

WORLD OF HOSPITALITY

provided by **hospitalityINSIDE**

2022

Profit sustainably from the HospitalityInside Premium network

Your marketplace at Expo Real



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EXPO REAL 2022

From October 4-6, 2022, Europe's largest real estate and investment trade fair will once again be the hub of the real estate industry.

Thanks to a functioning security and hygiene concept, Expo Real succeeded in relaunching in the pandemic in 2021: The most important network of the European real estate industry continues to grow.

HospitalityInside is very much looking forward to exhibiting with you at Expo Real in the fall of 2022.

In the following we explain to you

- the current state of planning

- the specifications of the trade fair and

- the exhibitor packages from the compact lounge table to the individualized special area.

Despite the planning uncertainty of recent years, we remain your reliable partner for the World of Hospitality. The hotel marketplace for our co-exhibitors has also proven itself in the pandemic.

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

Below you find the overview of the various partner options.



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Stronger together: Since 2011, the hospitalityInside joint stand has offered companies of all sizes an ideal space and optimal working conditions to present themselves prominently while being able to concentrate fully on the actual trade show business.

Continuously good: The joint stand has developed continuously over the years. The trade fair concept has matured and has been prepared for the constantly changing specifications of the Corona pandemic. The relationship between the exhibitors is characterized by good collegiality despite all the competition.

Diverse: The logos and profiles of the co-exhibitors on the stand are easily noticeable in the exhibition hall, even from a distance. 29 national and international companies co-exhibited in 2019, compared to 16 companies in the crisis year of 2021. The diversity of hotel operators, investors, consultants, lawyers, project developers, planners and destinations made the stand, as in previous years, the central point of contact for trade visitors.

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Co.Exhibitors 2021

ACHAT HOTELS - CHOICE HOTELS - DREES & SOMMER - ENGEL & VOELKERS HOTEL CONSULTING - GORGEOUS SMILING HOTELS - FALKENSTEINER HOTELS & RESIDENCES - HOSPITALITYINSIDE - HOTOUR HOTEL CONSULTING - HR GROUP - KEMPINSKI HOTELS - LINDNER HOTELS & RESORTS - NOVUM HOSPITALITY - NUMA GROUP - PREMIER INN - PRIMESTAR GROUP - SELECT HOTEL ADVISORY SERVICES

The Hotel world meets at the World of Hospitality.

Pure Synergies: The booth is part of a comprehensive trade fair concept of hospitalityInside. A high-quality networking event and the hospitalityInside SPECIAL Expo Real in German and English increase synergies with the joint stand and together offer a top-level networking and marketing platform.

Innovative and sustainable: The question of how sustainable a trade show can and must be in the future is here to stay. We have taken up this idea and developed a concept for 2022 that conserves resources in the construction of the World of Hospitality and allows us to reuse even more components of the exhibition stand in the coming years.



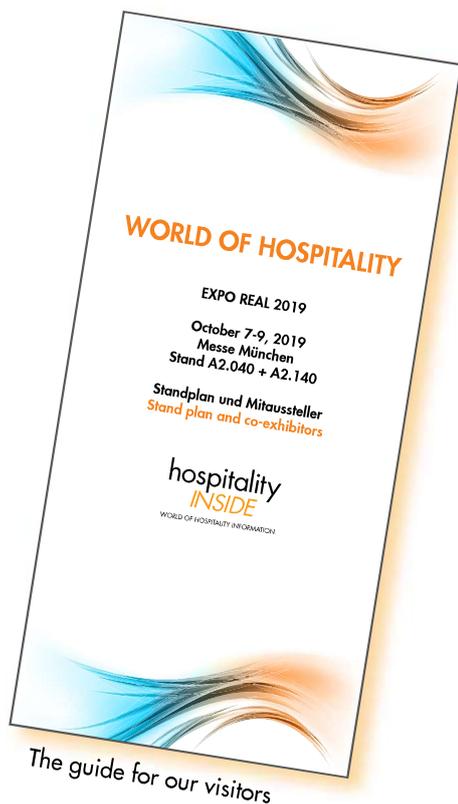
(c) Meplan
Part of the WOH 2021

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The advantages for co-exhibitors:

- ❖ High time savings in preparation.
- ❖ Proven trade show 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



