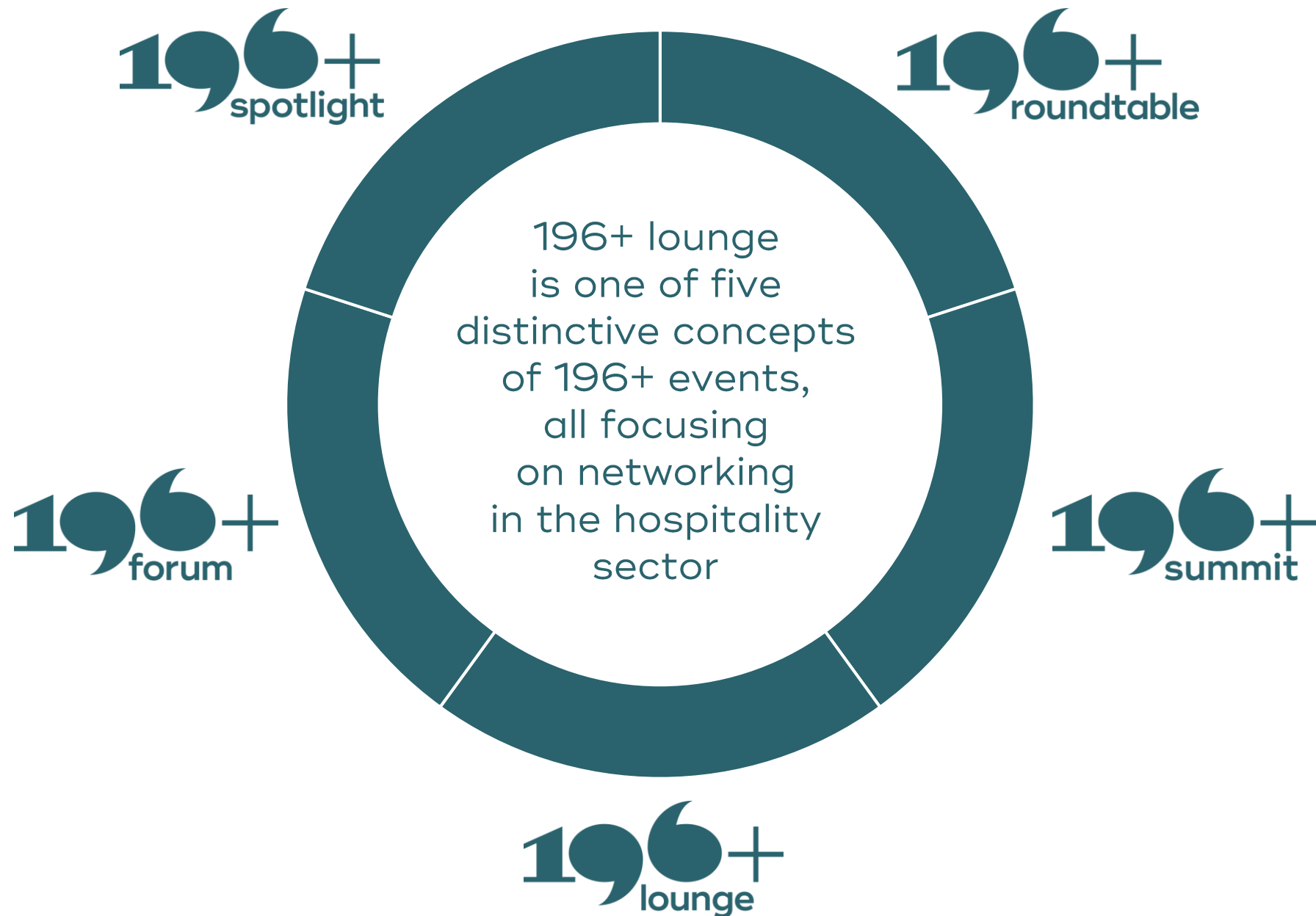




co-exhibitor package 196+ lounge @ EXPO REAL

196+ events GmbH



positioning



focus on
hospitality
sector

cosy
atmosphere

great food
& drinks

perfect for
high-level
networking

EXPO REAL at a glance

Taking place annually in Munich in early October, EXPO REAL is Europe's most important real estate fair. As the international marketplace for initiating new property projects and investment plans, EXPO REAL brings together key decision-makers to network and to make deals.

