider of solutions and services for personnel development and further education, we want to become the most important event for the industry in the coming years.

We will break new ground, develop innovative formats and use surprising new elements. For example, we will only authorize visitors who are your target group.

Let's celebrate the L&D industry and its visionaries. The Expo Festival targets to inspire exhibitors and visitors alike.

We look forward to network with you on this journey.

Alexander R. Petsch  
Organizer



## THE MARKET

The importance of learning and development in organisations is becoming increasingly important against the background of an increasing shortage of skilled workers and the increasing ROI pressure of L&D measures. In the coming years, personnel development and further education of our own employees will become even more important. As a market participant, I am sure you are aware of this too.



## THE EXPO FESTIVAL

### *Inspiring L&D Professionals!*

Nothing is as important as the right trade fair in terms of customer acquisition. This measurable success for you as an exhibitor is important to us. At the same time we want to create an attractive adventure for visitors, offering them more than just a purchasing platform for products and services.

Exciting content on the subject of further education, personnel and organisational development, the latest state-of-the-art technologies and services, the most innovative individuals on the scene, learning from the best, networking, making contacts, comparing products and services, plus getting to know the responsible people behind them - all this, combined with entertainment, awaits us at the Expo Festival L&Dpro in Munich on 9 May 2019. Let's celebrate this industry together!



## WHAT MAKES L&Dpro AN EXPOFESTIVAL?

### **Highly concentrated, industry-specific & focused**

L&Dpro is: Best accessibility, top exhibitors, top content, top minds, top partners - focused on the topics of further education, eLearning, human and organizational development.

### **Top speakers - worldwide:**

For L&Dpro, we are always looking around the world for the most exciting topics, the best minds, the most visionary speakers and the hottest ideas. In addition, L&Dpro is the place for directly implementable solutions for Learning & Development, Corporate Learning, eLearning and Organizational Development - combined on open and integrated conference stages.

### **Surprising and relaxed setup: Leads made easy**

L&Dpro deliberately does not take place in a traditional exhibition hall. The MVG Museum has a charming and relaxed business and casual atmosphere. We want to make it easier for you to generate leads, for example with the new L&Dpro MeetUp format.

### **Curated trade fair section & content stages:**

For the attendees we want to offer an exciting market overview and the latest, most innovative services and products. The exhibition mixed with the content stages are curated by the HRM Research Institute. The exhibition area is deliberately limited and allocated after detailed review.

### **Your trade fair presentation -**

#### **Very individual and with minimum effort:**

The exhibition stands can be individualized to the max. All walls can be printed in 4 colours according to your corporate design. Choose a concept according to your requirements. Reduce your planning or preparational efforts and concentrate on the communication with your (potential) customers. We'll take care of the rest!

### **Trade visitors only!**

You participate to do business, not to meet sellers! At L&Dpro you can concentrate on getting in touch with your (potential) customers. All trade visitors are validated, hand-picked and correspond to your visitor target group:

- Learning & Development Managers / Training Managers
- HR-/ Human Resources Managers
- Academy Directors / responsible persons for employee academies
- Managing Directors and Division Managers (except providers of L&D products and services)
- Company in-house trainers who do not offer further education/eLearning courses
- Press Agents, Bloggers, Influencers

L&D suppliers as well as self-employed trainers and coaches are not admitted!

Tickets are personalized and non-transferable. Suppliers/service providers who are not exhibitors and want to sell their products and services will not be admitted as trade visitors of L&Dpro.

### **Let's connect:**

9:00 am – 5:30 pm

trade fair and conference program on the content stages

5:30 pm – 9:00 pm

After-show party for everybody: Get in touch with all trade visitors, exhibitors, speakers, innovative minds...

*...let's party!*



## TRADE VISITOR PROMOTION CAMPAIGN

We ensure high market penetration with target group advertisement and communication measures. We reach your target groups and are present in the industry through:

- [www.LnD-pro.de](http://www.LnD-pro.de) and the blog [blog.LnD-pro.de](http://blog.LnD-pro.de)
- Direct mailings
- Multi-level e-mail marketing campaigns oriented on the trade visitor target group
- Active promotion through multipliers, etc. from [HRM.de/](http://HRM.de/) [HRM.at](http://HRM.at)
- Targeting and retargeting advertising campaigns on the internet, Facebook and Twitter
- L&Dpro Expo Special with a circulation of over 80,000 as an enclosure in specialized magazines
- Advertisement in the specialized and business press
- Close cooperation with relevant associations, organizations, multipliers, specialist media and social networks in Germany, Austria and Switzerland
- Active press work
- Social media activities on Twitter, Facebook, Instagram and Xing, all through the year

For your mailings and promotion, we provide you with free advertising materials and tickets at a special price to draw the attention to your (potential) customers and your trade fair participation.

