

provided by **hospitalityINSIDE**

Expo Real 2023

Benefit from the premium network at the joint stand „World of Hospitality“



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EXPO REAL 2023

From 4-6 October 2023, Europe's largest real estate and investment trade fair will once again be the hub of the real estate industry.

Continuing to grow. After a one-year interruption, the most important network of the European real estate industry has been growing steadily again since 2021.

Compact or customized. HospitalityInside is very much looking forward to exhibiting with you at Expo Real in autumn 2023. Below we explain the exhibitor packages from compact lounge tables to customised special space.

Position yourself at Expo Real - with a permanent base at the joint stand of the „World of Hospitality“!



Innovative and sustainable: The question of how sustainable a trade fair can and must be in the future is here to stay. We have developed a concept for 2023 that conserves resources in the construction of the World of Hospitality and allows us to reuse even more components of the stand in the coming years.

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Spaces for every size: Since 2011, the hospitalityInside joint stand has offered companies of every size an ideal space and optimal working conditions to present themselves prominently while being able to concentrate fully on the actual trade fair business.

Continuous & collegial: The joint stand has developed continuously over the years. The trade fair concept is mature and has become even more attractive since 2022 with its new, hospitable design. Despite all the competition, the relationship between the exhibitors is characterised by good collegiality.

Diverse & visible: The logos and areas of the co-exhibitors are well placed, even from a distance. The diversity of hotel operators, investors, consultants, lawyers, project developers, planners and destinations made the stand, as in previous years, the central contact point for trade visitors.

Meeting place World of Hospitality: Pure synergies

Exhibit, network, promote: The stand is part of a comprehensive trade fair concept by HospitalityInside. The high-quality networking event BRICKS&BRAINS and the hospitalityInside special flyer in German and English increase the synergies with the joint stand and together offer a networking and marketing platform at the top level.

The exhibitors 2022

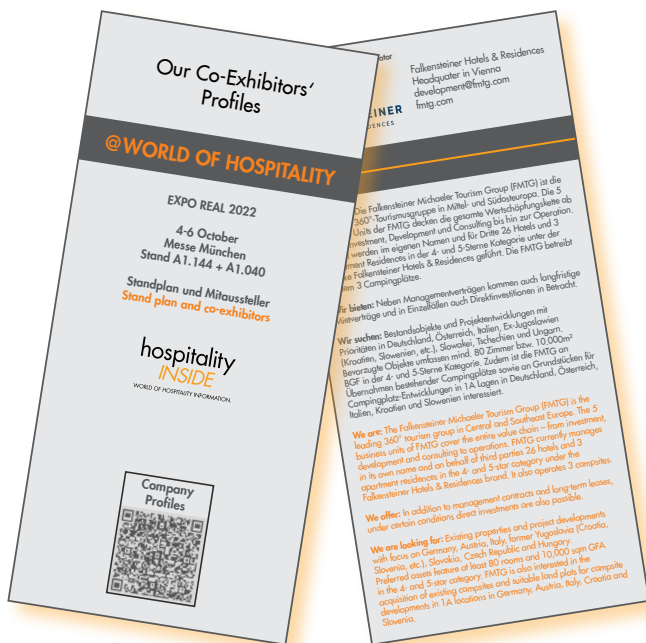


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The advantages for exhibitors at a glance:

- ❖ High time savings in preparation
- ❖ Proven trade fair concept with high synergy potential
- ❖ Attractive inclusive packages from small to large at a fixed price
- ❖ All-round excellent logo presence and visibility for your company
- ❖ Efficient working conditions
- ❖ Meeting rooms at the World of Hospitality
- ❖ Comprehensive support from an experienced service team
- ❖ Office infrastructure with PC, multifunction printer and telephone
- ❖ Fast Internet via WLAN



The well-known guide for our visitors

Presentation and marketing at the fair

- ❖ Entry as co-exhibitor in the trade fair catalogue (print and digital)
- ❖ Logo presence on the stand sail and on your own exhibitor table
- ❖ Highly visible logo presentation of all exhibitors on all stand sails
- ❖ Printed stand flyer with short profiles of the co-exhibitors for quicker quicker orientation for visitors.
- ❖ Stand advertising in the Expo Real exhibitor catalogue (print and digital)

Promotion on **hospitalityInside.com**

In the run-up to Expo Real, the website **hospitalityInside.com** provides information on relevant topics as well as the joint stand and promotes the visit.