Presentation and Marketing during the fair:

- Entry as co-exhibitor in the trade fair catalog (print and digital)
- Logo presence on the stand sail and on your own exhibitor table
- Highly visible logo presentation of all exhibitors at all stand sails
- Logo wall in the bar area
- HospitalityInside SPECIAL special edition for the trade fair in print and online with co-exhibitor profiles.
- Stand flyer with short profiles of the co-exhibitors for quicker orientation for visitors.
- Optional brochure racks or plug-in compartments for advertising materials.
- Stand advertising in the Expo Real exhibitor catalog (print and digital)
- Promotion on hospitalityInside.com with logo, short profile and contact details
- Logo presentation on the large-screen monitor at the reception desk

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The stand concept fom 2 to 30 sqm

Our current planning includes a large main booth and adjacent niche booths for up to 30 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 9 sqm at the main stand and up to 30 sqm at the adjacent row stand. Both versions allow individual furnishing and branding according to company CI.

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

The main stand is laid out like a marketplace, the walkways allow you to walk around past all the co-exhibitors. The stand includes a reception desk, storage facilities for advertising materials and comprehensive technical equipment. Two multifunction printers are installed at the reception, which the stand partners can use for printing, scanning and copying. A large and well-equipped kitchen with a professional catering team is the basis for good service at the stand. A bar allows casual conversations with customers and colleagues.



Working Spaces

All workstations are equipped with power outlets. The Internet can also be used via the stand's own WLAN. Partners with a workstation or bridge table can be provided with an additional storage option directly at the table or workstation in the form of a lockable container that can be installed underneath.