*Please make sure that your invited visitors belong to the target group. Registered visitors are manually validated and authorized by us. All entrance tickets are personalized and non-transferable!*

## WE ♥ OUR PARTNERS:



## ONLINE APPOINTMENT TOOL

### Leads made easy!

The online appointment tool gives visitors the opportunity to get in touch with exhibitors before the Expofestival starts. Visitors can effectively plan and optimize their visit prior to the show. As an exhibitor you can better prepare your discussions with the visitors and respond more efficiently to their needs.





## CONTENT STAGES

### The place of keynotes and great moments

On the content stages who are openly integrated into the trade fair, your expertise is in the focus: Perhaps you want to invite one of your customers to talk about your business, product and services. The more current and larger the technical added value of your presentation is, the more numerous your audience will be!

The program of L&Dpro is curated by the experts of the HRM Research Institute. We will be happy to help you to put your topic in the right light.

The available slots on the content stages are very popular and are allocated on a „first come - first served“ basis.

## YOUR Stage

As an exhibitor on your stage, you have your own program. You can fully utilize your industry know-how and network and turn your stage into a „lead generation machine“. We have developed this format at other trade fairs before, for example for our customers Google and indeed. And best of all: Your program becomes part of the official L&Dpro program (included in the stand package 57 sqm). We support you with tools such as the „Lead Generator“ FAIRYFY LEAD, helping you to easily collect visitor data and secure new business contacts. Simply scan the visitor batches and download the full contact list afterwards.

## L&Dpro MeetUp's

### Easy-made contacts

Here, your customers report on their experiences and reply to important questions of the trade visitors.

As an exhibitor/sponsor, we aim to connect you with the trade visitors. A L&Dpro MeetUp at your stand makes it easier for you to start the conversation: Invite one of your customers to hold a presentation at your stand. We promote your L&Dpro MeetUp in the official program (L&Dpro Expo Special, website, newsletter, social media, etc.).

## L&Dpro BLOGGER LOUNGE

In this area, bloggers and experts report on their experiences and share their knowledge.





## INDEX OF PRODUCT GROUPS / MAIN TOPICS OF THE EXHIBITION

### ■ **Training / Education**

#### ■ **MTS Managed Training Services**

#### ■ **Learning Technologies: E-Learning / Corporate Learning**

- Content Management Systems (CMS)
- Learning Management Systems (LMS)
- Authoring tools
- Mobile Software / App Development
- Mobile Learning / Micro Learning
- Portals, databases
- Platforms, Open Source Solutions, Implementation
- Tutorial videos
- E-Learning Content: Web Based Trainings (WBT's/CBT's), Game Based Learning, Micro Content, Mobile Content

#### ■ **Blended Learning**

#### ■ **Software-Tools:**

- Learning analytics / knowledge diagnostics
- Collaboration tools
- Employee competence & skill management
- Seminar Management/ seminar self service solutions

#### ■ **Foreign languages / language competence**

- Languages, language schools and institutes, language tests
- Language learning software
- Language study travel
- Intercultural competences

#### ■ **Outdoortraining / Teambuilding**

#### ■ **Incentives / employee motivation**

#### ■ **Further training for trainers and coaches**

- Train the Trainer
- Coaching education
- License seminars

#### ■ **Business theatre**

#### ■ **Coaching**

#### ■ **Education controlling / participant feedback systems**

### ■ **Diagnostics / Testing / Measurement methods**

#### ■ **Distance universities, training courses**

- Long-distance universities, telecourses
- MBA courses
- Extra-occupational education
- Executive training

#### ■ **Knowledge management**

- Consulting & conception
- Semantic systems / search engines
- Knowledge databases / employee portals, intranet, cloud solutions, wiki systems, collaboration management systems, enterprise search engines

#### ■ **Hardware**

- Classroom design
- Mobile devices
- Virtualization
- Virtual conference rooms / web conference systems
- Audio / video conferencing
- Virtual classrooms