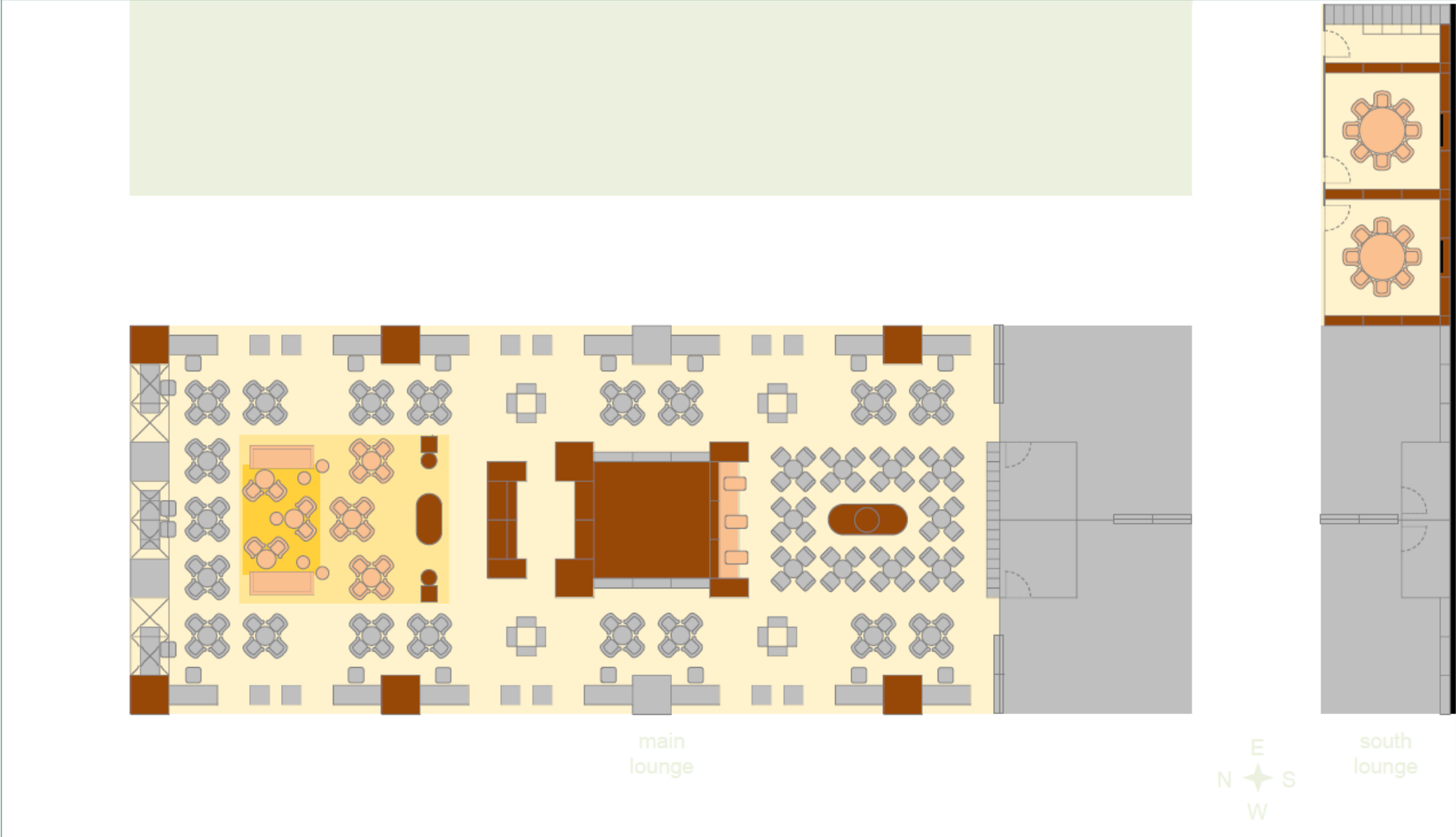
Together with the 196+ forum Munich – taking place in parallel – EXPO REAL has become a prime meeting spot for the hospitality sector.