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

Meeting spaces back on the booth

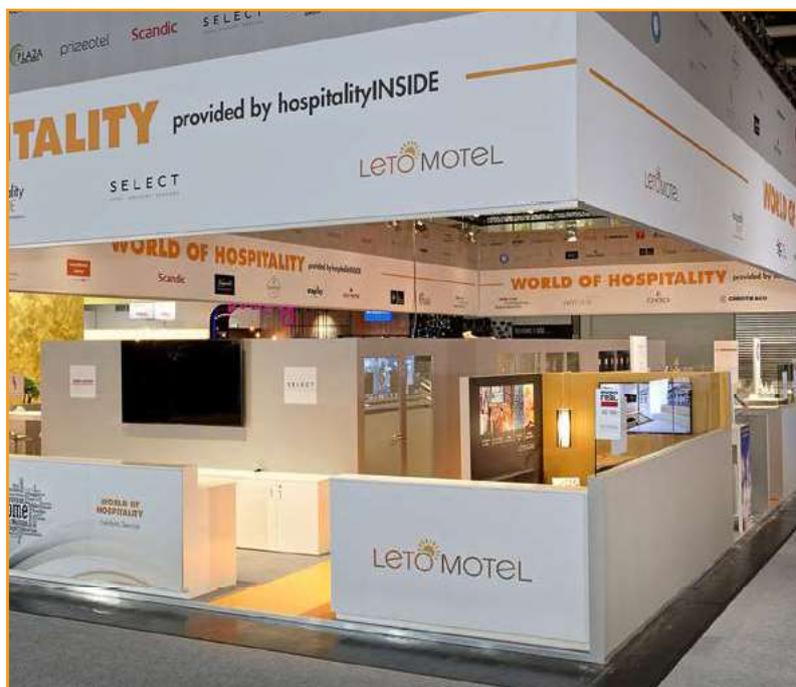
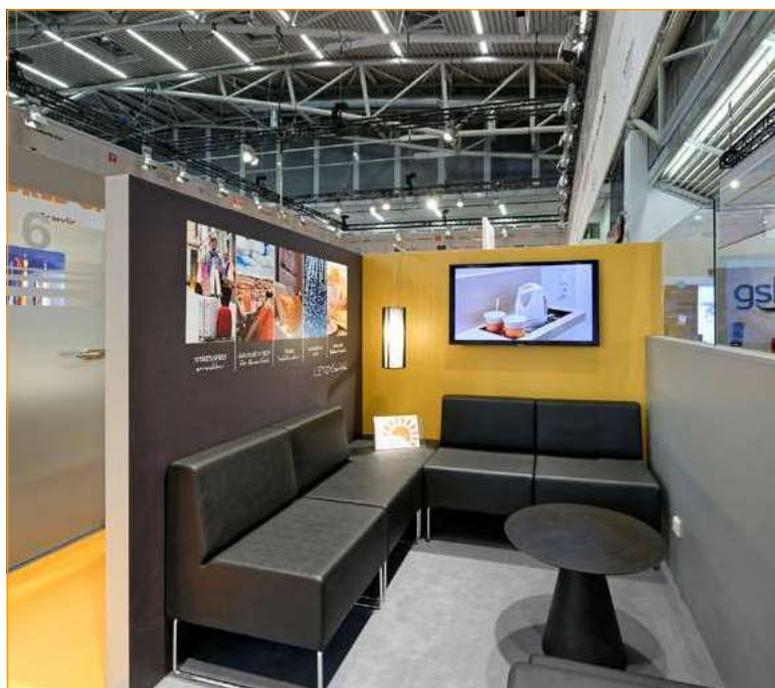
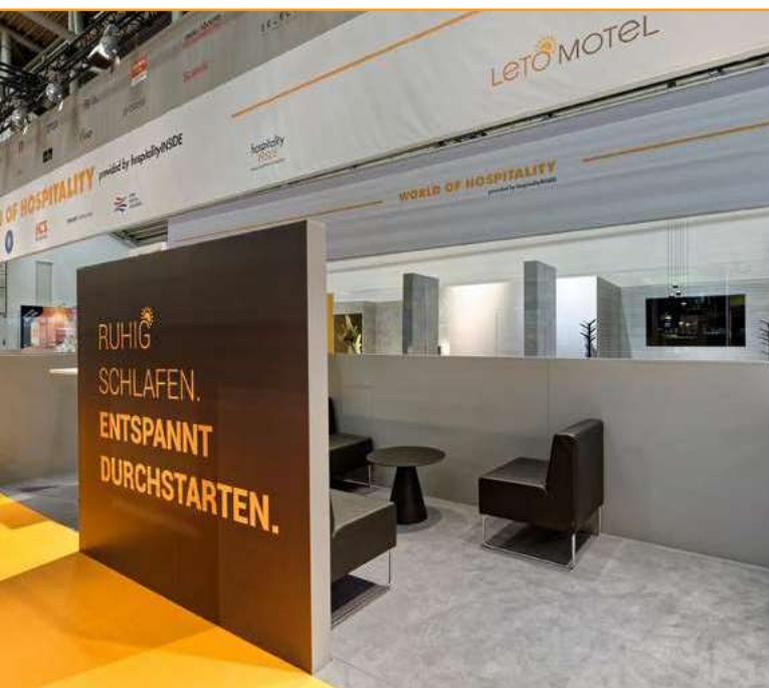
In 2022, we will again set up meeting areas, which we had dispensed with at the last Expo Real for security reasons. The meeting areas can be booked individually, the exhibitor packages include premium slots; if there is free capacity, it is first come - first served.

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More space at the main stand of the World of Hospitality

Again in 2022 we offer approx. 9 sqm special areas on a corner directly at the main booth. Within the design of the large booth, you can customize your area and equip it with graphics, monitors and furniture.



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New since 2019: INDIVIDUAL stands in association with the WOH

You need more space for your stand? The „Niche Stand“ package offers you an individual design from 27 sqm on an area outside but in the direct vicinity of the joint stand. You remain part of the attractive World of Hospitality network.

HospitalityInside takes care of all technical and organizational measures for your stand. In close cooperation with the stand builder, we will provide you with a basic stand, which you can adapt to your design ideas on your own.

Here, too, you will be integrated into the communication of hospitalityInside 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, as well as in the hospitalityInside SPECIAL for Expo Real 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).

The niche stand -
fully customizable
with full cost
transparency!



Fotos (c) Meplan

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Stand service and catering - the perfect setting

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

The provision of drinks, coffee and tea specialties, and finger food is included in the packages for stand partners and their guests.

The hosts and hostesses are happy to address the concerns of exhibitors and their guests



(c) Meplan

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 trade fair's Exhibitor Center.

Documentation/Photos

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

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Extra promotion through **hospitalityInside.com** and the **SPECIAL Expo Real**



hospitalityInside.com and the Friday morning newsletter provide information about the trade fair and the joint stand in the run-up to Expo Real and promote the visit.

