

## WORLD OF HOSPITALITY @ Expo Real 2014

### From Professionals for Professionals

In previous years, the hotel industry played a minor role at Europe's largest trade fair for Property and Investment. Today, it's a well noted asset, particularly visible at the „World of Hospitality“ joint stand in Hall C2. During three years only, it has become the central contact point for relevant market players.



World of Hospitality 2013

#### Your advantages as a co-exhibitor:

- Established trade fair concept with high potential for synergies for all partners
- Appealing: All-inclusive packages for every budget at a fair and fixed price
- Outstanding working conditions and a great visibility of your logo at the stand

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### Your smart appearance in a premium environment!

Your smart appearance in a premium environment - This is part of the engagement of the HospitalityInside publishing company. The joint stand is located vis-à-vis of the „Special Real Estate Forum“ where hospitalityInside's editorial department is responsible for the hotel conference „Hospitality Industry Dialogue“. The exclusive evening event and a high-class Special edition offer additional possibilities for presentation and networking.

By participating as a co-exhibitor you secure a top presence with manageable efforts and an excellent cost/efficiency ratio.



Hospitality Industry Dialogue 2013

#### Services

For the first time, the „World of Hospitality“ will be presented to the EXPO REAL-visitors as a block stand with four sides open. With the established concept of the former years, a new colour concept and further improvements the stand fulfills every requirement to become a magnet for all visitors again.

A reception desk, bar area, storage possibilities as well as a broad technical environment are standard assets of the stand.

Meeting rooms for up to six persons at the stand as well as external meeting rooms for up to 12 persons are at your disposal. Every partner possesses a specific number of 30 minutes-slots according to the booked package („First come – first served“).



World of Hospitality 2013



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Reception Desk

All partners will be represented by their logos and a downloadable flyer in the main profile of HospitalityInside in the participants' database of the fair.

In addition, it's possible to place an advertisement for the hospitalityInside SPECIAL EXPO REAL edition. Stand partners will benefit from special conditions; it's possible to deliver different advertisements for the two language versions (English/German). The magazine will have a circulation of more than 3,000 copies which will be distributed in Munich hotels, during the congress and the trade fair.

#### Services for our partners

The HospitalityInside reception team supports co-exhibitors in managing the visitors in forwarding requests and booking the meeting room slots. The packages include catering of coffee and tea specialties as well as finger food for stand partners and their guests.

#### Communication

A broadband WIFI connection is available at the stand, wired internet according to the booked package. At the reception, a multifunctional WIFI printer will be installed and can be used by the stand partners. Furthermore a charging station for all current mobile phones and smart phones can be found at the reception.

#### Presentation and stand marketing

- Entry as co-exhibitor at the fair brochure (print and digital)
- Logo presence at the canvas above the stand and at the workstation/table
- Big screen at the stand for logo displays or transmission of the Special Real Estate Forum (on Monday)
- Presentation of flyers (brochure rack)
- hospitalityInside Special for EXPO REAL (print and digital).

#### Promotion

Reports giving notice of the fair will be regularly published on the website [www.hospitalityinside.com](http://www.hospitalityinside.com). The hospitalityInside Special Edition EXPO REAL (print and digital version in English and German) contains information about the fair, the stand and its co-exhibitors. The partners will also be presented in the weekly newsletter and on the Network page as partners, together with a short profile, logo and link to their homepage.

#### Tickets

Our packages include one free exhibitor pass per co-exhibitor. Co-exhibitors can book further tickets for their staff and voucher codes for visitors at a reduced price through the online exhibitor center of the trade fair.



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#### Extras

A photographer will document the stand during EXPO REAL. Upon request, we will provide a selection to our co-exhibitors.

A contingent of entry tickets to the networking event „BRICKS & BRAINS“ will be reserved for co-exhibitors.

#### Special conditions for co-exhibitors

Our early booking price is valid until June 25th, 2014.

From June 26th, and from July 26th, higher prices are applicable.

Co-exhibitors of the year 2013 will receive a 5% discount on the booked package 2014 as well as special conditions for advertisements in the EXPO REAL SPECIAL and for a sponsorship of „BRICKS & BRAINS“. Last year's sponsors and advertising partners receive a fidelity bonus.

**It's not possible to book a participation after August 28, 2014 any more!**





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### Packages for Co-Exhibitors

conditions as of April 7, 2014

	Corner booth with work station	Inline booth with work station	Lounge partner with high table	Lounge partner with small high table
<b>Exclusive Area</b>	ca. 4.2 sqm, open to 2 corridor sides	ca. 4,2 sqm, open to 1 side	ca. 4 sqm, inside, no corridor access	ca. 2 sqm, inside, no corridor access
<b>Equipment</b>	One workstation for 4 persons with logo display, drawer, 2 high stools	One workstation for 4 persons with logo display, drawer, 2 high stools	One high table for 4 - 5 persons, 2 high stools	One high table for 2 persons, 2 high stools
<b>Additional Equipment</b>	One high table for 2 - 3 persons, 2 high stools at the back of work station + 1 separate high table	One high table for 2 - 3 persons, 2 high stools at the back of work station		
<b>Staff at the stand</b>	up to 7	up to 5	up to 4	up to 2
<b>Company logo presentation</b>	front and back of work station	front and back of work station	at the corridor wall	at the corridor wall
	at the canvas above the work station	at the canvas above the work station	at the canvas	at the canvas
<b>Graphics</b>	1 additional art design at the lower work station front	1 additional art design at the lower work station front	Logo / additional art design on the lower front of the table	Table display card
<b>Meeting room slots due to availability</b>	4 slots each 30 min per day	3 slots each 30 min per day	2 slots each 30 min per day	One 30 min slot per day
<b>Others</b>				30% reduction for companies with an own stand at EXPO REAL
<b>Package Price (net), valid until June 25th, 2014</b>	26,800 Euro	22,800 Euro	16,800 Euro	10,800 Euro

**Co-exhibitors of the year 2013 will receive a 5% discount on the booked package!**

<b>Late bookings/ deadlines</b>	<ul style="list-style-type: none"> <li>- Applications from June 26, 2014 are subject to 5% additional fee</li> <li>- Applications from July 26, 2014 are subject to 10% additional fee</li> <li>- It's not possible to book a participation after August 28, 2014 any more</li> </ul>
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#### All packages include:

- Wall or floor socket at workstation
- Wired internet
- Catering, bar service
- One exhibitor pass
- Own access to the Expo Real Exhibitor Centre for booking additional services
- Profile included in common press release
- Short profile, logo and contact data at the hospitalityInside Special edition and website
- Basic entry on the website of Expo Real
- Co-exhibiting and communication fees up to June 27, 2014 incl. AUMA fee

The offers above are without obligation and subject to changes.

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### Contact

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