Hall A1 is dedicated to hospitality investment. The 196+ lounge is the largest and most-visited meeting place within the hospitality area.

Its warm atmosphere provides an ideal setting for networking. The cosy and stylish design and a helpful stand team are all part of our all-inclusive, worry-free package – so you can focus on your meetings.

layout



schedule

day 1

Monday
6 October 2025

- 7:30 (exhibitors)/9:00-19:00): fair; all-day snacks & drinks
- morning: breakfast
- noon: lunch
- late afternoon: wine, prosciutto & parmigiano
- early evening: juices & cocktails, followed by stand party

day 2

Tuesday
7 October 2025

- 7:30 (exhibitors)/9:00-19:00): fair; all-day snacks & drinks
- morning: breakfast
- noon: lunch
- late afternoon: wine, prosciutto & parmigiano
- early evening: juices & cocktails
- evening: traditional PKF dinner @ Seehaus

day 3

Wednesday
8 October 2025

- 7:30 (exhibitors)/9:00-16:00): fair; all-day snacks & drinks
- morning: breakfast
- noon: lunch
- late afternoon: wine, prosciutto & parmigiano
- in parallel: first day of 196+ forum Munich at Hotel Bayerischer Hof

exhibitors I



selected co-exhibitors in 2024

exhibitors II



selected co-exhibitors in 2024

benefits & costs

core benefits for exhibitors

access to
key decision
makers



great
visibility &
outreach



networking
in a relaxed
atmosphere



added benefits for exhibitors

196+
lounge
party



private
meeting
areas



invitation to
PKF dinner @
Seehaus



all-in features – key elements



logistics	all-in: planning; construction; transportation; permits; gratuities/tips for stand building team
infrastructure	all-in: water; sewage; electricity; lighting; multiple AC sockets & USB-C plugs throughout the lounge
service	all-in: kitchen staff; service staff; gratuities/tips for service, bar & kitchen team; cleaning services; waste recycling & removal; repairs & maintenance; security staff
audiovisual	all-in: printing of logos, photos and other items (logos & photos to be provided by partner); design, production and installment of overhead banners; sound system (used for party)
lounge	all-in: overall lounge space of almost 500m² ; cosy communal seating area with sofas, chairs and tables (usage on first-come-first-served basis), espresso bar, back office/kitchen
meeting rooms	all-in: 2 dedicated meeting rooms with LED monitor for presentations and seating for 8 guests each (advanced booking of time slots; remaining time slots are allocated on a first-come-first-served basis)
storage	all-in: each stand has one or several dedicated storage compartment(s) with electronic lock(s) ; wardrobe with electronic lock
fees	various fees charged by fair per stand (8 different charges) and per exhibitor (co-exhibitor fee, communications fee) are included in package price; entrance tickets and parking fees are not included
tickets	unlimited supply of EXPO real entrance tickets at significantly reduced price (have to be pre-ordered prior to event)

all elements are subject to change

all-in features – food & drinks



catering	for peace of mind: food preparation and service by a professional catering company (currently Kofler & Kompanie), improved service coordinated by experienced service managers
food	at any time: breakfast, lunch, afternoon Italian snacks (freshly cut Parma ham, whole wheel of Parmigiano Reggiano cheese, olives, ciabatta, grissini, ...)
drinks	for every thirst: coffee specialties (espresso, cappuccino, americano...), various teas & infusions, juices, soft drinks, water, beer, excellent wines (white, rose, red, sparkling), selected cocktails at cocktail hour
espresso bar	for the required shot of caffeine: trained baristas, serving coffee specialties (espresso, cappuccino, americano, flat white,...), prepared on a professional espresso machine
breakfast	for a great start into a successful day: croissants, pretzels, muesli & yoghurt, fresh orange juice , coffee (see above) plus teas & infusions (black, green, roiboos , herbal, fruit, ...)
lunch	for every taste: daily changing choice of starters, (hot) main courses & desserts (incl. vegetarian/vegan options); special dietary requirements (e.g. gluten-free, kosher) can be accommodated upon request
party	for mingling: stand party for all co-exhibitors and their guests - with food and drinks on the first day of the fair (late afternoon/early evening)
sustainability	for a better future: we use porcelain, glass and stainless steel for serving food & drinks (no disposable packaging); we serve (excellent) filtered Munich tap water; we use selected Fairtrade products, etc.
equipment	for smooth operations: we have a fully equipped kitchen (with refrigerators, wine coolers, oven, dishwasher, etc.), a Berkel ham slicer, a Berkel stand for Parmigiano Reggiano cheese wheel

