

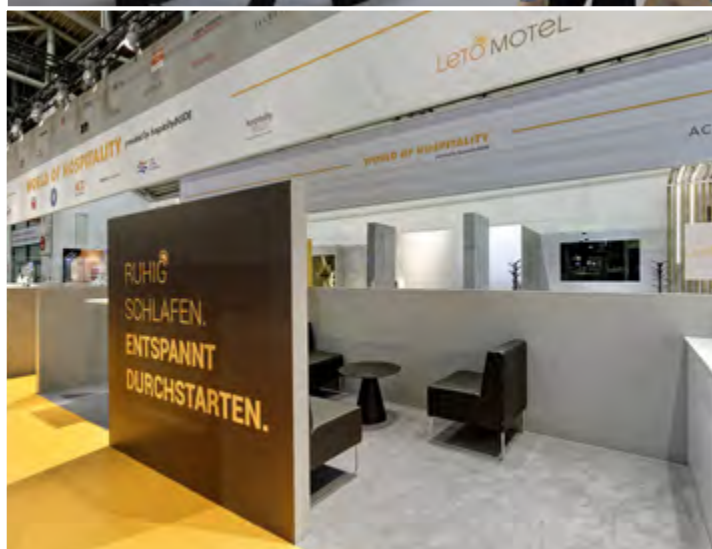
# WORLD OF HOSPITALITY

provided by hospitalityINSIDE

## 2020

hospitality  
INSIDE  
WORLD OF HOSPITALITY INFORMATION

Exhibit with us!  
Benefit from the  
hospitalityInside Premium Network



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# WORLD OF HOSPITALITY

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## EXPO REAL - Why you should exhibit in 2020

From 5 to 7 October 2020, Europe's largest real estate and investment fair will once again be the hub of the real estate industry.

Expo Real again posted record figures in 2019:

- 2,190 companies, cities and regions from 45 countries exhibited, again an increase of 4.5%.
- With 46,747 visitors, the trade fair recorded an increase of +3.8% over the previous year.

**The hotel market is on the move.** This is why it is important to stay well networked and make new contacts at Expo Real, especially in view of the scarcity of products and services. At the same time, tourism continues to boom worldwide. Consequently, the focus is also on niche locations and concepts as well as hotels and hospitality hybrids in B and C locations.

**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 can easily come across new names from the world of international finance and investors, project developers, representatives of local authorities, property developers and much more.

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

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



**BRICKS  
& BRAINS**  
HOSPITALITY MEETS REAL ESTATE

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## Strong together with the World of Hospitality

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

**Continuously good:** The joint stand has developed continuously over the years. The trade fair concept is mature and the teams are well coordinated. Despite all the competition, the relationship between the exhibitors is characterised by good collegiality.

**Versatile:** The logos and profiles of the co-exhibitors on the stand are clearly perceptible, even from a distance. 29 national and international companies participated in 2019. As in previous years, the diversity of hotel operators, investors, consultants, lawyers, project developers, planners and destinations made the stand the central contact point for trade visitors.

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

## WORLD OF HOSPITALITY

ACCORINVEST - ACHAT HOTELS - AROUNDTOWN - BAREFOOT HOTELS - CHOICE HOTELS - CHRISTIE & CO - CITIZENM - DREES & SOMMER - DSR HOTEL HOLDING - EASY HOTEL - ENGEL & VOELKERS HOTEL CONSULTING - GORGEOUS SMILING HOTELS - HOTEL COMMUNICATIONS SYSTEMS SOLUTIONS - HOFER LAND, FICHTELGEBIRGE & REGION BAYREUTH - HOSPITALITYINSIDE - HOTEL AFFAIRS CONSULTING - HOTOUR HOTEL CONSULTING - JUNG & SCHLEICHER RECHTSANWÄLTE - KEMPINSKI HOTELS - KING'S HOTELS - LETOMOTEL - LFPI HOTELS - PLAZA HOTELGROUP - PRIZEOTEL - SCANDIC HOTELS - SELECT HOTEL ADVISORY SERVICES - STAYCITY GROUP - TREUGAST SOLUTIONS GROUP - TUI HOTELS & RESORTS

**Pure synergies:** The trade fair stand is part of a comprehensive trade fair concept by HospitalityInside. A high-quality evening event and the hospitalityInside SPECIAL EXPO REAL 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 2020.

