



Where Hospitality meets Real Estate

The Event

Since 2009, experts from the hotel and real estate industries have met at **BRICKS & BRAINS** – always on the first evening of EXPO REAL. Today, the trade fair provides a completely different picture of the hotel industry than eight years ago. While it was formerly important to make the trade fair better known in the industry, it has become a compulsory hospitality event in the meantime. BRICKS & BRAINS has established itself as a top-class networking platform; therefore, the motto in October is to once again establish new contacts, maintain relationships and develop new ideas and projects.



The Guests

As in the last few years, we expect owners, business executives, experts, and people who are responsible for project development, financing and operations from about 100 businesses – as well as new guests, of course.

When and where does BRICKS & BRAINS take place?

BRICKS & BRAINS takes place on **Wednesday, October 4, 2017, starting at 6.30 pm on the first floor at the north entrance of Messe Muenchen**. The venue is only a few minutes away from the World of Hospitality in Hall C2, and can easily be reached via the express ways on the first floor of the hall. Much space and a quiet atmosphere allow for relaxed discussions in a pleasant ambiance.



How do I become event partner at BRICKS & BRAINS?

We offer the following partner options:

BRICKS & BRAINS Package 1 – Platinum

Package Price: 11,000 Euro

- ✓ 12 event tickets for representatives of your own business or business partners
- ✓ 2 wall graphics for an exclusive business presentation, 4 – 5 sqm each
- ✓ High table with company logo (table display)
- ✓ Company advertising on exclusive roll-up banner at the entrance area of the event
- ✓ Company logo on the common banner at the event
- ✓ Company logo on the table displays at the event
- ✓ Option to display advertising material or give-aways at the entrance area
- ✓ Company logo on the event's invitation and confirmation letters
- ✓ Naming as partner in the event's announcement on the homepage of hospitalityInside
- ✓ Naming as partner in the footer of the weekly newsletter of hospitalityInside for one year
- ✓ Naming as event partner with company logo in the special edition accompanying the trade fair

BRICKS & BRAINS Package 2 – Gold

Package Price: 5,000 Euro

- ✓ 5 event tickets for representatives of your own business or business partners
- ✓ 1 wall graphic for an exclusive business presentation, 4 sqm
- ✓ High table with company logo (table display)
- ✓ Company advertising on exclusive roll-up banner at the entrance area of the event
- ✓ Company logo on the common banner at the event
- ✓ Company logo on the table displays at the event
- ✓ Option to display advertising material or give-aways at the entrance area
- ✓ Company logo on the event's invitation and confirmation letters
- ✓ Naming as partner in the event's announcement on the homepage of hospitalityInside
- ✓ Naming as partner in the footer of the weekly newsletter of hospitalityInside for one year
- ✓ Naming as event partner with company logo in the special edition accompanying the trade fair



BRICKS & BRAINS Package 3 – Silver

Package Price: 2,000 Euro

- ✓ 2 event tickets for representatives of your own business or business partners
- ✓ Company logo on the common roll-up banner at the entrance of the event
- ✓ Company logo on the common banner at the event
- ✓ Company logo on the table displays at the event
- ✓ Option to display advertising material or give-aways at the entrance area
- ✓ Company logo on the event's invitation and confirmation letters
- ✓ Naming as partner in the event's announcement on the homepage of hospitalityInside
- ✓ Naming as partner in the footer of the weekly newsletter of hospitalityInside for one year
- ✓ Naming as event partner with company logo in the special edition accompanying the trade fair

Up to four additional tickets for representatives of the own business can be booked per package.

Price per additional ticket: 250 Euro.

Event partners of the previous year obtain a **5% loyalty bonus** on the booked package.
Stand partners of the World of Hospitality receive a **discount of 10%**. These reductions can be cumulated. All rates plus VAT.

Become event sponsor for BRICKS & BRAINS!

Top-Level Business-Networking on **October 4, 2017, 6:30 pm – 10:00 pm**

on the first floor at the north entrance of Messe Muenchen

The invitations are personal and non transferable, companions are not admitted!

Suitable Partner-Packages for every budget	PACKAGE 1	PACKAGE 2	PACKAGE 3
	Platinum	Gold	Silver
Number of event tickets	12	5	2
Large wall graphics for company presentation (approx. 4 – 5 qm)	2	1	
High table with company logo / table display	✓	✓	
Company advertisement on exclusive Roll-Up in the entrance area of the event	✓	✓	
Company logo in the entrance area of the event	✓	✓	✓
Company logo on the table displays	✓	✓	✓
Display of advertising material / giveaways	✓	✓	✓
Company logo on the invitation- and confirmation letters to the event	✓	✓	✓
Company logo at www.hospitalityInside.com (event announcement)	✓	✓	✓
Mention in the footer of the weekly hospitalityInside newsletter for one year	✓	✓	✓
Mention as event partner with logo in the printed SPECIAL for Expo Real	✓	✓	✓
Package Price	11,000 Euro	5,000 Euro	2,000 Euro

**expo
real** **BRICKS & BRAINS 2017 –**
the 9th exclusive networking event
for the hospitality industry at EXPO REAL

**hospitality
INSIDE**
WORD OF HOSPITALITY INFORMATION

Contact HospitalityInside

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**BRICKS
& BRAINS**
A HospitalityInside Network Event hosted by Expo Real Munich

Ticketing

Yes, we want to participate as Co-exhibitor for „BRICKS & BRAINS“.

Company:

Address:

Direct Contact:

Phone:

eMail:

Package 1 – Platinum:

11,000 Euro

☐

Package 2 – Gold:

5,000 Euro

☐

Package 3 – Silver:

2,000 Euro

☐

Please send me information about

☐ advertising in the hospitalityInside SPECIAL

☐ about participating/marketing at the „World of Hospitality“ joint stand

Please return your reservation form until July 28, 2017

via eMail office@hospitalityInside.com

via fax +49 821 88 58 80 02

You will promptly receive a confirmation of your reservation. All offers are subject to change.

For any requires please address **Michael Willems, phone +49 821 88 58 80-20**

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Impressions