The hospitalityInside SPECIAL as print edition and as ePaper in German and English also contains information about the stand and the co-exhibitors and will be distributed approx. 3000x at the trade fair and in more than 50 Munich business hotels free of charge.

BRICKS & BRAINS - Hospitality meets Real Estate

Of course, we also want to invite you again to our evening get-together during the trade show. The details will follow in the summer, as will the sponsorship packages for this.



EXPO REAL München
11. - 13. OKTOBER 2021
World of Hospitality
A1.332 and A1.034

		Video Call Reception Desk open during Expo Real 2021: Montag 10 - 17, Dienstag 10 - 17, Mittwoch 10 - 14		

EXPO REAL	Sponsors & Partners			

Optimized Landing Page of the WoH

We will update and use again the landing page of the World of Hospitality on www.hospitalityInside.com, which we implemented spontaneously on the Marketplace of HospitalityInside in 2020.

QR codes at the booth lead directly to the company profile and the contact details of the co-exhibitors.



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Co-Exhibitor Options at the World of Hospitality 2022

Stand: 01.02.2022

	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4	PACKAGE 5
	CORNER BOOTH with Workstation	INLINE BOOTH with Workstation	INLINE BOOTH eizh lstr high table	LOUNGE Package with high table	LOGO PARTNER
available	2	in total 12		8	on request
Own work area	approx 5.2 sqm, open to 2 sides	approx. 4 sqm, open to 1 aisle side	approx. 4 sqm, open to 1 side or with dividing wall in a lounge box	approx.. 2,5 sqm inside the stand	Would you like to present your company at the trade fair without having to staff a stand? Here, too, there is a solution - the Logo Partnership!
Table	one Workstation with Display, drawer, 2 stools plus 1 high table with 2 stools	a Workstation with display, drawer, 2 stools plus 1 high table with 2 stools	ein Stehtisch mit 2 Stehhockern	ein Stehtisch mit 2 Stehhockern	
Optional Extras	lockable base cabinet monitor (€)	lockable base cabinet monitor (€)	lockable base cabinet		
Stand personnel	up to 8	up to 6	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 high table	2x on the dividing wall	at the reception
Company Logo on stand canvas	4x above own location, 6 x in the community field	2x above own location, 6 x in the community field	2x above own location, 6 x in the community field	2x above own location, 6 x in the community field	6 x in the community field
Further graphics	2 freely designable graphics on the workstation	2 freely designable graphics on the workstation	2 freely designable graphics on the table	graphic on your table top	-
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* booking before 15.3.2022	28.130	25.705	20.855	14.259	9.312
Price in Euro* booking after 15.3.2022	29.000	26.500	21.500	14.700	9.600

* First come, first served. Additional slots upon availability

** Deadlines/discounts/bonuses: See page 11

Co-Exhibitor Options 2022

Stand: 01.02.2022

Package	Individual corner stand at the main stand (on request)	Niche stand outside the main booth (on request)
Own work space	approx. 9 sq Special area in the design of the main stand	from 27 sqm Special area
Furniture	incl. standard or individual furniture	without furniture Design in cooperation with the stand constructor (additional costs)
stand personnel	up to 8 persons	no guidelines
Company Logo	6 x on the stand sail, on the booth as required	1x on the stand canvas of the special area 6x on the main stand's canvas on the booth as required
Meeting	2 slots of 30 minutes per day	2 slots of 30 minutes per day
Price in Euros	on request	on request

***All packages include:**

- Electric plug at the work place
- Internet access
- Catering, bar service, hostess service
- 1 exhibitor pass
- Access to the Expo Real Exhibitor Center
- The specified number of meeting slots according to availability for meeting rooms at the main stand or external meeting lounge.
- Invitation to BRICKS & BRAINS
- Short profile, logo and contact details in *hospitalityInside* SPECIAL (print and eMagazine)
- Short profile in the stand flyer
- Presentation online on www.hospitalityInside.com
- entry on the Expo Real website
- Graphics and printing costs
- Co-exhibitor and catalogue fee incl. AUMA fee for registration and release of registration until 22.6.2022

Deadlines / Discounts / Bonuses

If registrations are received after 22.6.2022, a surcharge of 5% is due.