Via QR code, trade fair visitors can access the company profiles of the trade fair partners on **hospitalityInside.com**. Each exhibitor is stored there with logo, short profile and contact details.

EXPO REAL 2022 4 - 6 OCTOBER 2022, Munich

Visit the World of Hospitality
hall A1.040 and A1.144

| | | | | |
|--------------------|---|-----------|---------------|--|
| Achat HOTELS | EWB Hotel Group | expo real | CHRISTIE & CO | FALKENSTEINER |
| gsh | WORLD OF HOSPITALITY provided by hospitalityINSIDE | | | Hofler Land Flussgebiets Region Bayern |
| hospitality INSIDE | Horwath HTL | HOTOUR | JOHN A. SOUZA | NOVUM |
| PLAZA | Premier Inn | PRIMESTAR | SELECT | staycity |

BRICKS & BRAINS
HOSPITALITY MEETS REAL ESTATE

Sponsors

Adina BETTE HR Group K

hospitality
INSIDE

WORLD OF HOSPITALITY INFORMATION

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Professional service - the perfect framework for your trade fair success

The reception team clarifies questions, assists with visitor management, forwards enquiries and coordinates the use of meeting rooms. An attentive service team looks after the physical well-being of exhibitors and their guests.

The provision of drinks, coffee and tea specialities as well as finger food is included in the packages for stand partners and their guests. For stand personnel, there is a daily changing selection of dishes at lunchtime

The hosts and hostesses will be happy to assist exhibitors and their guests.



Tickets

One free ticket is included in each co-exhibitor package. Co-exhibitors can obtain additional exhibitor passes and voucher codes for visitor tickets at reduced exhibitor rates via the Fair's Exhibitor Centre.

Documentation/Photos

A photographer will document the stand during the fair. We will provide co-exhibitors with a selection of photos for further use on request.

BRICKS & BRAINS Hospitality meets Real Estate

Of course, we would like to invite you again to our evening get-together during the fair. The details will follow in the summer, as will the sponsor packages for this.



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The stand concept from 2 to 28 sqm

Our current planning includes a large main stand and adjacent side stands for a total of up to 20 co-exhibitors. Choose your suitable package from a wide range of workstations, bridge tables and standing tables. In addition, there are smart individual stands from 10 sqm to 28 sqm at the main and side stand with individual furnishing and branding according to company CI.

The packages in detail - see pages 8/9.

We will be happy to advise you on which package is best suited for your company and which extensions are possible.

The main stand's layout is like a marketplace, the co-exhibitor tables are located directly along the corridor, a bar area inside the stand is available to exhibitors for informal discussions with customers and fellow exhibitors.

The stand includes a reception, storage facilities for advertising materials and comprehensive technical equipment. A large and well-equipped kitchen and a professional catering team are the basis for a well-functioning service at the stand.



Workplaces

All workstations are equipped with power sockets. The internet can also be used via the stand's own WLAN, and wired if desired.

Partners with a workstation or a bridge table can be provided with an additional storage facility directly at the table or the workstation in the form of a lockable substructure container.

All workstations can also be optionally equipped with a USB-capable monitor to play back individual company presentations.

Meeting rooms

In 2023 we will again set up meeting rooms. These can be booked individually. For this purpose, the exhibitor packages include premium slots, with free capacities on a first come - first served basis.

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INDIVIDUAL STANDS in the World of Hospitality network Tailor-made: more space in your corporate design

Do you need more space for your stand? The individual stands from 10 to 28 sqm offer the opportunity to stand out at the trade fair in your corporate design, but with little preparation effort.

