

HospitalityInside

Options for partnerships
at
EXPO REAL 2015



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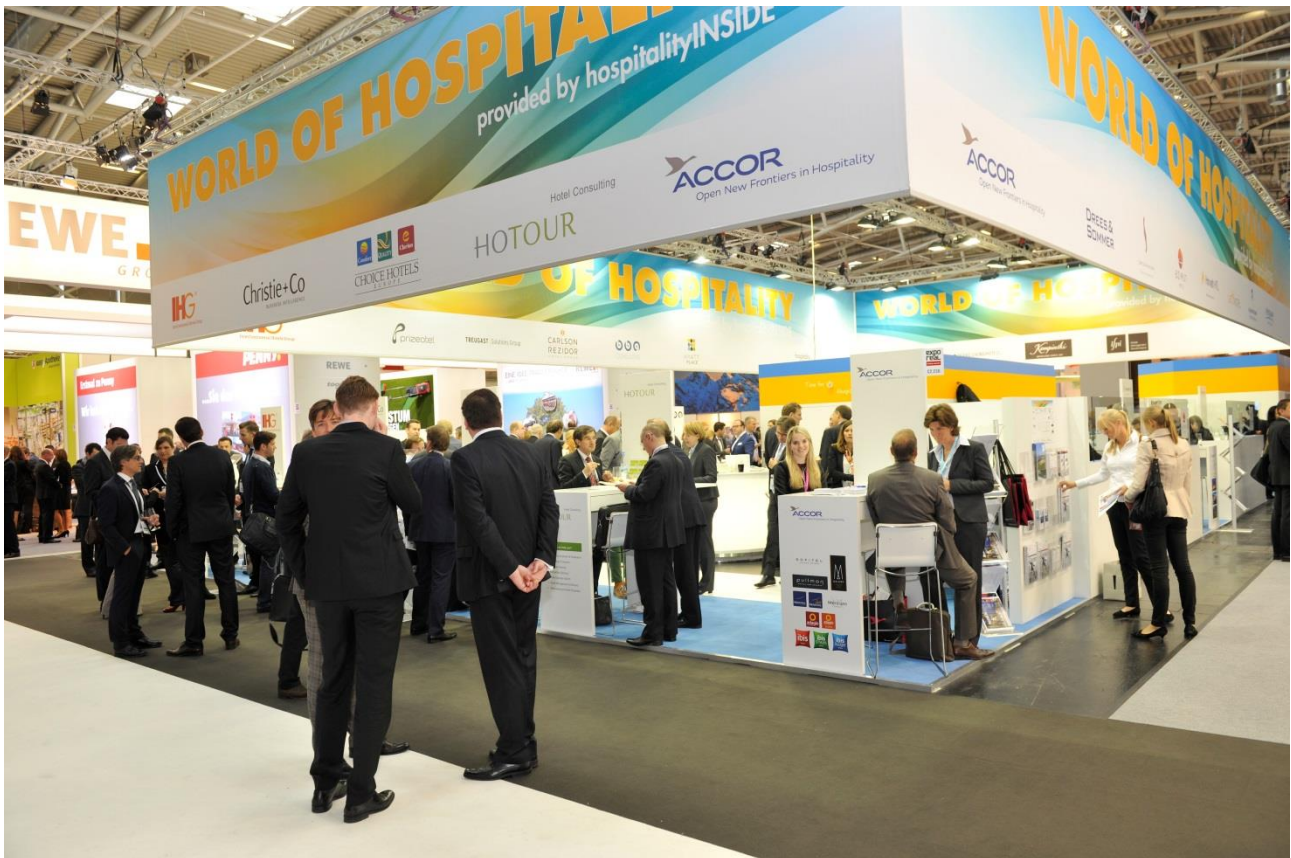
As of February 25, 2015



Joint Stand „World of Hospitality“

In previous years, the hotel industry played a minor role at Europe's largest trade fair for Property and Investment. Today, it's a well noted asset, particularly visible at the „World of Hospitality“ joint stand in Hall C2. Within few years only, it has become the central contact point for relevant market players.

Your smart appearance in a premium environment - This is part of the engagement of the HospitalityInside publishing company. The joint stand is located vis-à-vis of the „Special Real Estate Forum“, where hospitalityInside's editorial department is responsible for the hotel conference „Hospitality Industry Dialogue“. The exclusive evening event and a high-class SPECIAL edition offer additional possibilities for presentation and networking. By participating as a co-exhibitor you secure a top presence with manageable efforts and an excellent cost/efficiency ratio.



Your advantages as co-exhibitor:

- Established trade fair concept with high potential for synergies for all partners
- Appealing: All-inclusive packages for every budget at a fair and fixed price
- Outstanding working conditions and a great visibility of your logo at the stand

Your smart appearance in a premium environment!

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. Every partner possesses a specific number of slots according to the booked package.

Services for our partners The hospitalityInside reception team supports co-exhibitors in managing the visitors in forwarding requests and booking the meeting room slots. The packages include catering of coffee and tea specialties as well as finger food for stand partners and their guests.

