

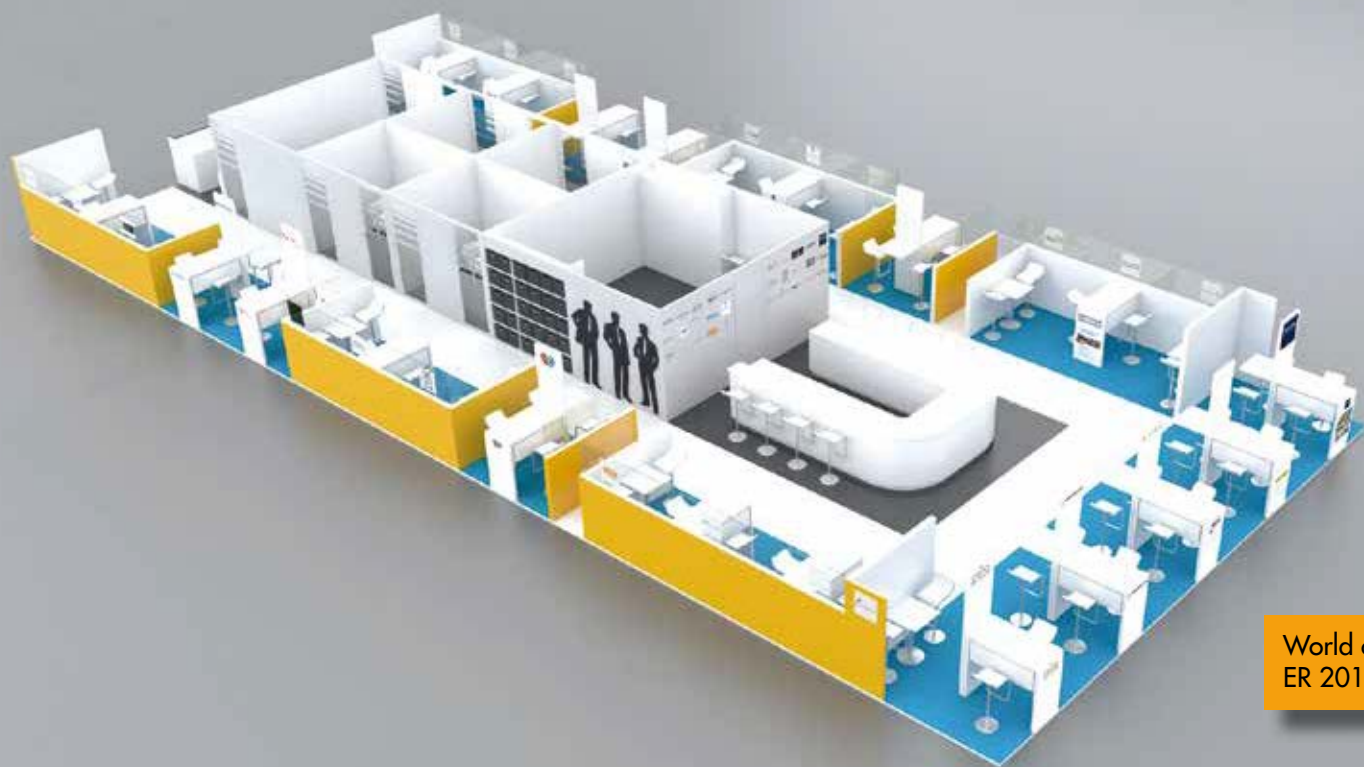
# WORLD OF HOSPITALITY

provided by hospitalityINSIDE

**expo  
real**

**2017**

**Co-exhibitor  
at the joint stand**



World of Hospitality  
ER 2016

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## Why you should exhibit at Expo Real!

On October 4, 2017, the largest commercial property trade fair will open its gates in Munich once again. 77,000 participants from more than 70 countries are expected in Munich this year.

Since 2009, the hotel industry has been able to establish itself as a respected asset class in the investment market through a rapid catch-up race. In the meantime, about one third of the trade fair participants has an eye on hotel projects too or is even looking exclusively for them.

Pushing expansion, securing the achieved, strengthening old relations and creating new ones – these are the topics at Expo Real following the motto: **Building Networks!**

## Stronger together: Exhibiting at World of Hospitality

### Advantages for co-exhibitors at the joint stand

- Substantial time-saving factor during preparation
- Established trade fair concept with high potential for synergies
- Attractive inclusive packages, from small to large, for a fair and fixed rate
- Exceptional logo presence and visibility all around
- Efficient working conditions
- Supportive marketing at the stand as well as online
- Consistent communication in German and English
- 100-page special edition published by hospitalityInside about the trade fair with a presentation of the stand
- Stand flyer (fanfold) with brief profiles of the co-exhibitors
- Two participants at the exclusive network event „BRICKS & BRAINS“

For six years now, the joint stand of hospitalityInside has offered small and large businesses the ideal space to fully concentrate on the actual trade fair business.

