

# WORLD OF HOSPITALITY

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hospitality  
**INSIDE**

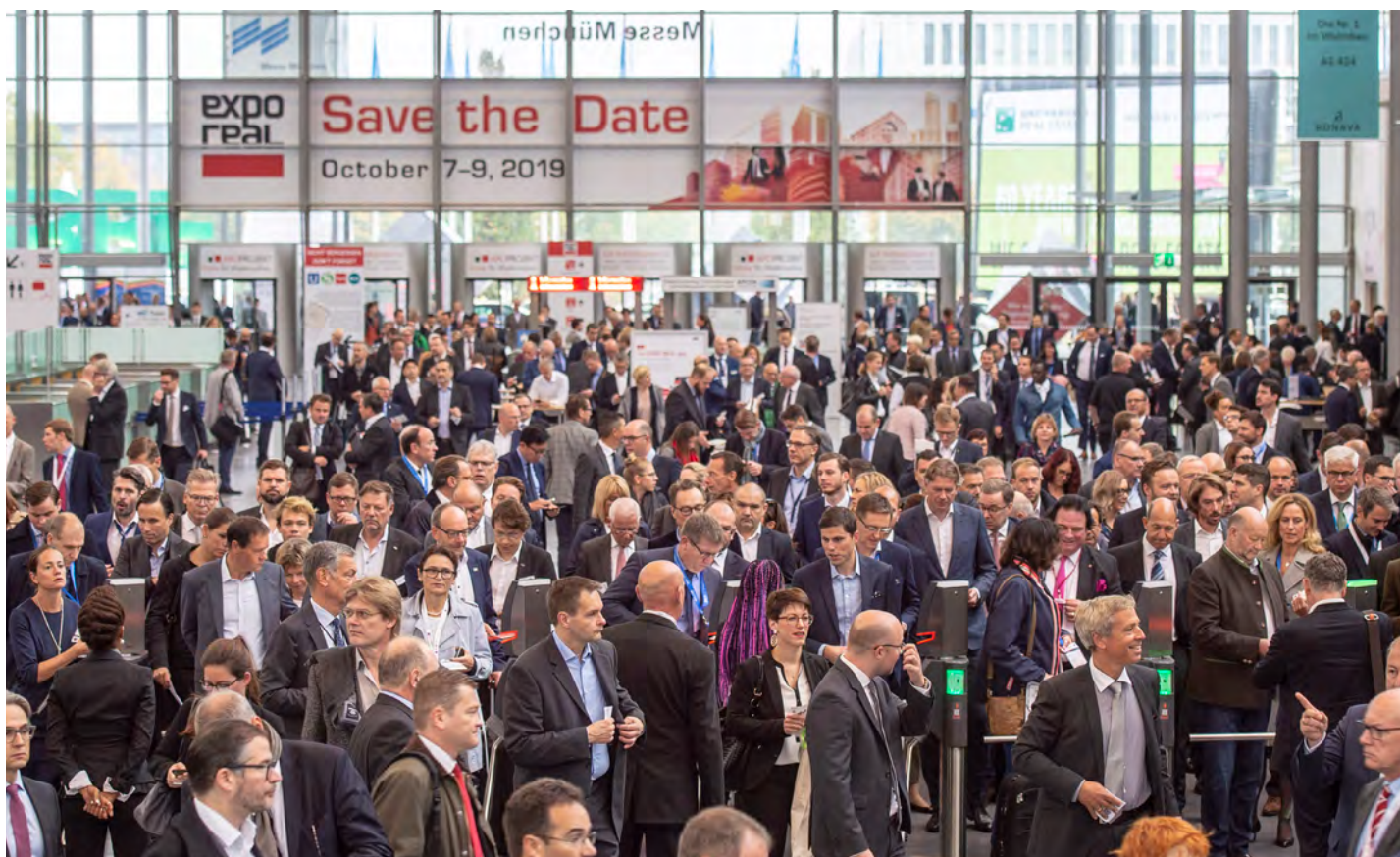
WORLD OF HOSPITALITY INFORMATION.

**expo  
real**

## 2019

### Exhibit with us!

Benefit from the  
hospitalityInside Premium Network



hospitality  
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## EXPO REAL - Why you should exhibit in 2019

From October 7-9, 2019, Europe's largest real estate and investment fair will once again be the hub of the real estate industry.

Expo Real posted record figures in 2018:

- 2,095 companies, cities and regions from 41 countries exhibited, an increase of 4.5%.
- With 44,536 visitors, the trade fair recorded an increase of +6.6% over the previous year.