As of 27 August 2022 no more registrations for the joint stand are possible!

Co-exhibitors 2021 will receive a 5% loyalty bonus on the respective package price.

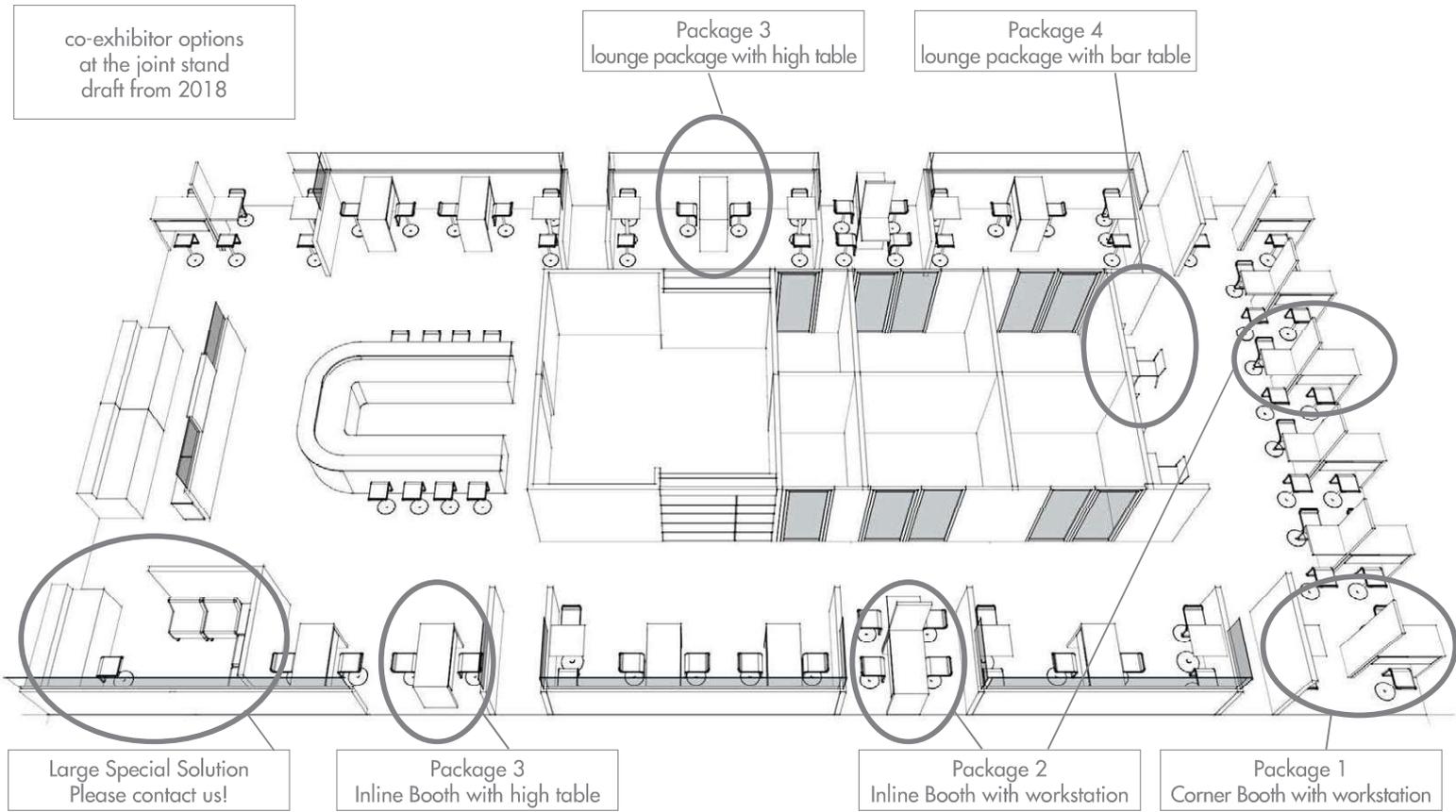
Companies that are already main exhibitors at Expo Real and additionally exhibit at the „World of Hospitality“ will receive a 30% discount on the conditions of Package No. 5.

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co-exhibitor options
at the joint stand
draft from 2018

Package 3
lounge package with high table

Package 4
lounge package with bar table



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