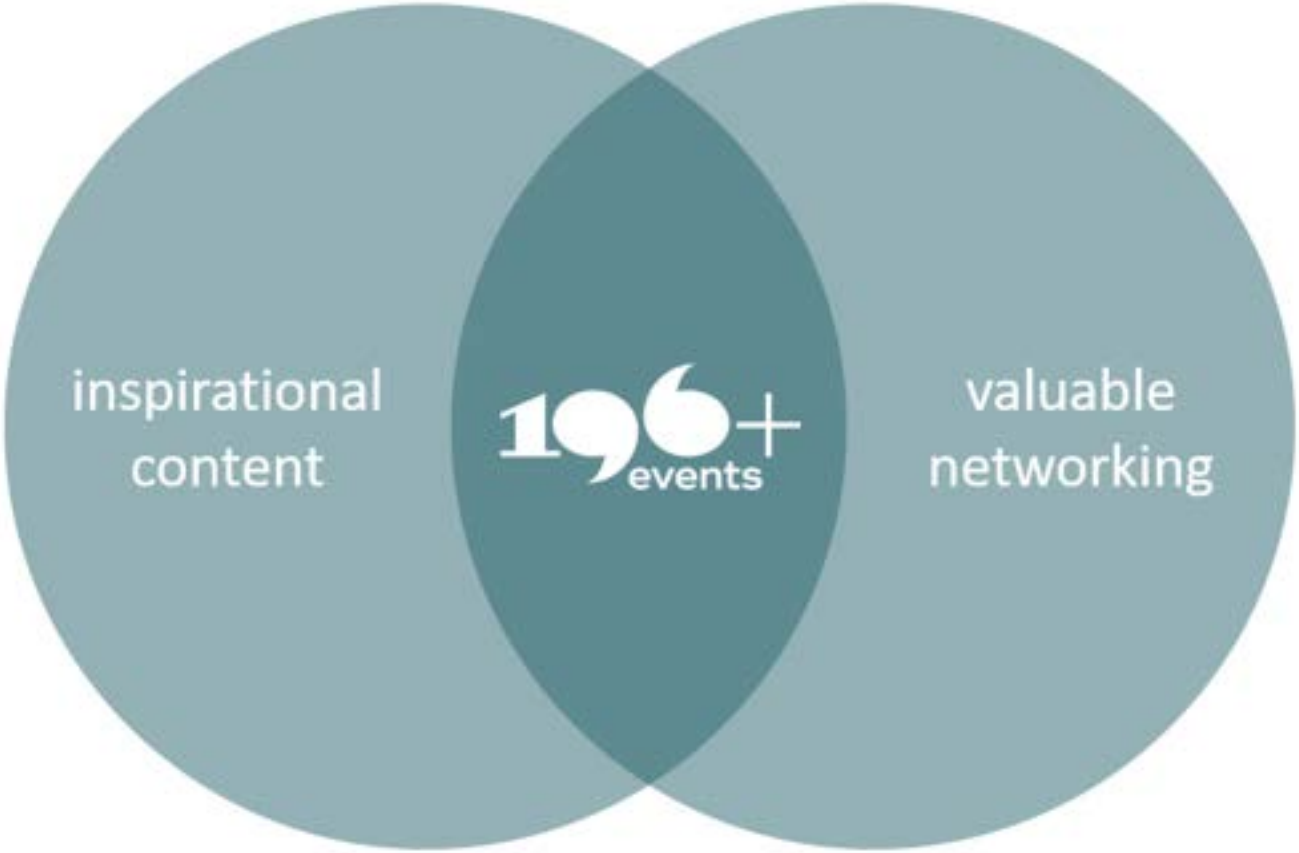
