

hospitality investment  
& design event

196+  
forum



[www.196plus.com](http://www.196plus.com)

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& design event



## 196+ forum Milan

6 – 7 April 2025  
nhow hotel Milan

### What is 196+ forum Milan

196+ forum Milan was established in 2014, under the name “hotel & tourism forum Milan”. In 2024, Milan once more proved to be the centre for architecture, design and furniture, with the Salone del Mobile starting the day after the 196+ forum Milan. 196+ forum Milan is Italy’s benchmark event for hospitality investment & design. With more than 150 participants from all around Europe, 196+ forum Milan addresses specialized investors, developers, real estate companies, hotel operators, consultants, architects and designers.

More than 20 people on stage, 196+ forum Milan became an international platform where people working in the same sectors gather and exchange ideas. Don’t lose the opportunity to get valuable insights from the hospitality leaders and to be part of the Salone del Mobile, the most exciting and interesting week of the year.

## Communication is key!

Meeting industry and opinion leaders is key in a business sector where the importance of personal exchange is vital and one of the main reasons why so many executives attend our events.

## Pre-conference excursion

Join us on our Walk & Talk tour on Sunday, 6 April through beautiful Milan. We will visit several hotspots and learn about some of the city's architectural highlights.

## Meet & mingle

To start your 196+ forum Milan right, we would like to invite you to a Cocktail Reception on Sunday evening at one of the trendiest rooftop bars in Milan. Expect live music, amazing drinks and the perfect atmosphere to make new contacts and refresh existing ones.

## Aperitivo & Flying Dinner

Expect modern Italian cuisine with an international twist! Take the opportunity to connect with our speakers, moderators and like-minded souls. All within the beautiful setting of the nhow Milan and an atmosphere worth remembering!

## Hotel Design Award

Presenting the Hotel Design Award in 2024 proved to be a highlight, where we had the opportunity to celebrate a worthy winner! From 37 hotel applications from 13 European countries, The Rome EDITION convinced the jury. With spectacular 7 meter high ceilings, the use of travertine, bronze and teak, accentuating fabrics and a lush courtyard/restaurant with over 400 plants and a cascade of greenery on the facade, the hotel unfolds like the acts in an opera. Curious who will win in 2025?



## Sponsoring packages for 196+ forum Milan in 2025

	Patron	Gold	Silver	Bronze
Invitation for the networking Reception (day before Conference)	5	3	2	1
Complimentary delegates for the Conference	5	3	2	1
Participation at Festive Dinner	5	3	2	1
Discount for additional tickets (clients & contacts of sponsor)	10%	10%	10%	10%
Exhibition space	6 sqm	4 sqm	2 sqm	×
Introduction of the company in special edition of the 196+ events newsletter	✓	×	×	×
Promotion through social media	✓	✓	×	×
Logo on other printed material for the event	✓	✓	✓	✓
Logo on event website, ticket registration page and event app	✓	✓	✓	✓
Logo on home screen of registration & event app	✓	×	×	×
Download link on event app to website of sponsor	✓	✓	✓	✓
	€ 8,000	€ 6,000	€ 4,000	€ 2,000
Package discounts for multiple events in same year	two events 5%, three events 10% four events 15%, five events or more 20%			
Package discounts for multiple years of same event(s)	two years 5%, three years 10%, four years 15%, five years or more 20%			

## Special sponsoring packages

Get all the benefits of a patron sponsor and a special upgrade to present your company in an exclusive way!

### Sponsor of Reception

Highlight your company to all participants of the 196+ forum Milan as sponsor of the Reception the day before the Conference. Expect a great networking gathering in an informal atmosphere to build up long-lasting business relationships. Your brand will be prominent on the invitation, menu cards etc. Additionally, a representative of your company can greet the guests in a short welcome address. € 10,000

### Sponsor of Aperitivo & Flying Dinner

This is the most exquisite way to present your brand to all guests of 196+ forum Milan. We will organise a spectacular Aperitivo & Flying Dinner in your name. Your brand will be prominent on the invitation, menu cards etc. Additionally, a representative of your company can greet the guests in a short welcome address. € 10,000

