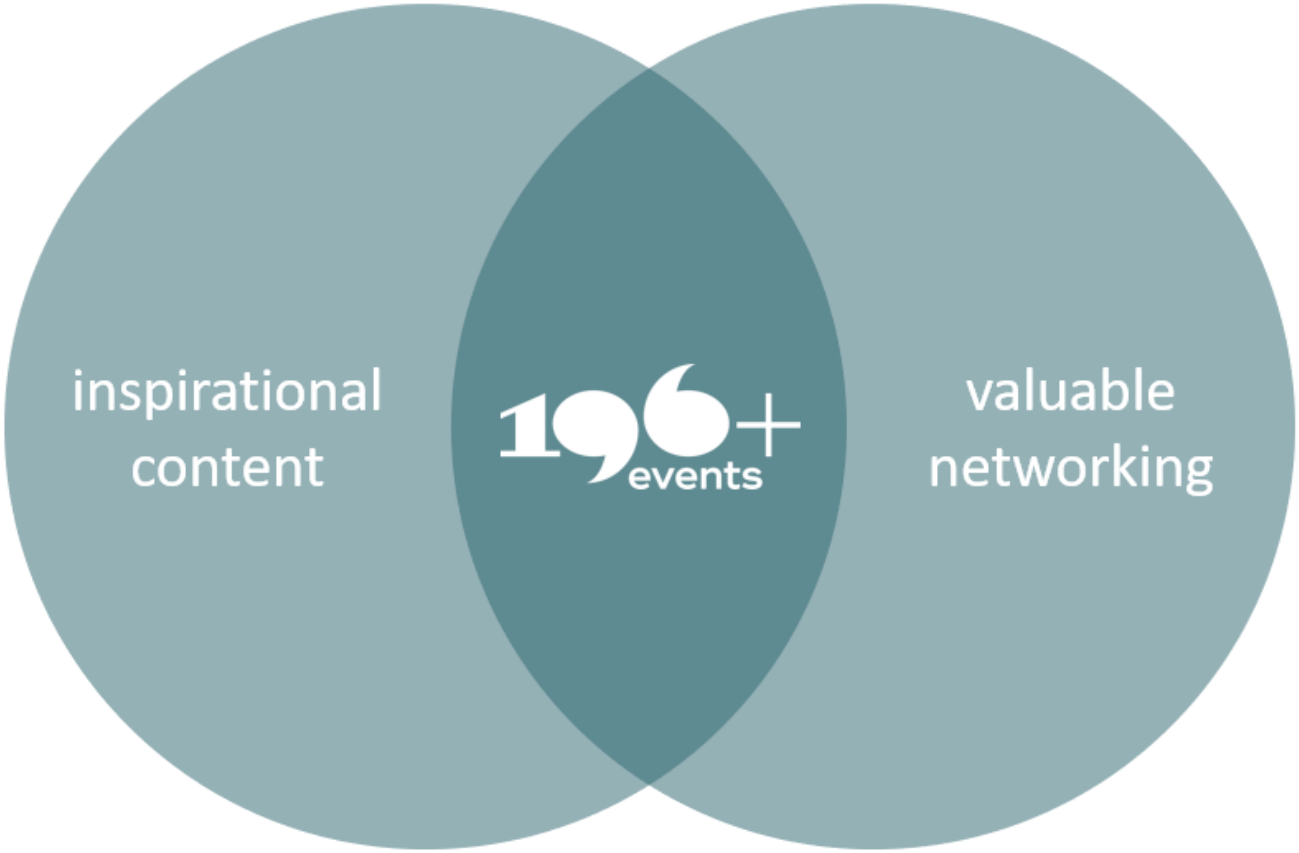