**New - innovative and sustainable:** The question of how sustainable a trade fair can and must be in the future was already raised last year in the greeting of the trade fair management at BRICKS&BRAINS. We have taken up this idea and developed a modular concept for 2020 that conserves resources in the construction of the World of Hospitality and allows us to reuse even more components of the trade fair stand in the coming years.

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## A wide range of options at the joint stand ...

Our current planning expects a block stand with up to 31 stand partners..

We offer you tailor-made complete packages for large and small companies. Choose your suitable package from a wide range of workstations, bridge tables and high tables.  
Individual stands from 9 to 30 sqm at the main stand or at the adjacent row stand are possible.

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

The packages in detail - see pages 10/11.

## The advantages for exhibitors at a glance:

- High time savings in preparation.
- Proven trade fair concept with high synergy potential.
- Attractive inclusive packages from small to large at a fixed price.
- All-round excellent logo presence and visibility.
- Efficient working conditions.
- Meeting rooms at the stand and Meeting Lounge.
- Comprehensive support by an experienced service team.
- Office infrastructure with PC, multifunction printer and telephone.
- Fast wired and WIFI internet at all work places.
- 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.





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## The stand concept

The stand is laid out like a market square, the walking paths in the stand allow a tour that takes you past all co-exhibitors. Entrances are available at one end of the stand and in the bar area. In the centre are the bar, kitchen and up to 6 meeting rooms. **New 2020:** Reduction of ambient noise in the conference rooms through **soundproof ceilings**.

## Workplaces

All tables are equipped with sockets and LAN connections with fast Internet. The Internet can also be used via the stand's own WLAN. Partners with a workstation or a bridge table can have an additional storage option directly at the table or the workstation in the form of a lockable cabinet that can be built underneath.

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



Besprechungsraum (c) Meplan

## 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 on the stand canvas and on your own exhibitor table
- Highly visible logo presentation of all exhibitors on all sails
- 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 12x at the stand - Excellent brand perception

The **company logo** of a co-exhibitor is clearly visible from all sides on both sides of the stand sail directly above the own stand position. In addition, it can also be placed directly on the workstation, on the bridge table or on the stand wall next to the small exhibitor table. This makes it easier for trade fair visitors to find their way around.



(c) Meplan

In addition, the logos of all co-exhibitors can be seen together in the bar area and on the sail above the stand, on all sides, inside and out, i.e. 8 times in total for 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, among other things, displays the co-exhibitor logos on a rolling display.

## Additional promotion via [hospitalityInside.com](https://hospitalityinside.com) and the SPECIAL EXPO REAL

**hospitalityInside.com** and the newsletter on Friday morning inform in the run-up to Expo Real about the fair and the joint stand and advertise for the visit.

The hospitalityInside SPECIAL in print and ePaper in German and English also contains information about the stand and co-exhibitors and will be distributed free of charge over 3000 times at the trade fair and in more than 50 Munich business hotels. The co-exhibitors will also remain present on the network pages of HospitalityInside for one year with the company logo, a company presentation and the link to the homepage.

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## Stand service and catering - the perfect setting

The reception team answers 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 also awarded 2019 top marks to the hosts and hostesses.



(c) Meplan

## Tickets

A 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 Exhibitor Centre at the fair.

## Documentation/Fotos

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



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## More space at the main stand „World of Hospitality“

In 2020 again, we offer special solutions directly at the main stand. Within the much-visited World of Hospitality you will have plenty of space for your trade fair appearance. In the design of the large exhibition stand, you can layout your stand individually and equip it with graphics, monitors and furniture.

**New 2020:** Positioning at a corner (approx. 9sqm) and larger, along the corridor (up to 18 sqm).





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## New since 2019: Niche stands in direct vicinity of the World of Hospitality

Do you need more space for your stand? The „niche stand“ package offers an individual design from 20 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 over all technical and organisational measures for your exhibition stand. In close cooperation with the stand builder, we will provide you with a basic stand which you can adapt to your own design ideas.

Your logo will also be placed on the sail of the main stand, and you will be listed as an exhibitor in the trade fair flyer, as well as in the hospitalityInside SPECIAL for Expo Real.

During the fair you will also benefit from all the amenities that exhibitors at the main stand are offered (catering, reception service, technical infrastructure, etc.).