### Sponsor of Award

On the occasion of the 196+ forum Milan, we will honour the best hotel design of the year. Your company will be involved in this annual prestigious award in two ways: a representative of your organisation will be part of the jury and will present the award to the winner. € 10,000

## Upgrade your package

For all Gold, Patron and Special package sponsors, we offer an upgrade to ten participants at 196+ forum Milan. € 2,000

Ticket	Time frame	Price*
Very early bird	Until 14 February 2025	€ 800
Early bird	15 February - 14 March 2025	€ 1,000
Regular	15 March - 6 April 2025	€ 1,200

## Confirm your sponsorship for the 196+ forum Milan, 6 - 7 April 2025

We would like to confirm the following package for the Conference 6 - 7 April 2025  
(please tick the relevant box):

Patron € 8,000

Gold € 6,000

Silver € 4,000

Bronze € 2,000

Special package (please specify) \_\_\_\_\_

All prices are net plus statutory VAT. We reserve the right to change dates and locations. Should restrictions be imposed by us to cancel the event, all fees paid in advance will be returned.

The parties to this agreement consent to treat all information resulting from the cooperation confidentially and to protect them from access by third parties to the best of their ability.

I hereby agree to the above conditions:

Company

Place, date

Name, signature,  
company Stamp

# Overview of previous founders and partners

## Initiator



## Partners & Sponsors

The logo for 21 House of Stories, featuring the number "21" in a large, bold, blue font, with "House of Stories" in a smaller font below it.	The logo for 360° decoro, featuring the number "360°" in a large, bold, black font, with "decoro" in a smaller font below it.	The logo for 4 ABOUT HOTEL, featuring the number "4" in a large, bold, blue font, with "ABOUT HOTEL" in a smaller font to its right.	The logo for APPIA, featuring the word "APPIA" in a large, bold, black font, with "hotels, projects, emotions" in a smaller font below it.	The logo for ARTOUi, featuring the word "ARTOUi" in a large, bold, black font.
The logo for atlas concorde, featuring the word "atlas concorde" in a black font, with a small red diamond icon to the left.	The logo for AUGUSTO, featuring the word "AUGUSTO" in a large, bold, black font, with "interior general contractor" in a smaller font below it.	The logo for BWM, featuring a stylized white "B" and "W" inside a dark blue square.	The logo for be we em!, featuring the text "be we em!" in a black font, with "BWM Designers & Architects" in a smaller font below it.	The logo for CAFEZAL, featuring a stylized black palm tree icon above the word "CAFEZAL" in a black font.
The logo for dorelan, featuring the word "dorelan" in a black font, with "dormire bene vivere meglio" in a smaller font below it.	The logo for GEZE, featuring the word "GEZE" in a large, bold, black font, enclosed in a blue rectangular border.	The logo for GIRA, featuring the word "GIRA" in a large, bold, black font.	The logo for GUIDA VIAGGI, featuring the letters "GV" in a large, bold, red font, with "GUIDA VIAGGI" in a smaller font below it.	The logo for H'AFELE, featuring the word "H'AFELE" in a large, bold, black font.
The logo for hotelbau, featuring the word "hotelbau" in a black font, with a small orange icon to the right.	The logo for KALDEWEI, featuring the word "KALDEWEI" in a large, bold, black font.	The logo for monoplan, featuring the word "monoplan" in a black font.	The logo for NiiProgetti, featuring the word "NiiProgetti" in a blue font.	The logo for Occhio, featuring the word "Occhio" in a black font.
The logo for PROLINE, featuring the word "PROLINE" in a large, bold, black font, with "PROFIL & CHARAKTER" in a smaller font below it.	The logo for SPERI, featuring the word "SPERI" in a large, bold, black font, with a small blue icon to the left.	The logo for STAUFFENBERG, featuring the word "STAUFFENBERG" in a black font, with a small blue icon above it.	The logo for WITTMANN, featuring the letters "WITTMANN" in a black font, arranged in a grid pattern.	

Please contact us for more information  
about sponsorship opportunities

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