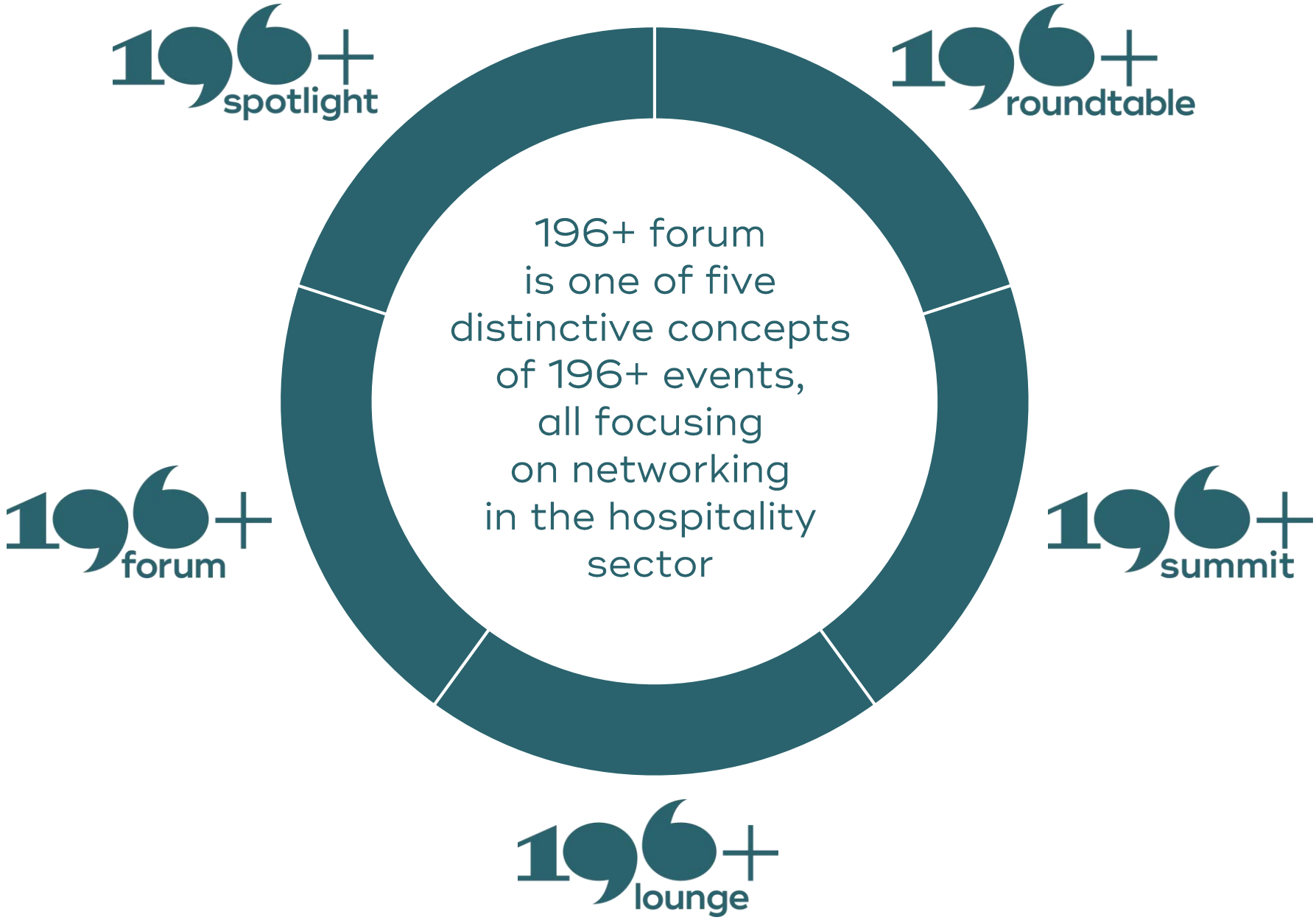
196+ events

