

# WORLD OF HOSPITALITY

provided by hospitalityINSIDE

## Expo Real 2024

Benefit from the premium network  
at the joint stand „World of Hospitality“



Photos (c)  
HI William Veder  
Meplan sebastian weidenbach

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## EXPO REAL 2024

From 7-9 October 2024, Europe's largest real estate and investment trade fair will once again be the hub of the real estate industry.

Continuing to grow. After a one-year interruption, the most important network of the European property industry has been growing steadily again since 2021.

**Compact or customised.** HospitalityInside is very much looking forward to exhibiting with you at Expo Real in autumn 2024. Below we explain the exhibitor packages from compact lounge tables to customised special areas

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



Rendering(c) Meplan

**Innovative and sustainable:** The question of how sustainable a trade fair can and must be in the future is no longer an option. We are continuously developing our concept, which 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



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**Space for every size:** Since 2011, the joint stand of hospitalityInside 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 fair business.

**Continuous & collegial:** The joint stand has developed continuously over the years. The trade fair concept is mature and has become even more attractive since 2022 with its new, cosy design. The relationship between the exhibitors is characterised by good collegiality despite all the competition.

**Diverse & visible:** The logos and areas of the co-exhibitors are clearly visible, even from a distance. 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.

## Meeting point World of Hospitality: Pure synergies

**Exhibit, network, promote:** The trade fair stand is part of a comprehensive trade fair concept from HospitalityInside. The high-quality networking event BRICKS&BRAINS and the hospitalityInside special flyer in German and English increase synergies with the joint stand and together offer a top-level networking and marketing platform.

### The Exhibitors 2023



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## The advantages for co-exhibitors

- ❖ 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 of 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 at the fair

- ❖ Entry as co-exhibitor in the trade fair catalogue (print and digital)
- ❖ Logo presence on the stand sail and on your own exhibitor table
- ❖ Highly visible logo presentation of all exhibitors on all stand sails
- ❖ Printed stand flyer with brief profiles of the co-exhibitors for quicker orientation for visitors.
- ❖ Stand advertising in the Expo Real exhibitor catalogue (print and digital)

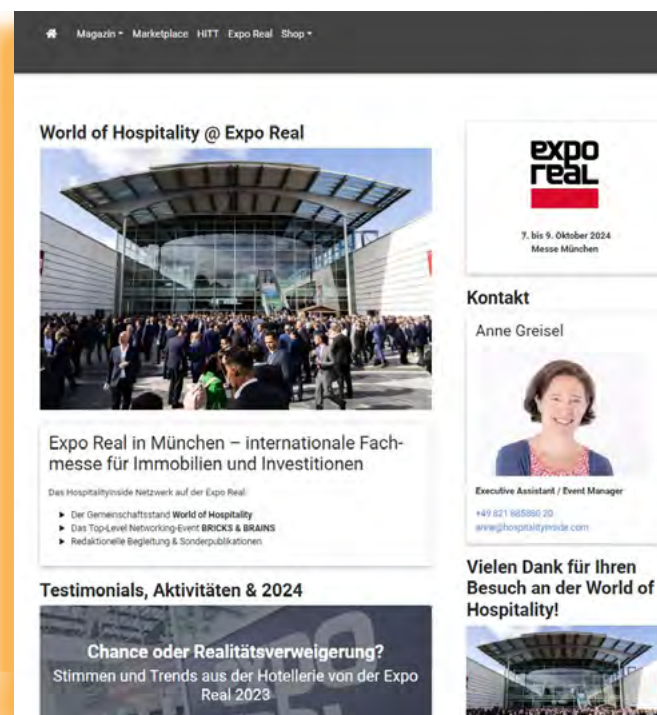
## Promotion through hospitalityInside.com

The hospitalityInside.com website with an exclusive landing page for Expo Real provides information on relevant topics and the joint stand in the run-up to the trade fair and promotes the visit.

Via QR code, trade fair visitors can access the company profiles of the trade fair partners on hospitalityInside.com. Each exhibitor is listed there with a logo, short profile and contact details.



The proven guide for our visitors



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## Professional service - the perfect setting for your trade fair success

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

Drinks, coffee and tea specialities as well as finger food are included in the packages for stand partners and their guests. A daily changing selection of dishes is available for stand personnel at lunchtime.

The catering team is happy to help exhibitors and their guests.