The hotel industry remains on course for success:

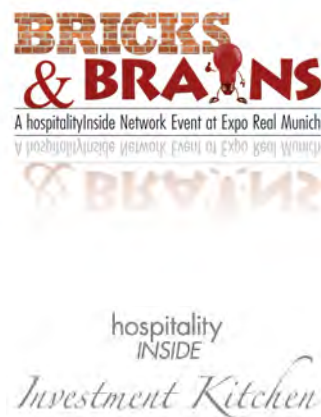
- 31% of all participants expressed their interest in the gastronomy and hospitality real estate sector in a survey conducted by the trade fair.
- Despite declining transaction figures, the hotel property market is still at a high level, and satisfaction remains high according to the HospitalityInside Investment Barometer Autumn 2018.

The added value for the hotel industry:

The hotel industry benefits from the top-class and diverse environment at Expo Real. In addition to appointments with hotel partners, exhibitors and visitors also easily find new names in the neighbour halls, from the international financial and investment world, large project and property developers, construction companies and much more.

Position yourself at Expo Real - with a fixed point of contact at the „World of Hospitality“ joint stand!

[Below is an overview of the various partner options.](#)





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## Stronger together with the World of Hospitality

Since 2011, the hospitalityInside joint stand has offered companies, regardless of their size, an ideal space and optimal working conditions to present themselves prominently and concentrate fully on the actual trade fair business.

**Continuity:** The joint stand has developed continuously over the years. The trade fair concept is well developed and the teams are well coordinated. Despite competition, the relationship between the exhibitors is very friendly and respectful.

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Expo Real 2018

ARCONA MANAGEMENT - AROUNDTOWN - BEST WESTERN HOTELS - CHOICE HOTELS - CHRISTIE & CO: - CITIZENM HOTELS - DERAG LIVINGHOTELS - DREES & SOMMER - DSR HOTEL HOLDING - ENGEL & VÖLKERS - FALKENSTEINER HOTELS & RESIDENCES - GEORGEOUS SMILING HOTELS - HARRY'S HOME - HOFER LAND, FICHTELGEBIRGE & REGION BAYREUTH - HOTEL AFFAIRS CONSULTING - HOTOUR HOTEL CONSULTING - EASY HOTEL - JUNG & SCHLEICHER RECHTSANWÄLTE - KEMPINSKI HOTELS - LETOMOTEL - LFPI HOTELS DEUTSCHLAND - PANDOX - PLAZA HOTELGROUP - PRIZEOTEL - RADISSON HOTELS - RILANO HOTELS & RESORTS - STAYCITY APARTHOTELS - TKS - TREUGAST UNTERNEHMENSBERATUNG - TUI HOTELS & RESORTS

**Diversity:** The co-exhibitors' logos and profiles on the stand are clearly perceptible, even from a distance.

30 national and international companies participated in 2018. As in previous years, the diversity of hotel operators, investors, consultants, lawyers, project developers, planners and destinations made the stand the central point of contact for trade visitors.

**The World of Hospitality  
is a  
visitor magnet.**

**Trade Fair Concept:** The trade fair stand is part of a comprehensive trade fair concept by HospitalityInside. A high-quality evening event and a hospitalityInside SPECIAL EXPO REAL issue in German and English create a variety of synergies with the joint stand and together offer a top-level network and marketing platform.

We invite all existing partners and also new companies to present themselves to the trade public on this unique platform at EXPO REAL 2019.

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## A wide range of options at the joint stand

**Our current planning** is based on a block stand with 30 to 36 stand partners.

We offer 7 tailor-made packages for large and small companies. Choose from a range of a corner booth over an inline booth up to a bar table. **In addition, we offer individual modifications for packages 1 to 4, with base cabinets and monitors.**

We will be happy to work out a flexible personalised solution with you, even for larger stand areas.

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

The packages in detail - see pages 8/9.

## Advantages for exhibitors at a glance

- High time saving in preparation.
- Proven trade fair concept with high synergy potential.
- Attractive inclusive packages from small to large at a fixed price.
- Excellent logo presence and all-round visibility.
- Efficient working conditions.
- Meeting rooms at the stand.
- Comprehensive support by an experienced service team.
- Office infrastructure with PC, multifunction printer and telephone.
- Fast Internet via LAN and WLAN.
- Supporting marketing at the stand and online.
- Continuous communication in German and English.
- 100-page SPECIAL issue on the trade fair in print and online with co-exhibitor profiles.
- Stand flyer with short profiles of the co-exhibitors for faster orientation for visitors.
- Participation in the exclusive network event „BRICKS & BRAINS“.