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+ forum sponsorship packages

196+ events proudly presents

196+ forum

hospitality investment events
Milan + Munich + Vienna

196+ forum – key features

196+ forum – three distinctive events

196+ forum Milan

hospitality investment
& design

- annually in April
- in conjunction with Salone del Mobile
- first day: walk & talk tours, networking party
- second day: conference, dinner, hotel design award
- venues: 21 House of Stories, nhow hotel

196+ forum Munich

hospitality investment
& real estate

- annually in October
- in conjunction with EXPO REAL
- first day: conference, gala dinner, hotel property award
- second day: walk & talk tours
- venues: Hotel Bayerischer Hof

196+ forum Vienna

hospitality investment
& innovation

- annually in November
- in cooperation with Museum Booster
- first day: networking party
- second day: conference, dinner, hotel innovation award
- third day: walk & talk tours
- venues: the Hoxton, Park Hyatt, alternating dinner locations

196+ forum – ticket prices 2026

	very early	early	regular	late
availability	>120 days before event	119-60 days before event	59-14 day(s) before event	13-0 day(s) before event
meet & mingle networking party	included	included	included	included
conference full-day programme	included	included	included	included
gala dinner incl. awards ceremony	included or alternative element	included or alternative element	included or alternative element	included or alternative element
walk & talk guided tour	included	included	included first come, first served	-
196+ forum Milan	EUR 800	EUR 1,000	EUR 1,200	EUR 1,400
196+ forum Munich	EUR 1,300	EUR 1,300	EUR 1,600	EUR 1,900
196+ forum Vienna	EUR 900	EUR 1,100	EUR 1,300	EUR 1,500

196+ events proudly presents

196+ forum Milan

hospitality investment & design

196+ forum Milan – key features

196+ forum Milan – programme

day 1

Sunday, 19 April 2026

- afternoon: walk & talk (different walking tours in specific neighborhoods of Milan)
- evening: meet & mingle (rooftop party) at 21 House of Stories

day 2

Monday, 20 April 2026

- 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

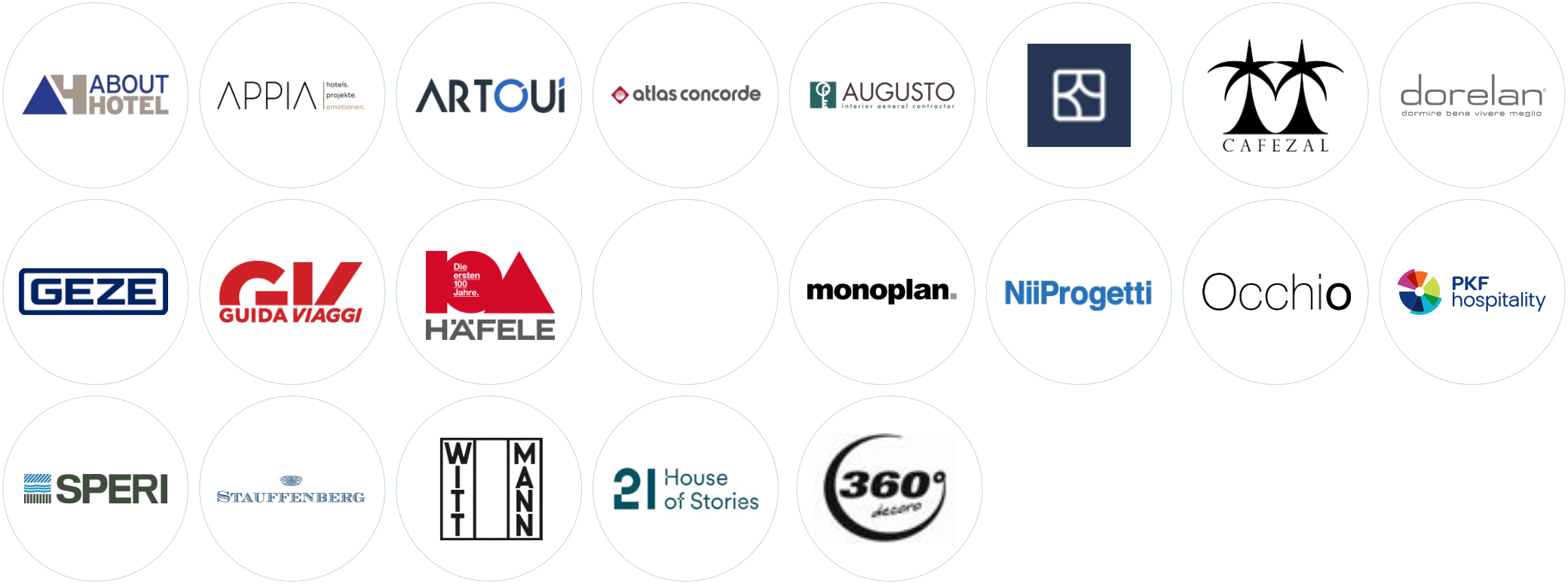
Salone del Mobile*

Tuesday, 21 April – Sunday, 26 April 2026

- 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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NiiProgetti
Occhio
PKF hospitality
SPERI
STAUFFENBERG
WITTMANN
21 House of Stories
360° decoro