all elements are subject to change

pricing – alternatives & stability

two alternative termination periods

Each stand requires to some degree customisation – starting with branding and logos. Our goal is to have a stable roster of co-exhibitors.

We offer two distinctive contract models: the **standard model**, with 12 months termination period – and the **advanced model**, with 24 months termination period. Both contract types can be cancelled at any day of the year (month's end), just the termination period differs. If a Partner, for example, terminates a standard contract in July, the 196+ lounge @ EXPO REAL in this year is not affected but in the following year, the Partner is not participating. In case of the advanced option, said termination would take effect after the following year's event.

stable fee for five years

As the advanced option gives us more planning security, we pass on our cost saving and grant a significant discount of 20%. In both cases (standard and 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 fifth event) and annually in the years thereafter (based on the annual percentage change of the Austrian CPI).

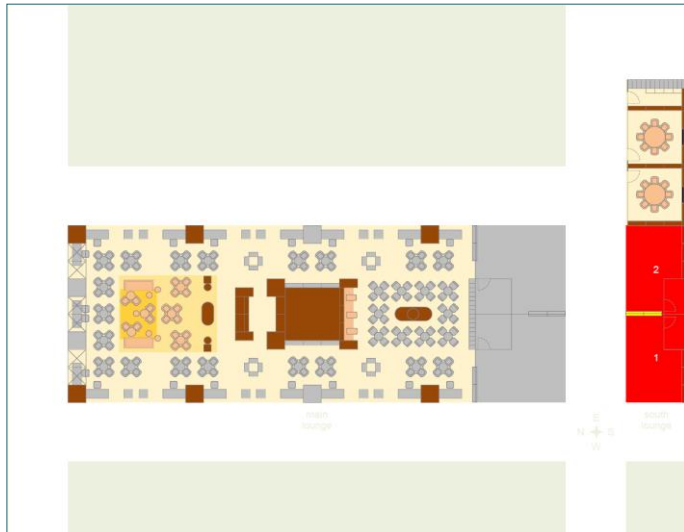
premium packages

	patron sold out	diamond+ sold out	diamond sold out new	platinum	gold+ sold out new
location	main stand north side (front)	main stand south side	south stand	main stand east/west side	main stand north side (front)
stand	large desk with 2 bar stools	custom-built exclusive area of 36m ²	custom-built exclusive area of 24m ²	2 large desks with 2 bar stools	large desk with bar stool
seating	desk with 4 chairs	bespoke chosen by client	bespoke chosen by client	2 tables with 8 chairs	2 tables with 8 chairs
displays	4 large screens 64" LED	2 large screens 64" LED	2 large screens 64" LED	large screen 64" LED	large screen 64" LED
storage	4 large spaces 2m ³ each	back office 6m ²	back office 4m ²	large space 2m ³	large locker
extras	2 glass walls photos 240x240 cm	2 glass walls photos 240x240 cm	glass wall photo 240x240 cm	large glass wall photo 360x360 cm	-
fee two-year termination	EUR 91,200	EUR 83,600	EUR 76,000	EUR 60,800	EUR 38,000
fee one-year termination	EUR 114,000	EUR 104,500	EUR 95,000	EUR 76,000	EUR 47,500