Presentation and Marketing

- Entry as co-exhibitor at the fair brochure (print and digital)
- Logo presence at the canvas above the stand and at your workstation/table
- Presentation of flyers (brochure rack)
- With company profile in the hospitalityInside SPECIAL EXPO REAL (print and digital)
- Short profile in printed co-exhibitor flyer for stand visitors

Promotion 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 (also see page 6). 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. All partners will be represented by their logos and a downloadable PDF in the main profile of HospitalityInside in the participants' database of the fair.

Communication 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.

Extras A photographer will document the stand during EXPO REAL. Upon request, we will provide a selection of photos to our co-exhibitors. A fixed contingent of entry tickets to the networking event „BRICKS & BRAINS“ will be reserved for co-exhibitors. So every co-exhibiting company will be represented at the event.

Packages for Co-Exhibitors at EXPO REAL 2015

As of February 25, 2015

	Corner booth with work station	Inline booth with work station	Lounge partner with high table	Lounge partner with small high table
Exclusive area	ca. 6.5 sqm, open to 2 corridor sides	ca. 4,2 sqm, open to 1 side	Ca. 4 sqm, inside, no corridor access	Ca. 3 sqm, inside, no corridor access
Equipment	One workstation for 4 persons with logo display, drawer, 2 high stools	One workstation for 4 persons with logo display, drawer, 2 high stools	One high table for 4-5 persons, 2 high stools	One high table for 2 persons, 2 high stools
Additional Equipment	high table for 2-3 persons, 2 high stools at the back of work station + 1 separate high table	One high table for 2-3 persons, 2 high stools at the back of work station		
Staff at the stand	up to 8	up to 6	up to 4	up to 2
Company logo presentation	front and back of work station	front and back of work station	at the corridor wall	at the corridor wall
	at the canvas above the work station	at the canvas above the work station	at the canvas	at the canvas
Graphics	1 additional art design at the lower work station front	1 additional art design at the lower work station front	Logo /additional art design on the lower front of table	
Meeting room slots due to availability	4 slots each 30 min per day	3 slots each 30 min per day	2 slots each 30 min per day	2 slots each 30 min per day
Others				30% reduction for companies with an own stand at EXPO REAL
Package Price (net) valid until June 26, 2015	26,900 Euro	22,900 Euro	17,900 Euro	11,900 Euro
Late bookings/ deadlines	<ul style="list-style-type: none"> - Applications after June 26, 2015 are subject to 5% additional fee - Applications after July 28, 2015 are subject to 10% additional fee - It's not possible any more to book a participation after August 28, 2015 - Stand partner of the previous year will get a 5% loyalty discount on standard prices 			

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

- 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 up to June 26, 2015 incl. AUMA fee

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.

BRICKS & BRAINS 2015 – the 7th exclusive networking event for the hospitality industry at EXPO REAL

Since the year 2009 BRICKS & BRAINS is the top-level networking event at EXPO REAL for hotel operators and hotel investors. The 'by invitation only' event with up to 130 selected insiders.

With BRICKS & BRAINS, EXPO REAL and hospitalityInside strengthen their contacts and networks in a common event for hotel operators, developers and investors. BRICKS & BRAINS means to enjoy hospitality, keep up existing relations, find new partners and start new dialogues in a relaxed atmosphere. Since 2009, 130 top executives meet there every year at the end of the first day of the trade show.



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|----------------------|--|
| Offer for: | Event Sponsor |
| Location: | EXPO REAL Munich – Meet & Retreat Lounge (Hall C2) |
| Date: | October 5, 2015, 18:30 h – 22:00 h |
| Concept: | Top-Level business networking, by invitation only and unchaperoned |
| Guests: | Hotel operators, developers, owners, investors, funds managers, bankers |
| Limitation: | up to 130 participants |
| Partnerships: | Platinum Sponsor, Gold Sponsor |
| Packages: | <p>All packages include:</p> <ul style="list-style-type: none"> • Tickets for BRICKS & BRAINS 2015 (Platinum: 10 / Gold: 4 tickets) • Listing as event sponsor on the hospitalityInside Network website • Presentation of the sponsor logo • at the event entrance • at the event invitation and table displays • in the hospitalityInside EXPO REAL SPECIAL <p>- Option to place marketing material and giveaways at the entrance</p> |
| Prices: | <p>Platinum: 15,000 Euro / Gold: 5,800 Euro (net)</p> <p>10% discount for last year's sponsors</p> <p>15% discount for sponsors of the last 2 years</p> <p>Additional 10% discount for co-exhibitors of the "World of Hospitality"</p> |



hospitalityInside SPECIAL EXPO REAL 2015

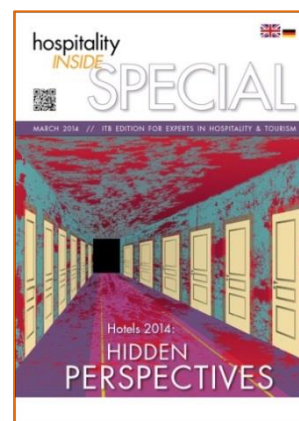
hospitalityInside SPECIAL: Every year, for the world's biggest tourism fair ITB in Berlin and for Europe's leading real estate and investment fair EXPO REAL in Munich the bilingual (German/English) hospitalityInside SPECIAL is published, in a printed version as well as online (eMagazine).