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

196+ events proudly presents

196+ forum Munich

hospitality investment & real estate

196+ forum Munich – key features

196+ forum Munich – programme

EXPO REAL

Monday, 5 October – Wednesday, 7 October 2026

- Europe's leading trade fair for property and investment
- 196+ lounge @ EXPO REAL – the preferred meeting point for the hospitality sector
- held at Munich fairgrounds

day 1

Wednesday, 7 October 2026

- during day: conference programme (focusing on hospitality investment & real estate) at Hotel Bayerischer Hof
- evening: gala dinner with hotel property award at Ballroom of Hotel Bayerischer Hof and networking party

day 2

Thursday, 8 October 2026

- morning: walk & talk (different walking tours in specific neighborhoods of Munich)

please note that EXPO REAL is a separate event and participation is not included in the 196+ forum Munich

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ECE
Fairmas
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Great2stay
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hansgrohe
HM Hochschule München University of Applied Sciences
HOSPITALITY pioneers
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ProjektPuls

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Investment

VALAMAR

von Freyberg

YOOMA
urban lodge

360°
design

196+ forum Munich – sponsor packages 1

	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	4m²	3m²	2m²	1m²	-
discount for additional tickets	10%	10%	10%	10%	-
fee two-year termination	EUR 15,200	EUR 12,400	EUR 9,000	EUR 6,000	EUR 3,200
fee regular (one year)	EUR 19,000	EUR 15,500	EUR 11,250	EUR 7,500	EUR 4,000

*diamond: dedicated branded table without exhibition space; regular: EUR 17,000/two-year termination: EUR 13,600
multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount 20%; can be combined

196+ forum Munich – 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 at gala dinner	full round table 10 delegates	half round table 5 delegates	various 3 delegates	various 2 delegates	various 1 delegate
table allocation at gala 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 15,200	EUR 12,400	EUR 9,000	EUR 6,000	EUR 3,200
fee regular (one year)	EUR 19,000	EUR 15,500	EUR 11,250	EUR 7,500	EUR 4,000

*diamond: without featured article in newsletter & event app; regular: EUR 17,000/two-year termination: EUR 13,600
multiple events discounts: 5% (two events), 10% (three or more events); multiple year discount 20%; can be combined

196+ forum Munich – patron packages

	party	breakfast	lunch	dinner	awards
the patron packages are potential extensions of the various sponsor packages	hosting sponsor of the networking party; your company's name and logo will be prominently displayed; a representative 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 gala 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 Property 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 6,000	EUR 4,000	EUR 4,000	EUR 6,000	EUR 8,000
fee regular (one year)	EUR 7,500	EUR 5,000	EUR 5,000	EUR 7,500	EUR 10,000

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

196+ forum Munich – add ons

	+2m²	masterclass	lounge	showroom	suite
extra space or company presentation 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; mingle with attendees	host your own masterclass for a selected audience (30-50 attendees) in the exclusive cinema lounge; parallel to main stage programme and in line with programme contents	individually designed and branded show area with own goods or services in the cocktail lounge of Hotel Bayerischer Hof	dedicated showroom, allowing to exhibit products and services; full catering (drinks / snacks) is included	dedicated company space (e.g. Falk's Bar) in a prime spot, allowing to conduct meetings, speed dating or presentations in a private setting; full catering (drinks / snacks) is included
fee two-year termination	EUR 3,200	EUR 6,400	EUR 6,400	EUR 8,000	EUR 8,000
fee regular (one year)	EUR 4,000	EUR 8,000	EUR 8,000	EUR 10,000	EUR 10,000