regular packages

	gold	silver+ ^{new}	silver ^{new}	bronzet+ ^{new}	bronze
location	main stand east/west side	main stand east/west side	main stand east/west side	main stand east/west side	main stand east/west side
stand	large desk with one bar stool	small desk	small desk	tower segment	tower segment
seating	table with four chairs	table with four chairs	-	table with four chairs	-
displays	large screen 64" LED	small screen 24" LED	small screen 24" LED	small screen 21.5" LED	small screen 21.5" LED
storage	large locker	large locker	small locker	small locker	-
extras	-	-	-	-	-
fee two-year termination	EUR 30,400	EUR 19,200	EUR 15,200	EUR 11,400	EUR 7,600
fee one-year termination	EUR 38,000	EUR 24,000	EUR 19,000	EUR 14,250	EUR 9,500

overview diamond



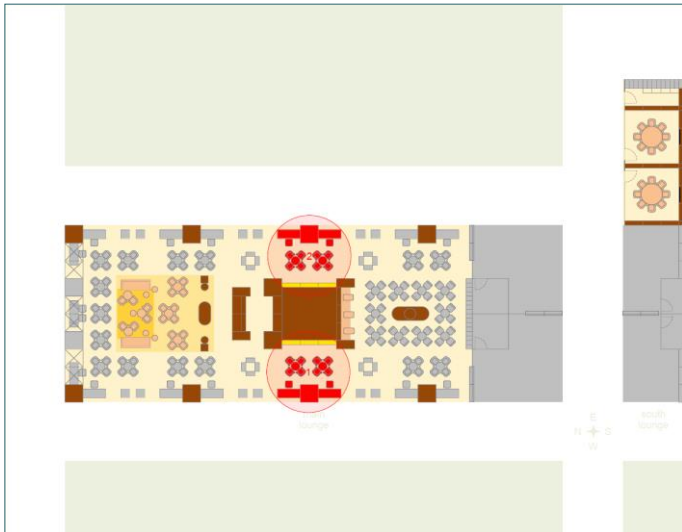
New 2025

in total ~~2~~ ^{sold out} stands available

essence	one of our prime options: a customised stand, with exquisite furniture selected by the exhibitor
size & location	24 sqm corner stand (#1) or row corner stand (#2) in south lounge
main features	bespoke stand, furniture and decoration selected by co-exhibitor (e.g. Walter Knoll, Occhio, JAB)
logos & visuals	4 extra large logos above stand, 2 LED frames for logos (60 x 60 cm), 2 large LED screens (48"), modular photo glass wall (240 x 240 cm)
capacity	suitable for up to 10 company representatives plus guests; 32 guests can be invited to stand party; 4 participants at PKF dinner @ Seehaus
storage	private back office (4 m ²) with storage, refrigerator, Nespresso coffee maker, electric charger, etc.
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 76,000 (reduced fee/two-year termination period) EUR 95,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
not included: EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024);
photo depicts diamond+ stand