HospitalityInside takes care of all technical and organisational measures for your stand. In close cooperation with the stand builder, we provide you with a basic stand, which you design in your own style and equip with your own furniture and exhibits.

Here, too, you will be integrated into HospitalityInside's communication in the run-up to and also during the trade fair, your logo will additionally be placed on the sail of the main stand, you will be listed as an exhibitor in the trade fair flyer and on www.hospitalityInside.com. During the trade fair, you will also benefit from all the amenities of the main stand (catering, reception service, technical infrastructure, etc) and thus be part of the attractive World of Hospitality network.

The individual stand
- tailor made with full
cost transparency!



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Co-exhibitor options at the joint stand 2023

as of 21 March 2023

| Designation | PACKAGE 1 Corner Stand with Workstation | PACKAGE 2 Workstation | PACKAGE 3 Bridge table | PACKAGE 4 High table | PACKAGE 5 LOGO PARTNER |
|----------------------------------|---|---|---|---|---|
| Own Workspace | ca. 5,4 sqm open to 2 aisle sides | ca. 4 sqm open to 1 aisle side | ca. 4 sqm, open to 1 aisle side or with partition wall | ca. 2.8 sqm at the aisle, with partition wall | Would you like to present your company at the fair without staffing a stand? Here, too, there is a solution - the Logo Partnership. |
| Table | one Workstation with Display, 2 high chairs plus 1 high table with 2 high chairs | one Workstation with Display, 2 high chairs plus 1 high table with 2 high chairs | one large high table (130x60 cm) with 2 standing stools | one small high table (60x60 cm) with 2 standing stools | |
| Optional additional equipment | Monitor € 350,- Container € 80,- | Monitor € 350,- Container € 80,- | Container € 80,- | | |
| Stand personnel | up to 7 | up to 7 | up to 5 | up to 3 | 0 |
| Company Logo | front and back of the workstation | front and back of the workstation | front and back of the bridge table | 2x at the partition wall | at the reception desk |
| | on all main sails | on all main sails | on all main sails | on all main sails | on all main sails |
| Graphics according to your CI | 4-5 graphics each 110x60 cm | 4 graphics each 110x60 cm | 2 graphics each 110x60 cm | 1 graphic 110x60 cm | - |
| Meetings * | 3 Slots of 30 min. per day | 3 Slots of 30 min. per day | 2 Slots of 30 min. per day | 1 Slot of 30 min. per day | - |
| Price in Euro** | 31.500 | 28.800 | 23.700 | 16.200 | 6.300 |
| | | | | | |

* First come, first served. Further slots subject to availability,

** Deadlines: see p. 9

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Co-exhibitor options at the joint stand 2023

as of 23 March 2023

| | |
|-----------------|--|
| Designation | Individually designed specific area (on request) |
| Own workspace | 10 to 28 sqm stand space |
| Furniture | without furniture; own design (provided by co-exhibitor) |
| Stand personnel | no specifications |
| Company Logo | on the stand sail of the specific area on the stand sail of the main stand at the specific area as desired |
| Meeting | 2 slots à 30 min. per day |
| Price in Euro | Please ask! |

*All packages include:

- Power connection at the workplace
- Internet access (50 Mbit WLAN)
- Catering, bar service, hostess service
- 1 exhibitor pass
- Access to the online Expo Real Exhibitor Center
- The specified number of meeting slots subject to availability
- Invitation to BRICKS & BRAINS
- Company profile, logo and contact details in the stand flyer
- Presentation on the online Marketplace of hospitalityInside
- Entry on the Expo Real website
- Graphic and printing costs
- Co-exhibitor and catalogue fee incl. AUMA fee in the amount of € 1765,-
for registration and approval of registration by 18.05.2023

Deadlines

If registrations are received after 18.05.2023, a surcharge of 5% will apply.