With 30 national and international co-exhibitors from different industry segments, the stand was the central starting point for relevant professional visitors in 2016. We would like to continue this story of success together with you.

We invite all previous partners and also new businesses to present themselves to trade professionals at this unique platform.

Subsequently, you will find an overview about the opportunities to participate at the stand and about the trade fair concept.

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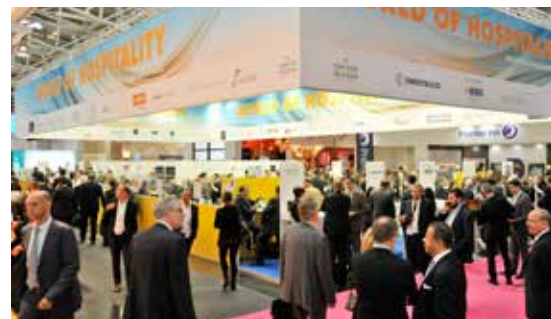
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## Your Trade Fair Presence in a Premium Environment!

The hotel industry has become one of the most dynamic industry segments at Europe's largest property and investment trade fair. The joint stand in Hall C2 is one essential part for this development and a first contact point for trade fair visitors focussing on hotels.

The stand is part of hospitalityInside's trade fair concept. A special edition of the magazine and a high-quality evening event strengthen the external perception and offer a common networking and marketing platform at top level.

For stand partners, a fixed contingent is reserved for the network event „BRICKS & BRAINS“, which enables all co-exhibiting businesses to be represented at this important industry event.



## Services

With the established concept of the former years and some improvements the **block-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 eight persons are at your disposal.

## Services for our partners

The hospitalityInside reception team supports co-exhibitors in managing the visitors, in forwarding requests and booking the meeting room slots.



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## Catering

The stand package includes alcohol-free beverages, coffee and tea specialities as well as finger food for stand partners and their guests.



## Logo presence

The company logo of a co-exhibitor will be conspicuously positioned and clearly visible from all sides at the double-sided stand banner. In addition, the positioning directly at the table, workstation or stand wall directly next to the exhibitor's table provides stand visitors with a better orientation.



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## Presentation and Marketing at the fair

- Entry as co-exhibitor at the **fair brochure** (print and digital)
- **Logo presence** at the double-sided canvas above the stand and at your workstation/table
- Rotating logo presentation at the large reception monitor
- Logo wall at the bar area
- Company profile in the **hospitalityInside SPECIAL EXPO REAL** (print and digital)
- **Short profile** in printed **co-exhibitor flyer** for stand visitors
- Presentation of flyers (brochure rack)

## Promotion via hospitalityInside

Reports giving notice of the fair will be regularly published on the website **www.hospitalityinside.com**. The hospitalityInside SPECIAL (print and ePaper in English and German) includes information about the fair, the stand and its co-exhibitors. For one year, the partners will also be presented in the **weekly hospitalityInside newsletter** and on the **Network page** as partners, with a short profile, logo and link to their homepage.

## Infrastructure

A broadband WIFI connection and wired internet are available at the stand. At the reception, a multifunctional WIFI printer will be installed and can be used by the stand partners.

## 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.

## Documentation

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

## Storage opportunities at the stand

The previous storage boxes located at both sides of the kitchen will be replaced by locker boxes. Partners with a workstation and lounge partners with a bridge-type table will receive an additional storage opportunity directly at the table or workstation upon request; it will be a lockable container able to be placed underneath (height/width/depth: 100 x 50 x 30 cm).

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## Packages for co-exhibitors at EXPO REAL 2017

As of February 28, 2017

Description	PACKAGE 1 Corner booth with work station	PACKAGE 2 Inline booth with work station	PACKAGE 3 Lounge partner with high table	PACKAGE 4 Lounge partner with small high table
<b>Exclusive area</b>	ca. 5.6 sqm, open to 2 corridor sides	ca. 4,2 sqm, open to 1 corridor side	ca. 4 sqm, inside, no corridor access	ca. 2,7 sqm, inside, no corridor access
<b>Equipment</b>	One workstation for 4 persons with logo display, drawer, 2 high stools; 1 high tables for 2-3 persons, 2 high stools at the back of work station	One workstation for 4 persons with logo display, drawer, 2 high stools; 1 high table for 2-3 persons, 2 high stools at the back of work station	One high table for 4-5 persons, 2 high stools	One high table for 2-3 persons, 2 high stools
<b>Additional Equipment</b>	Lockable floor unit at the workstation	Lockable floor unit at the workstation	Lockable floor unit at the workstation	-
<b>Staff at the stand</b>	up to 7	up to 6	up to 4	up to 2
<b>Company logo presentation</b>	front and back of work station,	front and back of work station,	twice at the corridor wall,	twice at the corridor wall,
	4 times at the canvas above the work station	2 times at the canvas above the work station	2 times at the canvas	2 times at the canvas
<b>Graphics</b>	1-2 additional art design at the workstation front	1-2 additional art design at the workstation front	1 additional art design at the table-front	-
<b>Meeting room slots due to availability</b>	3 slots each 30 min per day; furthermore according to availability	3 slots each 30 min per day; furthermore according to availability	2 slots each 30 min per day; furthermore according to availability	2 slots each 30 min per day; furthermore according to availability
<b>Early Bird Package Prices (net)*</b>	<b>25,900 Euro</b>	<b>23,900 Euro</b>	<b>18,900 Euro</b>	<b>12,900 Euro</b>
<b>Late bookings/ deadlines</b>	- Stand partner of the previous year will get a 5% loyalty discount			

