



Of all things, the 2008 financial crisis initiated the first networking event **BRICKS & BRAINS in 2009**: hospitalityInside and EXPO REAL wanted to help create a mutual trust among the market participants. They should meet and talk directly at a high-quality event – not in the context of a trade show party, but rather **coordinated networking at top-management level**. Europe's largest real estate and investment trade show was and still is the right framework for this event.



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Since then, **complex invitation management** has brought forth an attractive and diverse mix of businesses from the hotel industry and hotel-related industries with participants from many nations. In general, 50 percent of the guests participate for the first time each year.

Normally, the invitations for the event are sent out to managing directors of businesses, who are active in the hotel development or operate hotels. Regular guests of the event are hospitalityInside's **trade show partners** and the **panelists** of the "Hospitality Industry Dialogue", EXPO REAL's hotel conference, as well as representatives of the sponsors.

They represent about half of the participants today. Every year, the other half is **invited in changing constellations** and consists of subscribers of hospitalityInside's online magazine and recommendations. The aim is to have as many businesses as possible present at the event in a balanced mix of industries and nationalities – and always with **as many new faces as possible**.

The event's sponsors receive a fixed number of tickets, a valuable presence at the event, in the communication for the event as well as in hospitalityInside's publications online and at the trade show.



Become event sponsor for BRICKS & BRAINS !

Top-Level Business-Networking on **October 4, 2016**, 6:30 pm – 10:00 pm

At EXPO REAL Munich – **Meet & Retreat Lounge** (Hall A2)

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

Suitable Partner-Packages for every budget	Platinum	Gold	Silver
Number of event tickets	12	4	2
1 branded seat group in the lounge area (table display with logo)	√		
1 branded high table with table display	√	√	
Large wall graphics for company presentation (approx. 3 x 3 m each)	2	1	
Company logo in the entrance area of the event	√	√	√
Company logo on the table displays with menu cards	√	√	√
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 Prices	11900 Euro	4900 Euro	1900 Euro
optional: additional tickets, price per ticket (maximum 2)	500 Euro	500 Euro	500 Euro

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