#### ■ **Presentation technology**

- Interactive whiteboards
- Moderation technology
- Projection equipment

#### ■ **Business games and simulations**

- Serious games / business simulation games
- Game based learning / gamification
- Simulations
- Augmented reality / mixed reality / virtual reality

#### ■ **L&D-/ Organizational and management consulting**

- Management consultancy
- Change management
- Knowledge management
- Benchmarking
- International human resources development
- Technology consulting for L&D / eLearning
- Strategy consultancy
- Education strategies / education management
- Learning design / Qualification concepts

#### ■ **Press / Associations / Further education portals / L&D networks and groups**

# STAND VARIETIES „stress free & all inclusive!“

## Your successful trade fair presentation with little effort

With our premium packages you get an attractive stand with high-quality equipment, which you can design in your company CI, at full cost control - without much time expenditure. All back walls / side walls can be designed by you. You simply deliver the graphic file.

„All inclusive“: registration fee/marketing package for you as an exhibitor, stand furniture, exhibitor passes, power supply, electricity consumption, admission tickets, advertising material - all this is already included (number depending on package size).



**4 sqm** | 2 x 2 m

### „Mini basic package“ 3.250 €

- Information counter
- Rear panel and info counter can be designed according to your ideas



**9 sqm** | 3 x 3 m

### „Starter package“ 6.650 €

- Reception counter
- Presentation counter
- Maximum customization in your CI



**16 sqm** | 4 x 4 m

### „All-round carefree package“ 10.600 €

- Reception counter
- 2 presentation or partner counters
- Maximum customization in your CI (all walls in 4c individually designable)
- Storage room / cabin



**18 sqm** | 6 x 3 m

### „Hospitality Carefree Package“ 13.800 €

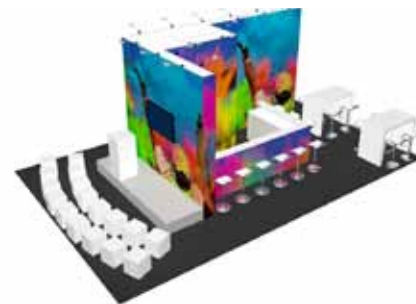
- Bar area for relaxed customer conversations
- Presentation counter
- Bar table bridge for in-depth discussions
- Maximum customization in your CI (all walls in 4c individually designable)
- Storage room / cabin



**32 sqm** | 8 x 4 m

### „Hospitality Professional Stand Package“ 20.600 €

- Bar area for relaxed customer conversations
- 2 presentation or partner counters
- 2 bridge-shaped bar tables for in-depth discussions
- Maximum customization in your CI (all walls in 4c individually designable)
- Storage room / cabin



**57 sqm** | 9,5 x 6 m

### „Lecture & Hospitality Premium Package“ 39.600 €

- Large bar area for relaxed customer conversations
- Your own lecture area at your stand (can also be designed as a lounge area)
- Maximum customization in your CI (all walls in 4c individually designable)
- Storage room / cabin
- 2 IT presentation places or partner places
- 2 meeting areas for in-depth conversations

We will be happy to send you the complete scope of the individual packages as well as detailed 3D sketches on request. Just send a short e-mail stating your desired package to: [contact@boering.com](mailto:contact@boering.com)



## Event location

# MUNICH – perfect location for L&Dpro

Easily accessible and a capital of a variety of attractive companies: Munich proves to be the perfect location for L&Dpro.

## Industries to the point

L&Dpro is a project of **børding messe**. As a pure professional event organizer **børding messe** focuses on the essential: Trade visitors with decision-making authority meet top suppliers, experience the latest industry trends and take along highly up-to-date specialist knowledge. Professionalism and customer proximity distinguish our internationally experienced team: We are at your service during the entire preparation period, as well as on the days of the trade fair. **børding** designs and organizes trade fairs and events in the HR sector for more than 15 years and is the organizer of Salon RH Geneva and TALENTpro together with the HRM Research Institute.

## børding exhibitions are:

- Specialized and focused on trade visitors with decision-making authority
- Compact, time and cost effective. In one to three days the costs are clear and transparent for the exhibitor
- The industry market place for exhibitors, experts, top keynotes and innovative minds
- Networking on theory and practice on the stages, MeetUps and masterclasses who are integrated into the trade fair
- The cost-effective and successful alternative to large international (multi-sector) trade fairs

Our events related to HR:



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[www.LnD-pro.de](http://www.LnD-pro.de)