**\*All packages include:**

- Own wall or floor socket
- Internet access (wired + WIFI)
- Catering, bar service
- One exhibitor pass

- Personalized access to the Expo Real Exhibitor Centre
- Box at a common storage section
- Profile included in press release
- Short profile, logo and contact data in the hospitalityInside SPECIAL (print and eMagazine)

- Short profile in co-exhibitor flyer
- Basic entry on the Expo Real website
- Co-exhibiting and communication fees for registrations up to June 23, 2017 incl. AUMA fee

**Please notice:** Partners with an own stand at Expo Real will receive a **30% discount** on package 4.

**Project Restriction:** hospitalityInside reserves the right to adjust the joint stand in terms of size, division and equipment as well as cancel the project in case realization proves to be impossible. Size and layout of the stand depends on the number of co-exhibitors. The offers above are without obligation and subject to change.

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## Packages for co-exhibitors at EXPO REAL 2017

As of June 20, 2017

Description	PACKAGE 5 Lounge Partner with table (external lounge)	PACKAGE 6 Logo Partner
Exclusive area	ca. 4 sqm	-
Equipment	One Table and 4 chairs in the external meeting center	-
Additional Equipment	Storage option at the stand for marketing material	Storage option at the stand for marketing material
Staff at the stand	up to 2	1
Company logo presentation	Colored logo on the common logo wall behind the reception	Colored logo on the common logo wall behind the reception
	Inversed logo on common presentations on all 6 top canvas	Inversed logo on common presentations on all 6 top canvas
Graphics	1 additional art design on the partition wall at the own table	-
Meeting room slots due to availability	2 slots each 30 min per day; furthermore according to availability	2 slots each 30 min per day; furthermore according to availability
Early Bird Package Prices (net)*	<b>9,900 Euro</b>	<b>8,900 Euro</b>
Late bookings/ deadlines	- Stand partner of the previous year will get a 5% loyalty discount	

### \*All packages include:

- Own wall or floor socket
- Internet access (wired + WIFI)
- Catering, bar service
- One exhibitor pass
- Personalized access to the Expo Real Exhibitor Centre
- Box at a common storage section
- Profile included in press release
- Short profile, logo and contact data in the hospitalityInside SPECIAL (print and eMagazine)
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## Co-Exhibitor Reservation for EXPO REAL 2017

**Yes, we want to participate as Co-exhibitor  
at the „World of Hospitality“ joint stand at EXPO REAL 2017.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Direct Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please arrange a reservation without obligation for the following co-exhibitor package  
(check your preferred option):

<b>Package 1: Corner Booth with work station</b>	<b>25,900 Euro</b>	<input type="checkbox"/>
<b>Package 2: Inline Booth with work station</b>	<b>23,900 Euro</b>	<input type="checkbox"/>
<b>Package 3: Lounge Partner with high table</b>	<b>18,900 Euro</b>	<input type="checkbox"/>
<b>Package 4: Lounge Partner with small high table</b>	<b>12,900 Euro</b>	<input type="checkbox"/>
<b>Package 5: Lounge Partner with table</b> (external lounge)	<b>9,900 Euro</b>	<input type="checkbox"/>
<b>Package 6: Logo Partner</b>	<b>8,900 Euro</b>	<input type="checkbox"/>

### **Please send me information about**

- ☐ sponsoring the "BRICKS & BRAINS" networking event.  
☐ advertising in the hospitalityInside SPECIAL.

Co-exhibitors will receive a discount of 10% on all sponsoring fees and ads.

### **Please return your reservation form as soon as possible**

**via email**      **office@hospitalityInside.com**  
**via fax**        **+49 821 88 58 80 02**

You will promptly receive a confirmation of your reservation; the co-exhibitor agreement will follow until the end of May. All offers are subject to change. For any requires please address

**Michael Willems, phone +49 821 88 58 80-20 / email michael@hospitalityInside.com**