## 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 conditions via the trade fair's Exhibitor Centre.

## Documentation/Fotos

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

## BRICKS & BRAINS

### Hospitality meets Real Estate

Of course, we would also like to invite you to our evening get-together during the trade fair.





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## The stand concept from 2 to 28 square metres

Our current planning envisages a large main stand and neighbouring side stands for a total of up to 30 co-exhibitors. Choose the right package for you from a wide range of workstations, bridge tables and high tables. In addition, there are smart individual stands from 10 sqm to 28 sqm at the main and side stands with customised furnishings and branding according to the company CI.

The packages in detail - see pages 8/9.

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

The main stand is laid out like a marketplace, the co-exhibitor tables are located directly in the corridor, a bar area inside the stand is available to exhibitors for informal discussions with customers and fellow exhibitors.

The stand includes a reception area, storage facilities for advertising materials and comprehensive technical equipment. A large and well-equipped kitchen and a professional catering team are the basis for a well-functioning service at the stand.



## Workstations

All workstations are equipped with power sockets. The stable Internet can be used via the stand's own Enterprise Solution.

Partners with a workstation or a bridge table can have an additional storage option directly at the table or workstation in the form of a lockable substructure container.

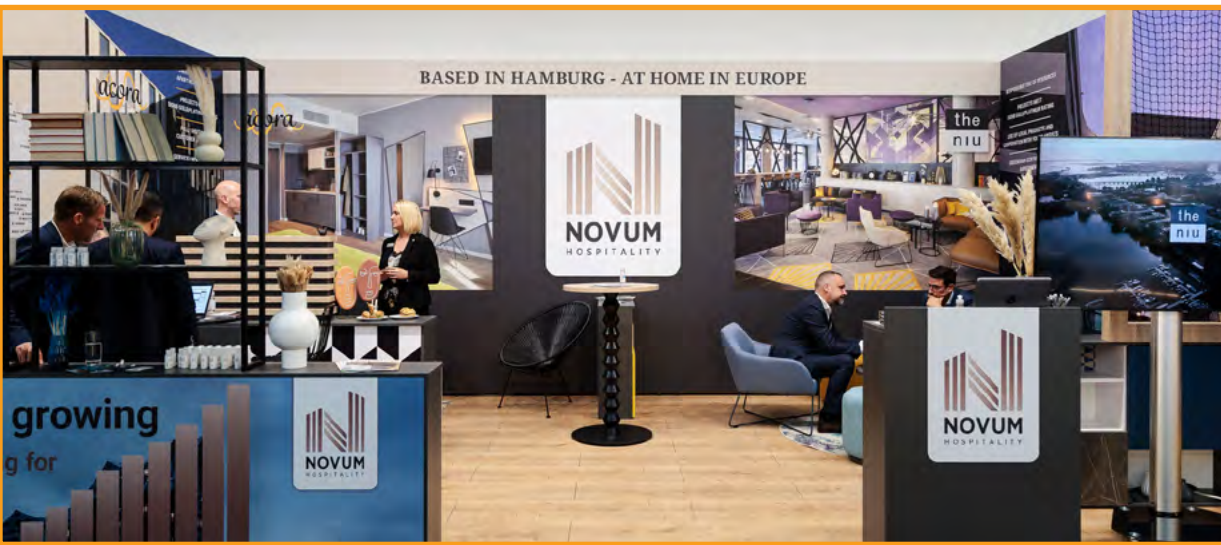
All workstations can also be optionally equipped with a USB-capable monitor to display customised company presentations.

## Meeting rooms

We will also be setting up meeting areas again in 2024. These can be booked individually. The exhibitor packages include premium slots for this purpose, with free capacity on a first come, first served basis.

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## INDIVIDUAL STANDS in the World of Hospitality network

Customised: more space in your corporate design

Do you need more space for your stand? The individual stands from 10 to 28 square metres offer you the opportunity to stand out at the trade fair in your corporate design, but with little preparation effort.

HospitalityInside takes care of all technical and organisational measures for your stand. In close cooperation with the stand builder, we will provide you with a basic stand that you can customise in your own design and equip with your own furniture and exhibits.

You will also be involved in HospitalityInside's communication in the run-up to and during the trade fair, 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 and on [www.hospitalityInside.com](http://www.hospitalityInside.com).

During the trade fair, you also benefit from all the amenities of the main stand (catering, reception service, technical infrastructure, etc.) and are thus part of the attractive World of Hospitality network.

The individual stand -  
fully customisable with full  
cost transparency!