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

196+ events proudly presents

196+ forum Vienna

hospitality investment & innovation

196+ forum Vienna – key features

196+ forum Vienna – programme

day 1

Sunday
22 November 2026

- evening: meet & mingle rooftop party

day 2

Monday
23 November 2026

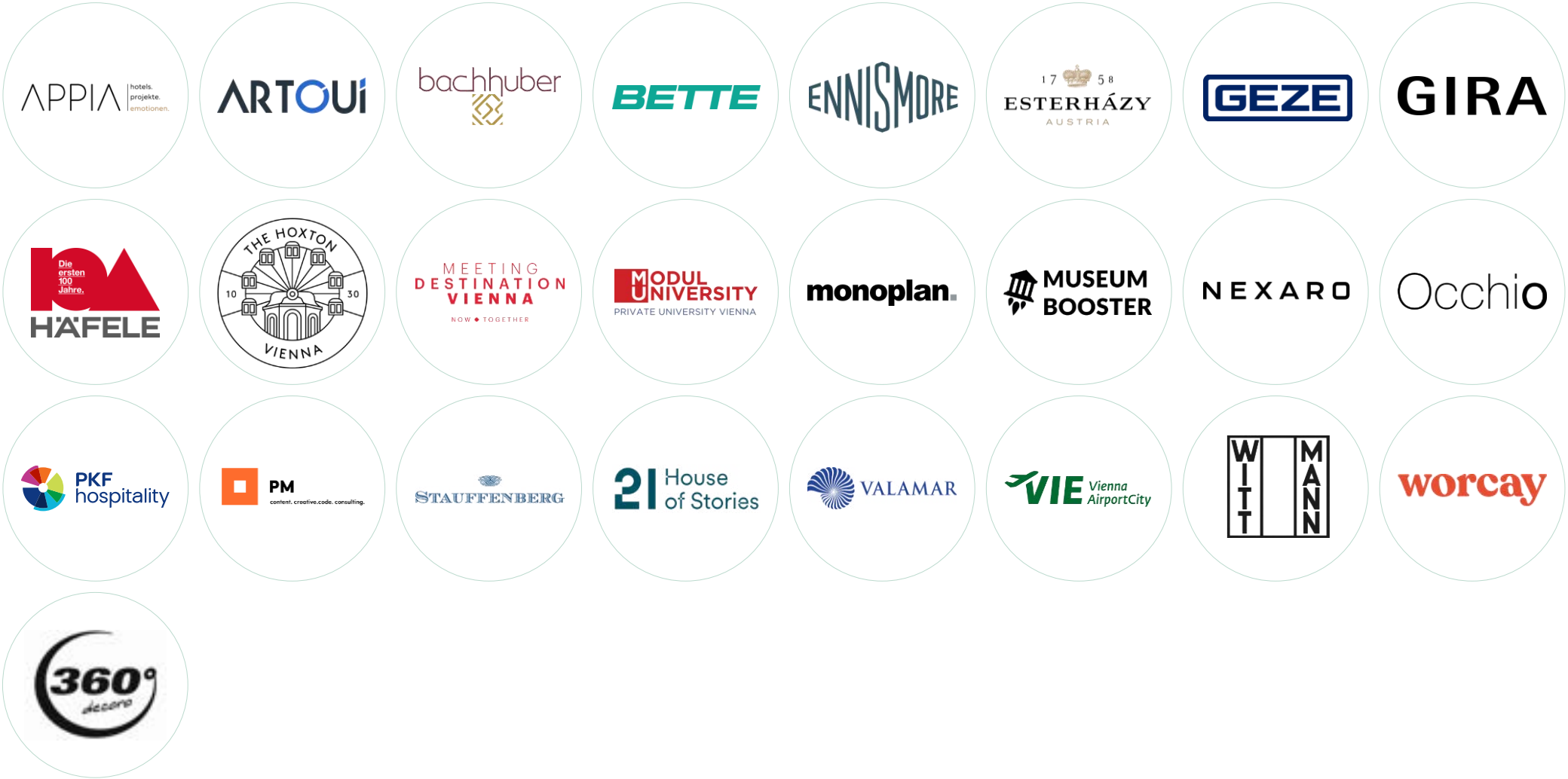
- morning: coffee & croissants (networking breakfast) at Park Hyatt
- during day: conference programme (focusing on hospitality investment & innovation) at Park Hyatt
- evening: gala dinner in spectacular, annually alternating venues

day 3

Tuesday
24 November 2026

- morning: walk & talk (different walking tours in specific neighborhoods of Vienna)

sponsors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AUSTRIA
GEZE
GIRA
Die ersten 100 Jahre.
HÄFELE
THE HOXTON
10
30
VIENNA
MEETING
DESTINATION
VIENNA
NOW ◆ TOGETHER
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PM
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STAUFFENBERG
21 House of Stories
VALAMAR
VIE Vienna AirportCity
WITT
MANN
worcay
360°
decero

