

hospitality events  
for curious minds

# 196+ lounge



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





## 196+ lounge @ EXPO REAL

EXPO REAL is taking place since 1998 annually in Munich and is the leading networking and working fair for the real estate industry in Europe. All asset classes are represented and a clear focus is on office, hotel, retail and logistics properties as well as residential properties for institutional investors.

A whole hall (hall A1 in 2023) is dedicated to hotel investment and our 196+ lounge is the largest meeting place within the hotel area.

### Key facts about EXPO REAL 2023 at a glance:

1.856 exhibitors  
from 36 countries

40,000 participants  
from 70 countries

54,000 m<sup>2</sup>  
of exhibition area

If you want to meet potential business partners for the complete real estate life cycle, you are absolutely right at EXPO REAL: Project developers and controllers, investors and financiers, real estate service providers, architects and planners, corporate real estate managers, asset and property managers, economic regions and cities, digital solutions for the real estate industry.

# What to expect at the 196+ lounge @ EXPO REAL



## option 1: patron exhibitor with separate area at 196+ lounge @ EXPO REAL

The cost of this package is **€96,000**.  
Early payment and multiple-year discounts apply.



This package includes a **dedicated area of the lounge**, i.e. a separate corner or row stand. The following elements and services are provided:

### furniture/equipment

- > separate area (corner stand) of 36 sqm
- > furniture, equipment and other items selected by partner from a list of premium suppliers (e.g. Artemide, JAB Anstoetz and Walter Knoll; at no extra cost)
- > large backlit panel (240cm x 240cm) for logo or graphics (printing included)
- > ten back office panels (120cm x 120cm) and one door element (240cm x 120cm) in the design for 2024 or covered in custom-made foil with logo and/or graphics (printing included)
- > optional (at no extra cost): up to two large LED screens (48") for company video or presentation, up to two large LED lightboxes (60cm x 60cm) for logo (note: cost of printing is also included in package price) and up to two large frames (60cm x 60cm) for logo or graphics
- > lockable storage/back office of 6 sqm
- > power supply in storage/back office and in lounge area (four sockets each)
- > additional seating in lounge (except allocated tables) based on availability (first come-first served)
- > usage of two separate meeting rooms for important conversations & negotiations

### food and beverage

- > high-quality catering for exhibitors and their guests
- > usage of fully equipped kitchen (wine coolers, beverage refrigerators, professional dishwasher, etc)
- > high-quality china, silverware, glassware
- > all food & beverage (including wine, sparkling wine/champagne, juices, snacks, etc) for exhibitors and their guests
- > dedicated espresso bar serving coffee (espresso, cappuccino) & tea
- > additionally provided in back office: Nespresso coffee maker, refrigerator, basic supply of equipment
- > vegetarian & vegan food items available; with advance information, special dietary requirements (kosher food, gluten-free food, etc) can be accommodated

### general issues

- > dedicated design & planning plus logistics (stand construction, transportation)
- > kitchen and service staff
- > cleaning, waste removal
- > security
- > energy, lighting, water
- > unlimited number of EXPO REAL entrance tickets at reduced rates (at cost)
- > four invitations to PKF networking dinner at Restaurant Seehaus (evening of the first day of the fair)
- > large lounge area (370 sqm) with attractive design supported by e.g. Artemide, JAB Anstoetz and Walter Knoll
- > usage of the meeting rooms (by reservation)
- > participation of up to 36 team members and guests of the co-exhibitor at the lounge booth party on the evening of the first day of the fair

**SOLD OUT**







## option 4: silver exhibitor at 196+ lounge @ EXPO REAL

The cost of this package is **€18,000**.  
Early payment and multiple-year discounts apply.



This package includes a **free-standing desk**. The following elements are provided:

### furniture/equipment

- › free-standing desk with 24" LED screen, company logo in a A3 horizontal lightbox, power supply, two brochure holders and small storage space
- › small locker (for brochures, or other items) with key
- › seating in lounge (except allocated tables) based on availability (first come-first served)

### food and beverage

- › usage of fully equipped kitchen (wine coolers, beverage refrigerators, professional dishwasher, etc)
- › high-quality china, silverware, glassware
- › all food & beverage (including wine, sparkling wine/champagne, juices, snacks, etc) for exhibitors and their guests
- › dedicated espresso bar serving coffee (espresso, cappuccino) & tea
- › full usage of bar and lounge area
- › vegetarian & vegan food items available; with advance information, special dietary requirements (kosher food, gluten-free food, etc) can be accommodated