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## Co-Exhibitor Options at the joint stand 2024

as of March 2024

	PACKAGE 1 Corner Stand with Workstation	PACKAGE 2 Workstation	PACKAGE 3 Bridge table	PACKAGE 4 High table	PACKAGE 5 LOGO PARTNER
Own Workspace	ca. 5,4 sqm open to 2 aisle sides	ca. 4 sqm open to 1 aisle side	ca. 4 sqm, open to 1 aisle side or with partition wall	ca. 2.8 sqm at the aisle, with partition wall	<b>New!</b> Use of the World of Hospitality infra- structure including catering, reception service and meeting facilities in the com- munal area. area
Table	one Workstation with Display, 2 high chairs  plus 1 high table with 2 high chairs	one Workstation with Display, 2 high chairs  plus 1 high table with 2 high chairs	one large high table (130x60 cm) with 2 standing stools	one small high table (60x60 cm) with 2 standing stools	
Optionale Zusatz-Ausstattung	Monitor € 350,-	Monitor € 350,-			
Stand-Personal	up to 7	up to 7	up to 5	up to 3	0
Firmenlogo	front and back of the workstation	front and back of the workstation	front and back of the bridge table	2x at the partition wall	at the reception desk
	on all main sails	on all main sails	on all main sails	on all main sails	on all main sails
Grafiken nach Ihrem CD	4-5 graphics each 110x60 cm	4 graphics each 110x60 cm	2 graphics each 110x60 cm	1 graphic 110x60 cm	-
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**	<b>33,000</b>	<b>30.200</b>	<b>24.800</b>	<b>17.000</b>	<b>7.500</b>

Further slots subject to availability,

\*\* Deadlines: see p. 9



## Co-exhibitor options at the joint stand 2024

as of March 2024

Designation	<b>Individually designed specific area</b> (on request)
Own workspace	10 to 28 sqm stand space
Furniture	without furniture; own design (provided by co-exhibitor)
Stand personnel	no specifications
Company Logo	on the stand sail of the specific area on the stand sail of the main stand at the specific area as desired
Meeting	2 slots à 30 min. per day
Price in Euro	<b>Please ask!</b>

### \*All packages include:

- Power connection at the workplace
- Internet access - entreprise solution
- Catering, bar service, hostess service
- 1 exhibitor pass
- Access to the online Expo Real Exhibitor Center
- The specified number of meeting slots subject to availability
- Invitation to BRICKS & BRAINS
- Company profile, logo and contact details in the stand flyer
- Presentation on the online Marketplace of hospitalityInside
- Entry on the Expo Real website
- Graphic and printing costs
- Co-exhibitor and catalogue fee incl. AUMA fee in the amount of 795,- plus Mandatory communication contribution (2023: 950,-) for registration and approval of registration by 16.05.2024

## Deadlines

If registrations are received after 16.05.2024, a surcharge of 5% will apply.

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Co-Exhibitor Options  
at the main stand  
(draft from the 2022 stand)



PACKAGE 3  
Bridge table

PACKAGE 4  
High table

PACKAGE 1  
Corner stand with Workstation

PACKAGE 2  
Workstation

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Co-exhibitor options  
Individual stand (design 2023)  
up to 28 sqm (top)  
up to 11 square metres (right)





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## BRICKS & BRAINS - Hospitality meets Real Estate - 7 October 2024

Since 2009, senior executives from the property and hotel industry have been meeting at BRICKS & BRAINS, an exclusive, by-invitation-only networking event organised by HospitalityInside.

As in previous years, we are expecting owners, managing directors, experts and those responsible for project development, financing and operations. For years, we have also involved our network in compiling the invitation pool. Recommendations from sponsors and trade fair partners help us to achieve an attractive mix of guests.



### BRICKS & BRAINS

Co-sponsor package - package price: 4,500 euros

- 4 event tickets for representatives of your own company or business partners
- Company presentation in event presentation on the screen or monitor
- Company logo on community banner/press wall in the entrance area and on window graphics
- Mention in the welcome address, on the invitation and confirmation letters
- Mention as a partner in the event announcement on the hospitalityInside homepage
- Company profile on the HospitalityInside website for one year
- an Expo Real visitor ticket to be able to visit the World of Hospitality as well

**NEW 2024!** Use of the World of Hospitality infrastructure including catering, reception service and meeting facilities in the communal area.

**Surcharge 3,000 euros** (subject to availability)

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