**Niche stand at the World of Hospitality:** fully customizable with full cost transparency!



Fotos (c) Meplan

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## Co-Exhibitor Options at the Main Stand 2020

10.12.2019

Package	PACKAGE 1 CORNER BOOTH with workstation	PACKAGE 2 INLINE BOOTH with workstation	PACKAGE 3 REIHEN-STAND with large high table	PACKAGE 4 LOUNGE Package with high table	PACKAGE 5 LOGO PARTNER
Own working space	approx. 5.2 sqm, open to 2 aisle sides	approx. 4 sqm, open to 1 aisle side	approx. 4 sqm, open to 1 aisle side	approx. 2,5qm, inside the stand, no aisle access	Would you like to present your com- pany at the trade fair without having to staff a stand? Here, too, there is a solution - the Logo Partnership.
Table	a workstation with display, drawer, 2 stools  plus 1 bar table with 2 stools	a workstation with display, drawer, 2 stools  plus 1 bar table with 2 stools	a large high table with 4 stools	a high table with 2 stools	
Optional additional equipment	lockable base cabinet, monitor (€)	lockable base cabinet, monitor (€)	lockable base cabinet, monitor (€)	-	
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 at the dividing wall to the corridor	at the reception
Company logo on stand canvas	4x above own location plus 8x in the community field	2x above own location plus 8x in the community field	2x above own location plus 8x in the community field	2x above own loca- tion plus 8x in the community field	8x in the community field
Further graphics	2 freely designable gra- phics on the workstation	2 freely designable gra- phics on the workstation	2 freely designable graphics on the table	<b>New:</b> graphic on your table top	-
Meeting	3 slots of 30 min. each per day	3 slots of 30 min. each per day	2 slots of 30 min. each per day	1 slot of 30 min. each per day	-
Price in Euro* for booking until 15.3.2020	28.130	<b>25.705</b>	<b>20.855</b>	<b>14.259</b>	<b>9.312</b>
Price in Euro* for booking after 15.3.2020	29.000	<b>26.500</b>	<b>21.500</b>	<b>14.700</b>	<b>9.600</b>

\*All packages include deadlines/revenues/bonuses: See page 11

### New for PACKAGE 3:

On request placement  
with partition wall in a  
lounge box (+500 €,  
only 1 graphic at the  
table)

## Co-Exhibitor Options 2020

10.12.2019

Package	Individual corner stand at the main stand	Individual Inline stand at the main stand	Niche stand outside the main booth
Own work space	approx. 9 sqm Special area in the design of the main stand	approx. 18 sqm Special area in the design of the main stand	27-31 sqm Special area
Furniture	incl. standard or individual furniture	incl. standard or individual furniture	without furniture Design in cooperation with the booth builder (additional costs)
Stand personnel	up to 8 persons	up to 8 persons	no guidelines
Company Logo	8x on the stand sail, on the booth as required	8x on the stand sail, on the booth as required	1x on the stand canvas of the special area 8x on the main stand's canvas on the booth as required
Meeting	2 slots of 30 min. each per day	2 slots of 30 min. each per day	2 slots of 30 min. each per day
Price in Euro	<b>on request</b>	<b>on request</b>	<b>on request</b>

### \*All packages include:

- Electric plug at the work place
- Internet access (cable + WLAN)
- 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
- 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 21.6.2020

## Deadlines / Discounts / Bonuses

If registrations are received after 21.6.2020, a surcharge of 5% is due.

As of 26.7.2020 no more registrations for the joint stand are possible!

Co-exhibitors 2019 will receive a 5% loyalty bonus on the respective package price.