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## The stand concept

The stand is designed like a **market square**, the walking paths in the stand allow a tour that takes you past all co-exhibitors. You find entrances at one end of the stand and in the bar area. In the centre are the **bar, kitchen and up to 6 meeting rooms**.

## Work places

All workstations are equipped with sockets and LAN connections with fast Internet. The Internet can also be used via the stand's own WLAN (amplified by repeaters in 2019).

Partners with a workstation as well as lounge partners with a high table can request additional storage directly at the table or the workstation in the form of a lockable container (H/W/D: approx. 100 x 50 x 30 cm).

## Infrastructure

The stand includes a reception desk, storage facilities for advertising materials and comprehensive technical equipment. Two multifunctional printers are installed at the reception, which can be used by the stand partners for printing, scanning and copying. A large and well-equipped kitchen with a professional team is the basis for good service at the stand. A bar provides space for breaks and discussions with colleagues and customers.



## Presentation and Marketing at the fair

- Registration as co-exhibitor in the trade fair catalogue (print and digital).
- Logo presence (double-sided) on the top canvas and on the exhibitor's own table.
- Highly visible logo presentation of all exhibitors on all canvases.
- Logo wall in the bar area.
- Company profile in hospitalityInside SPECIAL EXPO REAL (print and digital).
- Short company profile in printed co-exhibitor flyer for stand visitors.
- Display of advertising material (brochure racks or plug-in compartments).
- Stand advertising in the exhibitor catalogue and hall plan of Expo Real (print and digital).
- Logo presentation on the large-screen monitor at the reception desk.



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## Your logo 8 times on the top canvas - High visibility of your brand

The company logo of a co-exhibitor is placed clearly visible from all sides on the double-sided canvas. In addition, the placement of the logo directly on the table, workstation or stand wall next to the exhibitor's table makes it easier for stand visitors to find their way around.



In addition, the logos of all co-exhibitors can be seen together in the bar area and on the canvas above the stand, on all sides, both inside and out, i.e. a total of eight times on a block stand. This means optimum visibility of the brand at the trade fair, even from a distance.

A monitor is installed in the reception area, which shows the co-exhibitor logos on a rolling display.

All workstations can optionally be equipped with a USB-capable monitor in display width to show individual company presentations.

## Additional promotion via [hospitalityInside.com](http://hospitalityInside.com) and the SPECIAL Expo Real

The stand will be featured on the website [www.hospitalityInside.com](http://www.hospitalityInside.com) in the run-up to the trade fair. The hospitalityInside SPECIAL EXPO REAL as print edition and as ePaper in German and English also presents the stand and co-exhibitors and will be distributed more than 3,000 times free of charge at the fair and in more than 50 business hotels in Munich. The co-exhibitors will also be listed as partners for one year at the footer of the magazine's weekly newsletter, as well as on the hospitalityInside network pages with the company logo, a company presentation and a link to the homepage.

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## Service and Catering – the perfect setting

The reception team clarifies questions, supports visitor management, forwards enquiries and coordinates the use of the meeting room. An attentive service team takes care of the physical well-being of exhibitors and guests at the stand.

The supply of drinks, coffee and tea specialities as well as finger food is included in the packages for stand partners and their guests.



The exhibitors again gave top marks to the hosts and hostesses.



## Tickets

One free ticket is included in every co-exhibitor package. Co-exhibitors can obtain additional exhibitor passes and voucher codes for visitor tickets at reduced exhibitor rates from the online Exhibitor Centre.

## Dokumentation/Photos

A photographer documents the stand during the fair. On request, we provide co-exhibitors with a selection of photos for further use.

## 7 co-exhibitor options at the 2019 joint stand

Last update: Dec 10, 2018

	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Description	CORNER BOOTH with work station	INLINE BOOTH with work station	INLINE BOOTH with high table	LOUNGE PARTNER with high table
Exclusive Working Area	approx. 5.4 sqm, open to 2 corridor sides	approx. 4 sqm, open to 1 corridor side	approx. 4 sqm, in a Loungebox, open to 1 corridor side	approx. 4 sqm, inside the stand, no direct access to the corridor
Table	one workstation with display, drawer, 2 stools plus 1 bar table with 2 stools	one workstation with display, drawer, 2 stools plus 1 bar table with 2 stools	1 bar table with 2 stools	1 bar table with 2 stools
Optional additional equipment	lockable Base cabinet, monitor (€)	lockable Base cabinet, monitor (€)	lockable Base cabinet	lockable Base cabinet
Stand personnel	up to 8	up to 6	up to 5	up to 4
Company logo	Front and back of work station	Front and back of work station	Front and back of high table	twice at the corridor wall
	4x above own location plus 8x on all top canvasses	2x above own location plus 8x on all top canvasses	2x above own location plus 8x on all top canvasses	2x above own location plus 8x on all top canvasses
Further graphics	2 freely designable gra- phics on the work station	2 freely designable gra- phics on the work station	2 freely designable graphics on the table	1 freely designable graphic on the table
Slots for Meeting- Rooms by availability	3 slots of 30 min. each per day, beyond that according to availability	3 slots of 30 min. each per day, beyond that according to availability	2 slots of 30 min. each per day, beyond that according to availability	2 slots of 30 min. each per day, beyond that according to availability
Price in Euro* booking until 15.3.2019	27.440	25.186	22.050	20.090
Price in Euro* booking as of 15.3.2019	28.000	25.700	22.500	20.500