### general issues

- › kitchen and service staff
- › cleaning, waste removal
- › security
- › energy, lighting, water
- › all planning & logistics (stand construction, transportation)
- › up to six EXPO REAL entrance tickets at reduced rates (at cost)
- › one invitations to PKF networking dinner at Restaurant Seehaus (evening of the second day of the fair)
- › storage of brochures and other promotional material (up to 25 kg); please note: no wardrobe
- › large lounge area (370 sqm) with attractive design supported by e.g. Artemide, JAB Anstoetz and Walter Knoll
- › participation of up to 8 team members and guests of the co-exhibitor at the 196+ lounge booth party on the evening of the first day of the fair





# partners and co-exhibitors 2023

				
				
				
				
				
				
				

## Exhibitor options 2024:

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	Patron	Platinum	Gold	Silver	Bronze
<b>Furniture/equipment</b>					
Separate area (corner stand) of 36sqm	✓	×	×	×	×
Furniture	✓	×	×	×	×
Large backlit panel (240 x 240cm)	✓	×	×	×	×
Tower (360 x 120 x 120cm)	×	free-standing tower	half tower	×	×
Desk (150 x 60cm)	×	2	1	×	×
LED screen (48")	2	2	1	×	×
LED lightboxes (60x60cm)	2	2	1	×	×
Logo frames (60x60cm)	2	2	×	×	×
Free-standing desk	×	×	×	✓	×
One side of a tower (2,4 x 0,6m)	×	×	×	×	✓
LED screen (24")	×	×	×	✓	✓
Logo frame (35,5 x 37,5 cm)	×	×	×	✓	×
Brochure holders	optional	2	1	small	×
Power supply at desk	✓	✓	✓	✓	✓
Locker	backoffice	large	large	small	×
Reserved tables	area	2	1	×	×
Seating in lounge	✓	✓	✓	✓	✓
Usage of two dedicated meeting rooms	✓	✓	✓	×	×
<b>Food and beverage</b>					
High-quality catering	✓	✓	✓	✓	✓
Usage of fully equipped kitchen	✓	✓	✓	✓	✓
High-quality china, silverware, glassware	✓	✓	✓	✓	✓
All food & beverage	✓	✓	✓	✓	✓
Dedicated espresso bar	✓	✓	✓	✓	✓
Full usage of bar and lounge area	✓	✓	✓	✓	✓
Fulfillment of special dietary requirements	✓	✓	✓	✓	✓

SOLD OUT SOLD OUT SOLD OUT

	Patron	Platinum	Gold	Silver	Bronze
<b>General issues</b>					
Staff for kitchen, service, cleaning, security	✓	✓	✓	✓	✓
Energy, lighting, water	✓	✓	✓	✓	✓
All planning & logistics	✓	✓	✓	✓	✓
EXPO REAL entrance tickets at reduced rates (at cost)	unlimited	unlimited	up to 12	up to 6	up to 6
Invitations to PKF networking dinner at Seehaus Restaurant	4	3	2	1	1
Storage of brochures and other promotional material	✓	✓	✓	✓	✓
Large lounge area (370 sqm)	✓	✓	✓	✓	✓
Participants the 196+ lounge booth party	36	24	16	8	8
<b>Sign now for two years and receive 5% discount.</b>	<b>€ 96,000</b>	<b>€ 54,000</b>	<b>€ 36,000</b>	<b>€ 18,000</b>	<b>€ 9,000</b>

# Confirm your co-exhibitor agreement for the 196+ lounge from 7 - 9 October 2024

We would like to confirm the following package for the EXPO REAL from 7-9 October 2024 (please tick the relevant box) :

<input checked="" type="checkbox"/> <b>SOLD OUT</b>	<input type="checkbox"/> Patron exhibitor with separate area € 96,000	<input checked="" type="checkbox"/> <b>SOLD OUT</b>	<input type="checkbox"/> Platinum exhibitor € 54,000
<input checked="" type="checkbox"/> <b>SOLD OUT</b>	<input type="checkbox"/> Gold exhibitor € 36,000	<input type="checkbox"/> Silver exhibitor € 18,000	
<input type="checkbox"/> Bronze exhibitor € 9,000			

Are you interested in a global package for the entire 196+ events series?

Please contact **Laura Pflieger** ([laura.pflieger@196plus.com](mailto:laura.pflieger@196plus.com)) or **Alexia Wilmink** ([alexia.wilmink@196plus.com](mailto:alexia.wilmink@196plus.com)) for further information on partnership packages.

**Company**

**Signature, Company Stamp**

## 196+ events

196+ forum Milan

196+ forum Vienna

196+ forum Munich

196+ lounge

196+ roundtable

196+ spotlight

196+ summit

If you are interested in finding out more about  
the programme or how to get involved, please contact:

**Laura Pfleger**

E: [laura.pfleger@196plus.com](mailto:laura.pfleger@196plus.com)

M: +43 664 60969124

**Alexia Wilmink**

E: [alexia.wilmink@196plus.com](mailto:alexia.wilmink@196plus.com)

M: +43 664 60969148

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