

WORLD OF HOSPITALITY

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Exhibit successfully

Expo Real 2021



hospitality
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WORLD OF HOSPITALITY INFORMATION.



BRICKS
& BRAINS
HOSPITALITY MEETS REAL ESTATE

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Exhibit with us!

HospitalityInside is looking forward to attend and exhibit at EXPO REAL 2021 again, to bring this important meeting place for the hotel and real estate world to new life. In the following we will explain to you

- the current state of planning
- the specifications of the trade fair and
- the exhibitor packages

HYGIENE REQUIREMENTS. The preparation of the fair will be carried out under strict hygiene conditions in order to ensure that the fair can be held safely for visitors and exhibitors even under pandemic conditions. (Details on the impact of the hygiene requirements on the last page).

STAND CONSTRUCTION. The new requirements of the fair impose various restrictions on construction and operation of the stand. Therefore, we cannot determine the shape of the booth or the booth plan until we know the number of our co-exhibitors and their space requirements.

YOUR BOOKING. If you wish to exhibit with us AND use a meeting table or your own booth area, we kindly ask you to book your space at the joint booth with us **by April 20, 2021**. (For information in case of cancellation see last page.)

STAND PARTICIPATION. We are adapting the trade show concept for the World of Hospitality so that you and your visitors are safe at the booth. As in previous years, you can exhibit or present at the booth with or without a fixed table.

NEW is the division of the participation into an identical basic package for all co-exhibitors for promotion (= logo partner), which you can extend via various upgrades for a fixed place at the booth. For this purpose we offer boxes for 2, 4, 6, or 8 persons including the same amount of seats.



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PRICE FAIR. The fair's square meter price for exhibition space is identical to 2020 but the space required for the boxes and the cost for planning, stand construction and other services have increased. Many items will also take time to be clarified over the coming months.

EXHIBITOR PRICES. The prices of our exhibitor packages correspond to the early booking conditions in 2020. We will absorb cost increases by making adjustments to the concept.

MEETINGS. The trade show has announced that it will offer additional meeting options, in addition to the familiar offerings in the Meeting Center. The extent to which we will be able to create our own meeting areas at the stand is currently still open.

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 summer, as well as the sponsor packages.



Landing Page of the World of Hospitality

		World of Hospitality Reception Desk Dieses Angebot steht während bestimmten Veranstaltungen oder Messen zur Verfügung.		
		WORLD OF HOSPITALITY provided by hospitalityINSIDE	HOSPITALITY HUB MASEVEN-DORNACH 14./15. Oktober 2020	

The landing page of the World of Hospitality, which we implemented spontaneously on the Marketplace of HospitalityInside last year, will be updated and used again. Expo Real 2021 will focus only on a physical character of the trade show. There is currently no information about the level of digitalization at Expo Real this year. The landing page of the joint stand gives us the scope we need.

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The co-exhibitor packages 2021

The **Basic Package** is the basis of any stand participation at World of Hospitality 2021.

It includes:

- Registration fee as a co-exhibitor
 - Access to the exhibitor store to purchase discounted trade show tickets
 - Obligatory catalog entry at the trade show
 - Logo on the stand canvas
 - Logo on the landing page of the joint stand on [hospitalityInside.com](https://hospitalityinside.com)
 - Company profile on the [hospitalityInside](https://hospitalityinside.com) website with Video chat option
 - Reception service at the trade fair and online Reception
 - Short profile (search-offer) in the stand flyer
 - Invitation to the networking event BRICKS & BRAINS
 - Promotion of the joint stand at Expo Real
- Website also via banner



Reception Desk

Basic Charge: 5,800 Euro

Surcharge from 26 June 2021: +150 Euro

Participation is only possible with the Basic Package.

The company entry will only be made in the online and mobile directories of the trade fair.

Surcharge from 28 August 2021: +500 Euro

Furthermore, from 28 August no placement of the logo on the stand is possible, only online.

YOUR OPTIONS FOR EXTENDED STAND PRESENCE:

The complete overview of upgrades - see next page.

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Co-exhibitor options at the joint stand 2021

as of 31 March 2021

	Extension 1 Large meeting table	Extension 2 Medium meeting table	Extension 3 Small meeting table	Extension 4 Individual stand
Location	at the aisle, with plexiglass wall to the aisle side, open to the stand interior	at the aisle, with plexiglass wall to the aisle side, open to the stand interior	inside the stand open to the stand interior	Separate booth area, open to the aisle
Size	approx. 5 sqm	approx. 4 sqm	approx. 3 sqm	11 sqm
Furniture	Bridge table, 2m long up to 6 stools	Bridge table, 1,4 m long up to 4 stools	High table 60x60 cm 2 stools	Standard furnishing or own design and furnishing
Persons at the table incl. visitors	up to 6	up to 4	up to 2	up to 8
Further logo placement	on front and back side of the table	on front and back side of the table	at the dividing- or back wall	5 sqm print included
Graphics	freely designable graphics on the Table front	freely designable graphics on the Table front	On the table top	
Surcharge to the Basic Package	20,000 Euro	15,000 Euro	8,000 Euro	28,000 Euro, extendable on request
Overall Package Price	25,800 Euro	20,800 Euro	13,800 Euro	from 33,800 Euro

subject to change

All Extensions include

- 1 Exhibitor pass
- Hostess Service (coffee, tea, soft drinks for stand personnel and guests)
- Catering 3x daily
- Stand cleaning
- Company logo at the stand canvas and in the own are
- Power connection at the workplace
- Internet Access

Refund for Co-Exhibitors in case of cancellation of the fair by the trade fair or due to force majeure

Messe München has announced that it will decide on June 15, 2021 whether to hold EXPO REAL in October based on the registrations received and the current infection situation. Should there then be a cancellation, all contracts will be cancelled and all deposits refunded. This also applies to our agreement for participation in the joint stand with you as a co-exhibitor. In addition, the following regulations apply:

Cancellation until	23 July	14 August	28 August	25 September	from 26 September
Refund*	100 % **	70%	50%	30%	25%

* in % of the invoice amount for the participation.

** minus 690 Euro if the mandatory communication entry has already been published.

The deadline for the mandatory communication entry is 23 July 2021.

Effects of the hygiene requirements

The creation of secure framework conditions is the essential prerequisite for allowing the trade fair to take place this year. A decision as to whether these conditions can be relaxed in October will be made by the trade fair if necessary and probably only at short notice. We are trying to maintain leeway for this. Implementation of the current requirements as of March 2021 would apply:

- All visitors to the booth are electronically recorded as they enter and leave. The Registration/documentation is done by HospitalityInside.
- The exhibitor tables are located in their own box and are open to the inside of the stand.
- For partitions, we use plexiglass where possible for maximum visibility.
- There may only be as many people in a box as there are seats.
- Disinfectants will be provided at the entrances to the stand and at the exhibitor tables provided.
- Catering will be provided directly to exhibitor tables. No bar service.
- Masks are mandatory at the trade show.
- All meeting tables will have protective screens.
- Tables and contact surfaces will be disinfected regularly during the fair.

A lot of things often had to be adjusted in the last few weeks before the trade show. This will certainly be the case this year as well, and we are working to the very end to ensure that you get off to a good start and make a successful appearance at the trade show.

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Please send us your reservation before April 20 to office@hospitalityInside.com

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