overview platinum



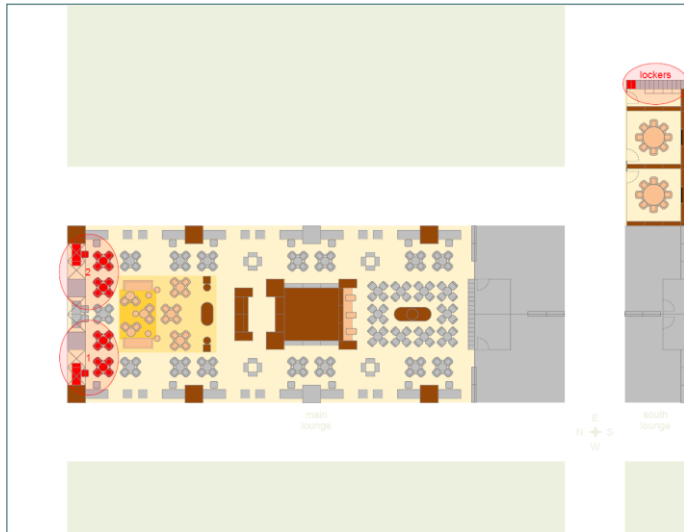
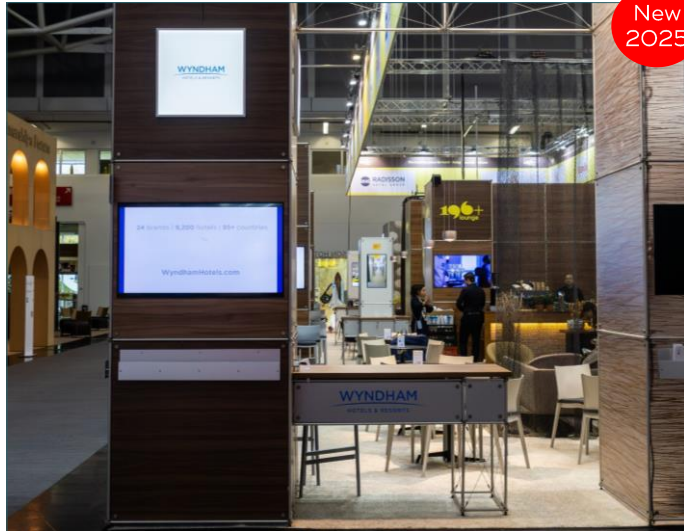
in total 2 stands available

essence	highly visible presence, suitable for large hospitality groups or other companies
size & location	two large desks directly on the eastern or western edge of the main lounge (central spot)
main features	2 large counters (incl. lockable storage, shelf), bar stool, 2 tables with 8 chairs
logos & visuals	2 large logos above stand, 6 LED frames for logo (60 x 60 cm), logos on front of 2 desks (printable area 100 x 20 cm), large LED screen (48"), large modular photo glass walls (360 x 360 cm)
capacity	suitable for up to 8 company representatives plus guests; 24 guests can be invited to stand party; 3 participants at PKF dinner @ Seehaus
storage	2 under-counter storages with lock and triple AC sockets/USB-C plugs; large lockable storage compartment (2 m ³); brochure holder
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 60,800 (reduced fee/two-year termination period) EUR 76,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
not included: EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024)

overview gold+

New
2025

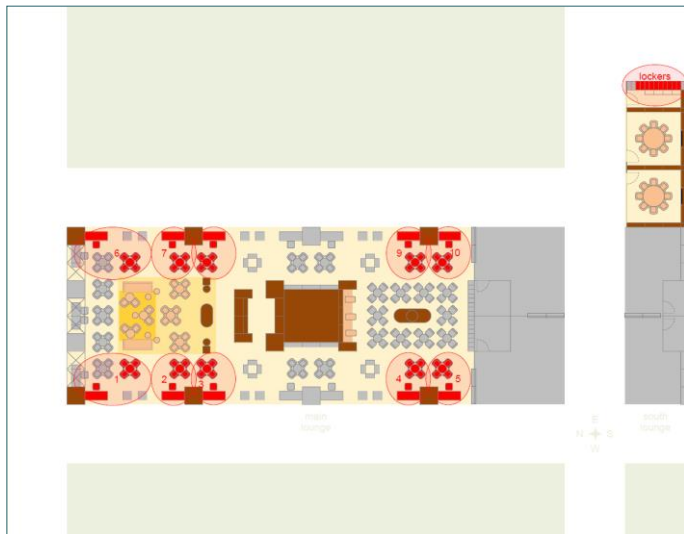


in total ~~2~~ ^{sold out} stands available

essence	major presence, suitable for large hospitality groups or other companies
size & location	large desk directly on the northern edge of the main lounge (prime spot)
main features	large counter (incl. lockable storage, shelf), bar stool, 2 tables with 8 chairs
logos & visuals	2 large logos above stand, 2 LED frames for logo (60 x 60 cm), logo on front of desk (printable area 100 x 20 cm), large LED screen (48")
capacity	suitable for up to 6 company representatives plus guests; 16 guests can be invited to stand party; 2 participants at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; extra large locker with electronic lock; brochure holder
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 38,000 (reduced fee/two-year termination period) EUR 47,500 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
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overview gold