196+ forum Vienna – 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 9,600	EUR 8,000	EUR 6,000	EUR 4,000	EUR 2,000
fee regular (one year)	EUR 12,000	EUR 10,000	EUR 7,500	EUR 5,000	EUR 2,500

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

196+ forum Vienna – 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 dedicated to sponsor	-	-	-	-
event app	feature article and listed	listed	listed	listed	listed
table size at gala dinner	full table 10 delegates	half table 5 delegates	various 3 delegates	various 2 delegates	various 1 delegate
table allocation at gala 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 9,600	EUR 8,000	EUR 6,000	EUR 4,000	EUR 2,000
fee regular (one year)	EUR 12,000	EUR 10,000	EUR 7,500	EUR 5,000	EUR 2,500

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

196+ forum Vienna – patron packages

	party	breakfast	lunch	dinner	awards
the patron packages are potential extensions of the various sponsor packages	hosting sponsor of the networking party; your company's name and logo will be prominently displayed; a representative 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 gala 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 Innovation 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 4,000	EUR 2,750	EUR 2,750	EUR 4,000	EUR 6,000
fee regular (one year)	EUR 5,000	EUR 3,500	EUR 3,500	EUR 5,000	EUR 7,500

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

196+ forum Vienna – extra space

	4m²	8m²	masterclass	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; mingle with attendees	large extra space in the sponsors' exhibition area; showcase your goods or services in a prime spot; mingle with attendees	host your own masterclass for a selected audience (30-50 attendees) in one of the boardrooms; parallel to and in line with main programme	dedicated showroom 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 2,400	EUR 4,000	EUR 4,000	EUR 6,400	EUR 1,600
fee regular (one year)	EUR 3,000	EUR 5,000	EUR 5,000	EUR 8,000	EUR 2,000

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

pricing – alternatives & stability

two alternative durations

Each sponsor requires to some degree customization – starting with exhibition space and logos. Our goal is to have a stable roster of sponsors.

We offer two distinctive contract models: the **standard model**, for one year/event – and the **advanced model**, which is an ongoing agreement for an indefinite duration. The standard model requires no cancellation, as it applies only to one year/event. The agreement of the advanced model can be cancelled at any day of the year (month's end), with a 24 months termination period. As the advanced option gives us more planning security, we pass on our cost saving and grant a significant discount of 20%.

stable fee for five years

In the case of the advanced option, we give a commitment of price stability. If neither Partner nor Organiser cancels the contract, there will be no indexation during the first five years of the agreement, i.e. Organiser assumes the risk of inflation and price increases.

After five years, an inflation-adjustment is made (based on the percentage change of the Austrian CPI from the year of the first event until the year of the third event) and annually in the years thereafter (based on the annual percentage change of the Austrian CPI).

196+ events proudly presents

196+ spotlight serviced living

branded residences & student housing & senior living & co-working

196+ spotlight serviced living – key features

196+ spotlight – sponsoring packages

	patron	masterclass	gold	silver	bronze
conference half-day programme	10 delegates	5 delegates	5 delegates	3 delegates	2 delegates
meet & mingle networking dinner	10 delegates	5 delegates	5 delegates	3 delegates	2 delegates
site visit in case of availability	10 delegates	5 delegates	5 delegates	3 delegates	2 delegates
visibility in general	XXL feature article	XL feature in programme	L large logo stand-alone	M small logo grouped	S small logo grouped
show & tell exhibition space	location host barter deal possible	3m^2	2m^2	1m^2	-
discount for additional tickets	10%	10%	10%	10%	10%
fee two-year termination	EUR 4,000	EUR 1,600	EUR 1,600	EUR 800	EUR 400
fee regular (one year)	EUR 5,000	EUR 2,000	EUR 2,000	EUR 1,000	EUR 500

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

sponsors

Adina

ENNISMORE

Die ersten 100 Jahre.
HÄFELE

hotelbau

THE HOXTON
10
30
VIENNA

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PKF
hospitality

SCHUSTER
HOTELEINRICHTUNGEN

SMART
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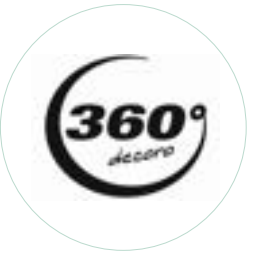
business

SO/ VIENNA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contact

contact us

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