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Co-Exhibitor Options
at the main stand
(draft from the 2022 stand)



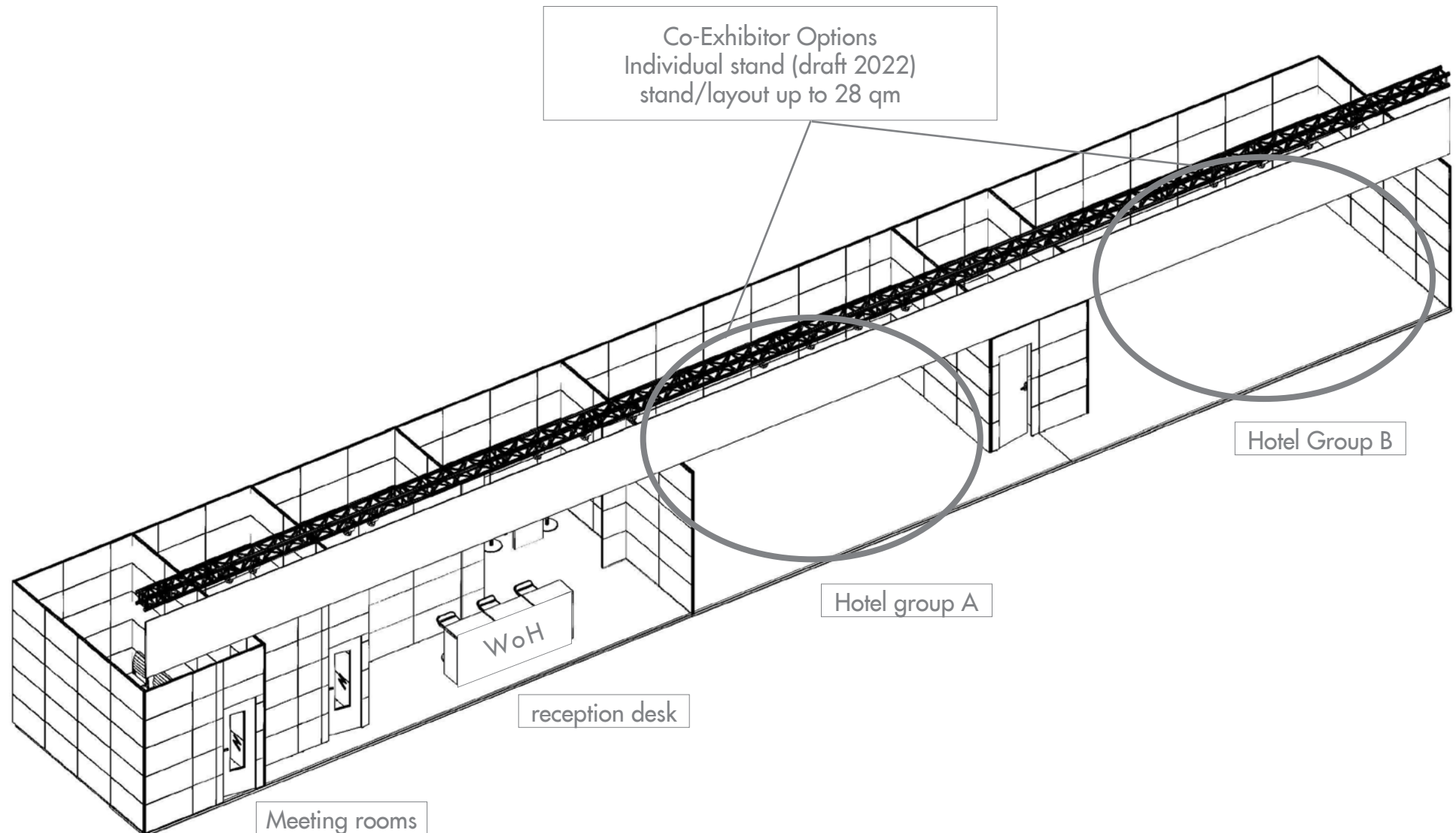
PACKAGE 3
Bridge table

PACKAGE 4
High table

PACKAGE 1
Corner stand with Workstation

PACKAGE 2
Workstation

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