These SPECIALs provide information about the fair, co-exhibitors and industry relevant topics and give insight to the reports of hospitalityInside.com. The SPECIALs allow advertisements of with 1/6, 1/4, 1/2 and full page.

Circulation 3,000 (+ ePaper)
Pages 100 pages in German and English
 Subject to changes

Distribution

- Hotel conference "Hospitality Industry Dialogue"
- Hospitality joint stand "World of Hospitality"
- Press Centre at EXPO REAL
- Partner stands at the fair
- In selected hotels in Munich
- As ePaper at www.hospitalityInside.com



Ads and Prices

Ads are printed once in every language, also in different layout versions.
 All rates are excluding VAT.

1 page	½ page	¼ page	1/6 page
Width x Height 185 x 260 mm	Width x Height 185 x 128 mm	Width x Height 185 x 65 mm	Width x Height 185 x 40 mm
	Width x Height 90 x 260 mm	Width x Height 90 x 128 mm	
3,700 Euro	2,240 Euro	1,570 Euro	1,250 Euro

Deadline for booking and artwork delivery: August 28, 2015

EXPO SPECIAL Discounts

- 10% discount if an ad was published in the previous year.
- 15% discount if an ad was published in the last two issues.
- Agency Discount: 15%

FORMAT AND LAYOUT for the SPECIALs

Trim box 210 mm width x 297 mm height (DIN A4)
Type Area 185 mm width x 260 mm height
Trim 3 mm on all edges
Printing documents Digital, PDF/X-Format including text and photos in 300 dpi and CMYK to provide by customer
Printing Process Web offset printing (euro scale/CMYK)

About www.hospitalityInside.com – the eMagazine

hospitalityInside.com follows the „Paid Content“ model since its foundation in 2005, which means that our eMagazine does not accept advertisements in order to remain purely independent in its reporting. This is why our content is password-protected.

Only subscribers are able to read the editorial reports of the magazine. On the other hand, all information about activities like fairs, conferences, surveys and media partnerships are publicly accessible.

The eMagazine counts readers in more than 20 countries today and its readers are managers and top executives from the hospitality, real estate, investment and finance sector.

Many refer to the magazine at work using the detailed information. It's the standard to our editorial team to receive comments and evaluations from first-hand sources and to report in an open and fair manner.

Consequently, a community of like-minded persons has evolved in the last years, additionally appreciating the high-caliber events and networking opportunities the publishing company also offers meanwhile.



The USPs at a glance:

- hospitalityInside.com is a **bilingual information network** for the international hotel industry (German/English).
- hospitalityInside.com is **purely editorial and free of advertisements**.
- hospitalityInside.com is published **every week** (46 times a year) providing news, background articles and own research by experts.
- hospitalityInside's **BREAKING NEWS** will inform you promptly as soon as hot news will come up.
- hospitalityInside.com permanently provides research in its archive to subscribers with full access.
- Offline hospitalityInside has developed a top-class industry-network at fairs, conferences and events.

The subscription model: There are two options for individual subscriptions.

1. Annual Subscription "**Full Access**": ull access to all articles including archives. **Price per year €579.32.**

2. Annual Subscription "**Current Issue**": All articles of the week can be read, former articles are only displayed with headline and teaser. **Price per year €352.80.**

Due to our community-driven concept, hospitalityInside subscriptions are always personal. For more than one subscriber in a company, we provide frame conditions and special company packages upon request.

In case you want to subscribe immediately: Please, send a short eMail order with the preferred subscription option, the personal eMail address of the user, the invoicing address (including VAT ID) and your login will immediately confirm and activate your account.

Welcome to the "hospitalityInsiders"!

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Co-Exhibitor Reservation for EXPO REAL 2015

Yes, we want to participate as Co-Exhibitor at the „World of Hospitality“ joint stand at EXPO REAL 2015.

Company:	<input type="text"/>
Address:	<input type="text"/>
Direct Contact:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>

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

CORNER BOOTH with work station	26,900 Euro	<input type="checkbox"/>
INLINE BOOTH with work station	22,900 Euro	<input type="checkbox"/>
LOUNGE PARTNER with high table	17,900 Euro	<input type="checkbox"/>
LOUNGE PARTNER with small high table	11,900 Euro	<input type="checkbox"/>

☐ Please send me information about sponsoring the “BRICKS & BRAINS” networking event / the “World of Hospitality Kick Off” or advertising in the hospitalityInside SPECIAL.

For partners of 2014 we will keep space reserved until **May 15, 2015**; they will also receive a **bonus of 5 %**. Please return your reservation form as soon as possible

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

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 to Michael Willems, phone +49 821 885880-20 / email michael@hospitalityInside.com