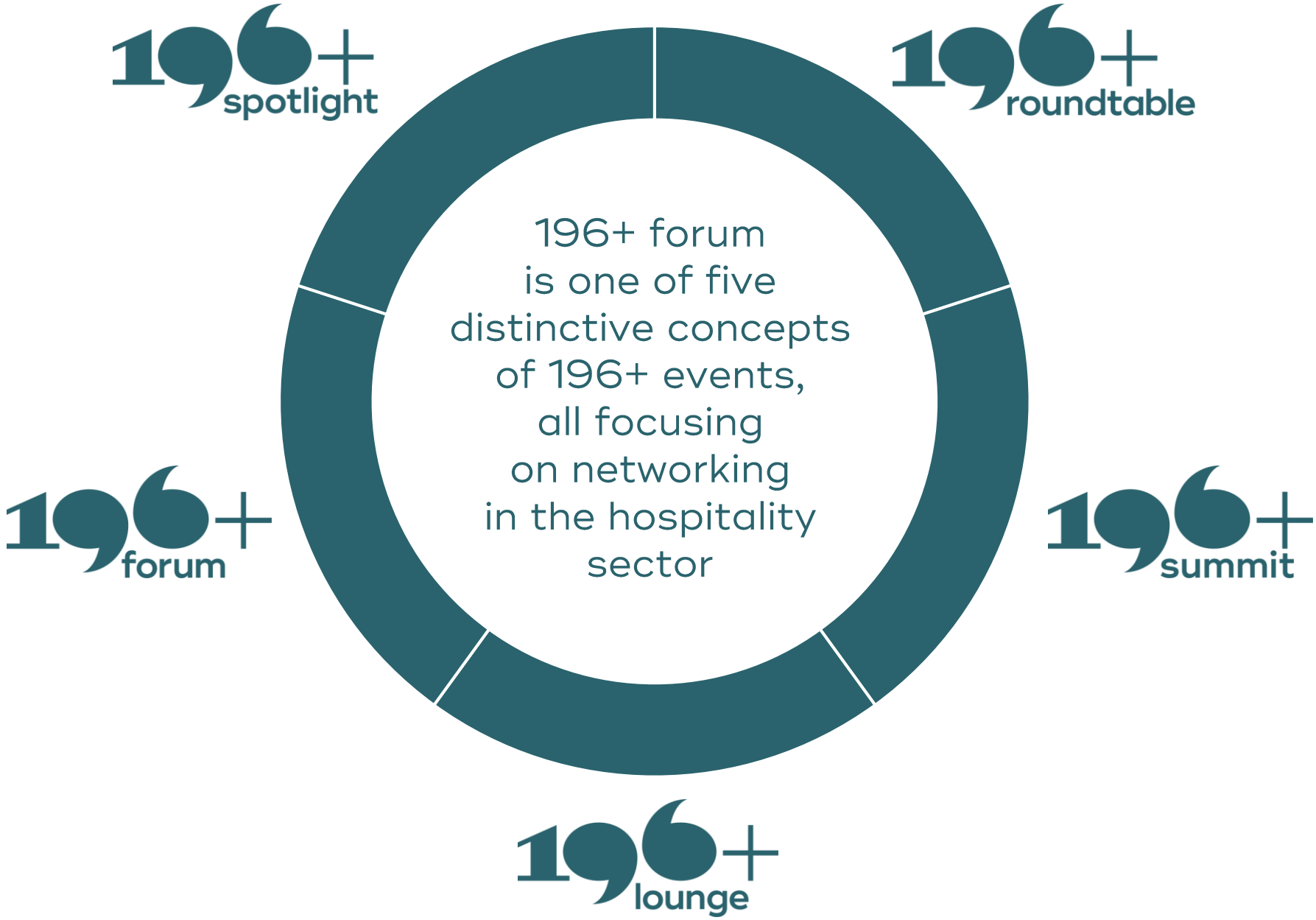
196+ events