\*All packages include; Deadlines / Discounts / Bonusses: (see p. 9)  
individual extensions are possible



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## 7 co-exhibitor options at the 2019 joint stand

Last update: Dec 10, 2018

	PACKAGE 5	PACKAGE 6	LOGO PARTNER
Description	LOUNGE PACKAGE with bar table	SECOND BRAND Option für Paket 1	
Exclusive Working Area	approx. 2,7 sqm, inside the stand, no direct access to the corridor	Use of the Resources from the Main Package	Would you like to present your company at the trade fair without having to staff a stand? Talk to us!
Table	one bar table with 2 stools		
optional additional equipment	-		
stand personnel	up to 3		
Company logo	twice at the corridor wall	twice at the corridor wall	<b>*All packages include:</b> <ul style="list-style-type: none"> <li>- Electricity at the workplace</li> <li>- Internet access (cable + WLAN)</li> <li>- Catering, bar service, hostess service</li> <li>- 1 exhibitor pass</li> <li>- Access to the Expo Real Exhibitor Center</li> <li>- Central storage compartments and brochure holders</li> <li>- Invitation to BRICKS &amp; BRAINS</li> <li>- Short profile, logo and contact details in the hospitalityInside SPECIAL (Print and eMagazine)</li> <li>- Short profile in the stand flyer</li> <li>- Basic entry on the Expo Real website</li> <li>- Graphics and printing costs</li> <li>- Co-exhibitor and catalogue fee incl. AUMA fee for registration and approval of registration until 21.6.2019</li> </ul>
	2x above own location plus 8x on all top canvasses	2x above own location plus 8x on all top canvasses	
Further graphics	-	-	
Slots for Meeting- Rooms by availability	2 slots of 30 min. each per day, beyond that according to availability	1 slots of 30 min. each per day, beyond that according to availability	
Price in Euro* booking until 15.3.2019	13.720	5.194	
Price in Euro* booking as of 15.3.2019	14.000	5.300	

## Deadlines / Discounts / Bonuses

If registrations are made after June 21, 2019, a surcharge of 5% is due.

As of July 26, 2019 no more registrations for the joint stand are possible!