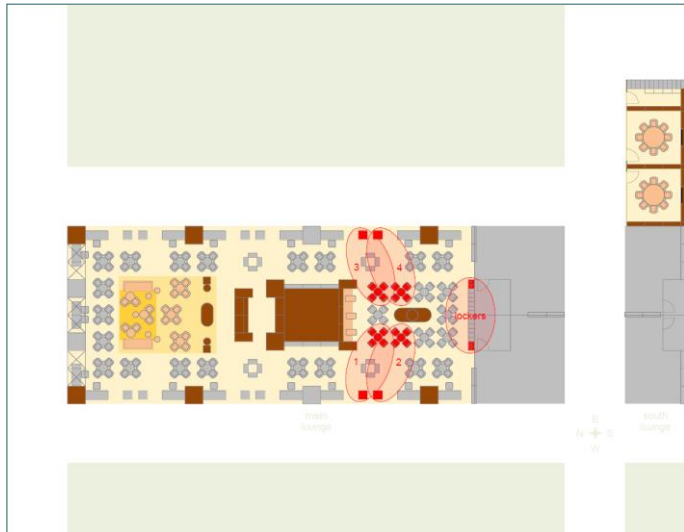
in total 10 stands available

essence	major presence, suitable for large hospitality groups or other companies
size & location	large desk directly on the eastern or western edge of the main lounge
main features	large counter (incl. lockable storage, shelf), bar stool, table with 4 chairs
logos & visuals	2 large logos above stand, LED frame for logo (60 x 60 cm), logo on front of desk (printable area 100 x 20 cm), large LED screen (48")
capacity	suitable for up to 4 company representatives plus guests; 16 guests can be invited to stand party; 2 participants at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; extra large locker with electronic lock; brochure holder
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 30,400 (reduced fee/two-year termination period) EUR 38,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
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overview silver+

New
2025

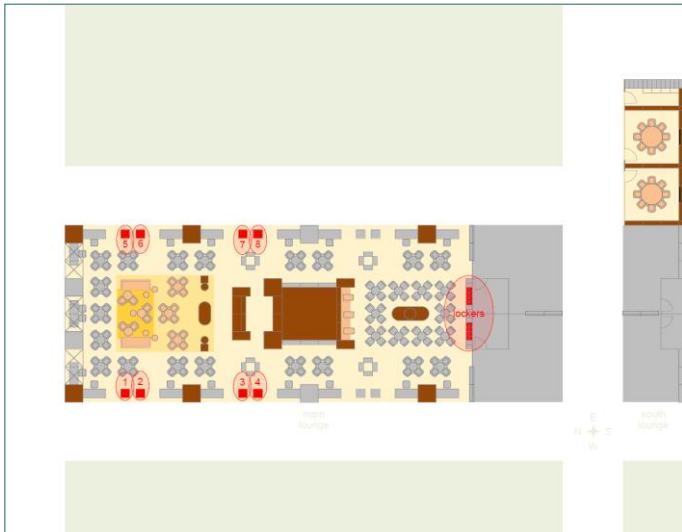


in total ~~4~~ ^{sold out} stands available

essence	medium presence, suitable for small and mid-sized hospitality groups or other companies
size & location	small desk directly on the eastern or western edge of the main lounge
main features	small counter (incl. lockable storage, shelves), table with 4 chairs
logos & visuals	2 small logos above stand, double-sided LED frame for logo (40 x 28 cm), small LED screen (24")
capacity	suitable for up to 3 company representatives plus guests; 8 guests can be invited to stand party; 1 participant at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; large locker with electronic lock; 2 small brochure holders
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 19,200 (reduced fee/two-year termination period) EUR 24,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
not included: EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024)