hospitality events for curious minds



196+ events organises - on a global level - conferences, roundtables and other events for the hospitality sector, creating valuable learning & networking opportunities.


196+ spotlight
196+ roundtable
196+ forum
196+ summit
196+ lounge
196+ forum
is one of five
distinctive concepts
of 196+ events,
all focusing
on networking
in the hospitality
sector

benefits for attendees & partners

access to key decision makers

networking in a relaxed atmosphere

relevant infotainment & inspiration

196+ events proudly presents

196+ forum Milan

hospitality investment & design

196+ forum Milan – key features

focus on hospitality investment & design

in conjunction with Salone del Mobile

hotel design award

conference at nhow Milan

196+ forum Milan – programme 2027

day 1

Sunday
11 April 2027

- afternoon: walk & talk (different walking tours in specific neighborhoods of Milan)
- evening: meet & mingle (rooftop party)

day 2

Monday
12 April 2027

- morning: coffee & croissants (networking breakfast) at nhow
- during day: conference programme (focusing on hospitality investment & design) at nhow
- evening: aperitivo & dinner with celebration of the hotel design award

Salone del Mobile*

Tuesday, 13 April –
Sunday, 18 April 2027

- the world's leading furnishing and design fair
- held at Rho Fiera Milano fairgrounds

**please note that the Salone del Mobile is a separate event and participation is not included in the 196+ forum Milan*

sponsors 2026

196+ forum Milan – sponsor packages

	diamond	platinum	gold	silver	bronze
meet & mingle networking party	10 delegates	5 delegates	3 delegates	2 delegates	1 delegate
conference full-day programme	10 delegates	5 delegates	3 delegates	2 delegates	1 delegate
gala dinner incl. awards ceremony	10 delegates full table	5 delegates half table	3 delegates	2 delegates	1 delegate
walk & talk guided tour	10 delegates	5 delegates	3 delegates	2 delegates	1 delegate
show & tell exhibition space	4m^2	3m^2	2m^2	1m^2	-
discount for additional tickets	10%	10%	10%	10%	-
fee two-year termination	EUR 8,000	EUR 6,400	EUR 4,800	EUR 3,200	EUR 1,600
fee regular (one year)	EUR 10,000	EUR 8,000	EUR 6,000	EUR 4,000	EUR 2,000

multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount: 20%; can be combined

196+ forum Milan – sponsor packages 2

	diamond	platinum	gold	silver	bronze
visibility in general	XXL	XL	L	M	S
slide show at conference/dinner	large logo stand-alone	large logo stand-alone	large logo stand-alone	small logo grouped together	small logo grouped together
newsletter	feature article	-	-	-	-
event app	featured placement	listed	listed	listed	listed
table size in case of formal dinner	full table 10 delegates	half table 5 delegates	various 3 delegates	various 2 delegates	various 1 delegate
table allocation in case of formal dinner	table – branded premium placement	half table first come, first served	allocated seating based on availability	allocated seating based on availability	allocated seating based on availability
fee two-year termination	EUR 8,000	EUR 6,400	EUR 4,800	EUR 3,200	EUR 1,600
fee regular (one year)	EUR 10,000	EUR 8,000	EUR 6,000	EUR 4,000	EUR 2,000

multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount: 20%; can be combined

196+ forum Milan – patron packages

	party	breakfast	lunch	dinner	awards
the patron packages are potential extensions of the various sponsor packages	hosting sponsor of the net-working party on the first day of the event; your company's name and logo will be promi-nently display-ed; a represent-tative of your company can address the guests	hosting sponsor of the networking breakfast on the day of the conference; your company's name and logo will be prominently displayed (e. g. on the breakfast buffet)	hosting sponsor of the lunch on the day of the conference; your company's name and logo will be prominently displayed (e. g. on the menu cards)	hosting sponsor of the dinner; your company's name and logo will be prominently displayed (e. g. on the menu cards); a representative of your company can address the guests	hosting sponsor of the Hotel Design Award; a representative of your company will be part of the jury and will be on stage for the hand-over of the award to the winners
fee two-year termination	EUR 3,000	EUR 2,000	EUR 2,000	EUR 3,000	EUR 4,000
fee regular (one year)	EUR 3,750	EUR 2,500	EUR 2,500	EUR 3,750	EUR 5,000

multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount: 20%; can be combined

196+ forum Milan – extra space

	4m²	8m²	12m²	showroom	suite
extra space can only be booked on top of the various sponsor packages	extra space in the sponsors' exhibition area; showcase your goods or services in a prime spot;	large extra space in the sponsors' exhibition area; showcase your goods or services in a prime spot;	extra large extra space in the sponsors' exhibition area; showcase your goods or services in a prime spot; mingle with attendees	dedicated showroom (area separated by mobile elements) in a prime spot for your company, allowing to exhibit products and services; full catering (drinks / snacks) is included	dedicated meeting room in a prime spot for your company, allowing to conduct meetings and presentations in a private setting; full catering (drinks / snacks) is included
fee two-year termination	EUR 1,600	EUR 2,400	EUR 3,200	EUR 4,000	EUR 1,600
fee regular (one year)	EUR 2,000	EUR 3,000	EUR 4,000	EUR 5,000	EUR 2,000

multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount: 20%; can be combined

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