**Co-exhibitors 2018 will receive a 5% loyalty bonus on the respective package price.**

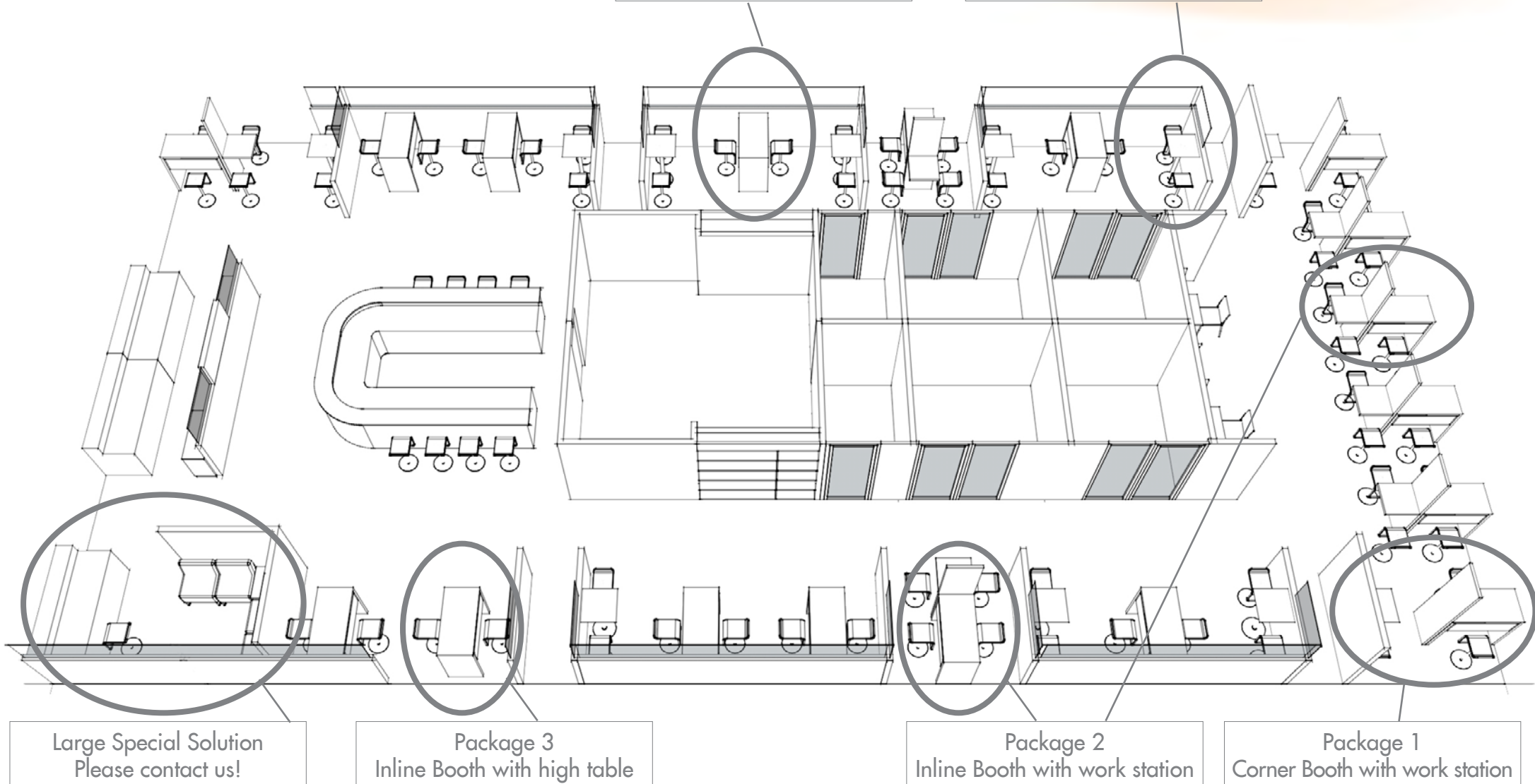
Companies that are already main exhibitors at Expo Real and additionally exhibit at the „World of Hospitality“ will receive a 30% discount on the conditions of Package No. 5.

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co-exhibitor options  
at the joint stand

Package 4  
lounge package with high table

Package 5  
lounge package with bar table



Large Special Solution  
Please contact us!

Package 3  
Inline Booth with high table

Package 2  
Inline Booth with work station

Package 1  
Corner Booth with work station

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## Contact HospitalityInside

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## Co-exhibitor reservation EXPO REAL 2019

We would like to take part in the EXPO REAL in Munich from 7 to 9 October 2019.  
as co-exhibitors at the „World of Hospitality“ joint stand.

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

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

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

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

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

please make a reservation (please tick the desired box)

Paket	booking	
	before 15 Mar 2019	after 15 Mar 2019
<input type="checkbox"/> 1: CORNER BOOTH with work station	27.440 €	28.000 €
<input type="checkbox"/> 2: INLINE BOOTH with work station	25.186 €	25.700 €
<input type="checkbox"/> 3: INLINE BOOTH with high table	22.050 €	22.500 €
<input type="checkbox"/> 4: LOUNGE PARTNER with high table	20.090 €	20.500 €
<input type="checkbox"/> 5: LOUNGE PARTNER with bar table	13.720 €	14.000 €
<input type="checkbox"/> 6: Second brand (option for package 1)	5.194 €	5.300 €
<input type="checkbox"/> 7: LOGO PARTNER	9.310 €	9.500 €

- ☐ base cabinet (nur Paket 1–4) inkl.  
☐ Monitor (rent, construction, insurance - for packages 1+2) 390 Euro

All prices net. **Partners of the previous year receive a loyalty bonus of 5% on all above prices.**

After June 21, 2019 a surcharge of 5% is due. After July 27, 2019 no more registrations are possible!

Please inform me about

- ☐ Advertisements in the special issue hospitalityInside SPECIAL Expo Real

Co-exhibitors receive discounted conditions on advertisements.

Please return your reservation as soon as possible.

by email to [office@hospitalityInside.com](mailto:office@hospitalityInside.com)

by fax to +49 821 885 880 02

Project reservation: HospitalityInside reserves the right to adapt or cancel the stand in terms of size, layout and equipment should the implementation prove impossible. The size and layout of the stand depends on the number of co-exhibitors, subject to changes and errors. All offers are subject to change.