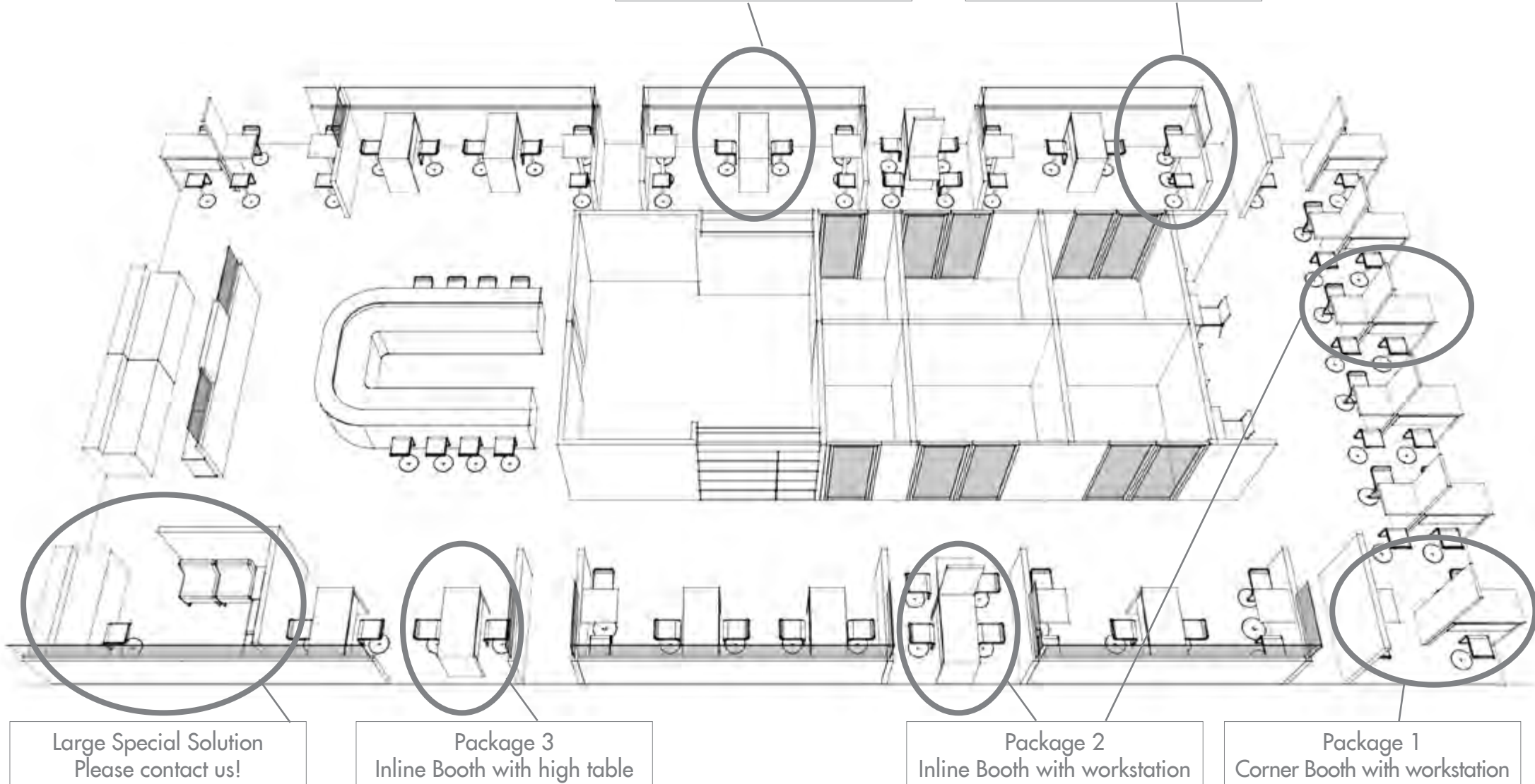
Companies that are already main exhibitors at Expo Real and additionally exhibit at the „World of Hospitality“ will receive a 30% discount on the conditions of Package No. 5.

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co-exhibitor options  
at the joint stand

Package 3  
lounge package with high table

Package 4  
lounge package with bar table





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## Contact HospitalityInside

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## REGISTER NOW AND HERE AS CO-EXHIBITOR FOR THE EXPO REAL 2020

We would like to co-exhibit at the EXPO REAL in Munich from 5 to 7 October 2020  
at the „World of Hospitality“ joint stand

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

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

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

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

E-mail: \_\_\_\_\_

Please make a reservation (please mark with a cross):

Paket	booking	
	before 15.3.19	after 15.3.19
<input type="checkbox"/> Niche Stand outside the main booth	on request	
<input type="checkbox"/> Indiv. Inline stand at the World of Hospitality	on request	
<input type="checkbox"/> Indiv. Corner stand at the World of Hospitality	on request	
<input type="checkbox"/> 1: Corner booth with Workstation	28.130	29.000
<input type="checkbox"/> 2: Inline booth with Workstation	25.705	26.500
<input type="checkbox"/> 3: Inline booth with large high table	20.855	21.500
<input type="checkbox"/> 4: LOUNGE PARTNER with high table	14.259	14.700
<input type="checkbox"/> 5: LOGO PARTNER	9.312	9.600

☐ with dividing wall  
(+ € 500)

☐ lockable base cabinet (packages 1–3 only) no extra charge

☐ screen (rental, installation, insurance - package 1+2 only) 390 Euro

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

After 21.06.2020 a surcharge of 5% is due. After 27.07.2020 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 send your reservation as soon as possible by email to [office@hospitalityInside.com](mailto:office@hospitalityInside.com)

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. Changes and errors excepted. All offers are subject to change.