overview silver



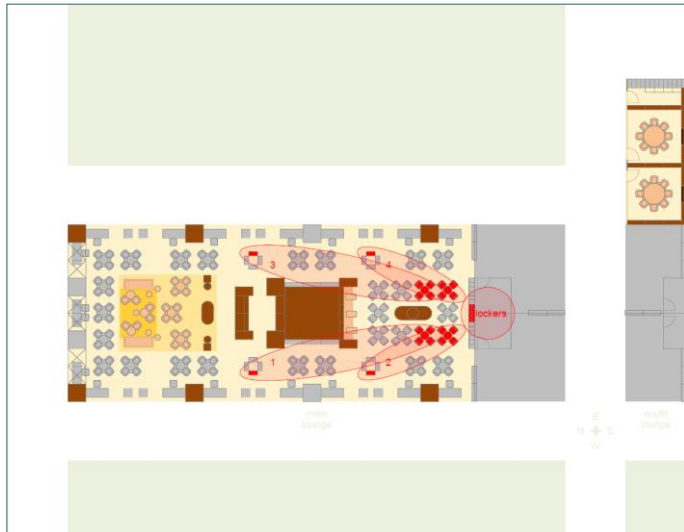
in total ~~8~~ stands available

essence	medium presence, suitable for small and mid-sized hospitality groups or other companies
size & location	small desk directly on the eastern or western edge of the main lounge
main features	small counter (incl. lockable storage, shelves), note: no reserved seating
logos & visuals	2 small logos above stand, double-sided LED frame for logo (40 x 28 cm), small LED screen (24")
capacity	suitable for up to 2 company representatives plus guests; 8 guests can be invited to stand party; 1 participant at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; large locker with electronic lock; 2 small brochure holders
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 15,200 (reduced fee/two-year termination period) EUR 19,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
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overview bronze+

New 2025

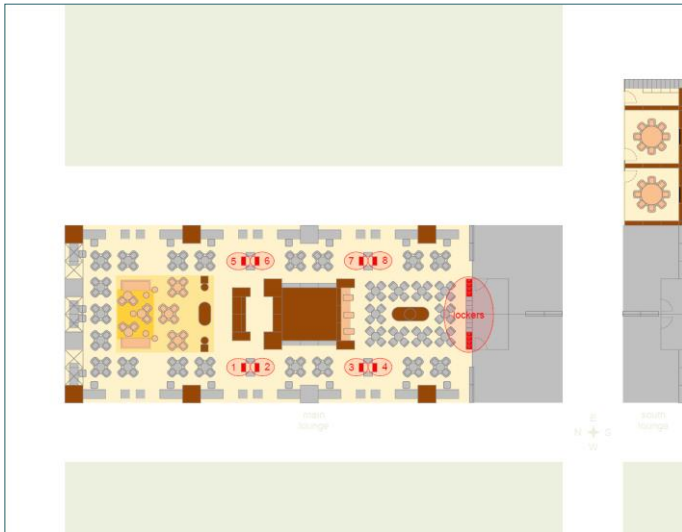


in total 4 stands available

essence	small presence, suitable for small hospitality groups or other companies
size & location	one side of a four-sided tower; recessed from the eastern or western edge of the main lounge (side facing outwards, i.e. visible from corridor)
main features	very small counter (incl. lockable storage), table with 4 chairs (not directly adjacent to tower)
logos & visuals	LED frame for logo (43 x 29 cm), small LED screen (21.5")
capacity	suitable for up to 2 company representatives plus guests; 4 guests can be invited to stand party; 1 participant at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; large locker with electronic lock; brochure holder
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 11,400 (reduced fee/two-year termination period) EUR 14,250 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
not included: EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024)

overview bronze



in total 8 stands available

essence	small presence, suitable for small hospitality groups or other companies
size & location	one side of a four-sided tower; recessed from the eastern or western edge of the main lounge (lateral side, i.e. partially visible from corridor)
main features	very small counter (incl. lockable storage), note: no reserved seating
logos & visuals	LED frame for logo (43 x 29 cm), small LED screen (21.5")
capacity	suitable for 1 company representative plus guests; 4 guests can be invited to stand party; 1 participant at PKF dinner @ Seehaus
storage	under-counter storage with lock and triple AC sockets/USB-C plugs; small locker with electronic lock; brochure holder
package	all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party
cost	EUR 7,600 (reduced fee/two-year termination period) EUR 9,500 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
not included: EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024)

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