

hospitality events  
for curious minds

# 196+ lounge



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

hospitality events  
for curious minds



4-6 October 2023

## 196+ lounge @ EXPO REAL

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 the decision-makers to network and to make deals. It takes place at the Munich fairgrounds annually in early October. If you want to know more about the fair, please go to the next page.

At EXPO REAL, we organise the 196+ lounge, a stand jointly used by around 30 co-exhibitors, including major hotel groups. With approximately 370 sqm, this will again be the largest meeting place for hotel, living, tourism & leisure @ EXPO REAL.

The core idea behind the 196+ lounge is providing a great networking spot with a warm atmosphere. 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.

### The highlights at our 196+ lounge

To celebrate and network in an informal atmosphere, we organise a booth party on the first evening of EXPO REAL. Invite your clients and partners to enjoy good drinks and snacks at the 196+ lounge.

All co-exhibitors are invited to join the traditional Bavarian PKF Seehaus Dinner on the second evening at the fair. We want to gather in a familiar atmosphere and welcome you to this evening.

Interested? Send an email to [vienna@196plus.com](mailto:vienna@196plus.com) for further information on co-exhibition opportunities.



## 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 2022 at a glance:

1,887 exhibitors  
from 33 countries

40,000 participants  
from 73 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

Contact [laura.pfleger@196plus.com](mailto:laura.pfleger@196plus.com) for prices.  
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, Interna, 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 2023 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 second day of the fair)
- › large lounge area (370 sqm) with attractive design supported by e.g. Artemide, Interna, 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 196+ lounge cocktail reception on the evening of the first day of the fair



## option 2: platinum exhibitor at 196+ lounge @ EXPO REAL

Contact [laura.pfleger@196plus.com](mailto:laura.pfleger@196plus.com) for prices.  
Early payment and multiple-year discounts apply.



This package includes **two large desks and a tower**.  
The following elements are provided:

### furniture/equipment

- › free-standing tower (360cm high; base area of 120cm x 120cm)
- › two desks (150cm x 60cm each) with lockable storages and two bar stools
- › two large LED screens (48") for company video or presentation
- › two large LED lightboxes (60cm x 60cm; on a panel of 120cm x 120cm) for logo (note: cost of printing is included in package price)
- › two large frames (60cm x 60cm; on a panel of 120cm x 120cm) for logo
- › two brochure holders (stainless steel, 110cm wide)
- › power supply at desks (two sockets & two USB ports each; to hook up notebooks etc.)
- › large locker (for brochures, clothes or other items) with key
- › two reserved tables with four chairs each in lounge
- › additional seating in lounge (except allocated tables) based on availability (first come-first served)
- › usage of two dedicated 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
- › 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)
- › unlimited number of EXPO REAL entrance tickets at reduced rates (at cost)
- › three 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 100 kg); please note: no wardrobe
- › large lounge area (370 sqm) with attractive design supported by e.g. Artemide, Interna, JAB Anstoetz and Walter Knoll
- › usage of the meeting rooms (by reservation)
- › participation of up to 24 team members and guests of the co-exhibitor at the 196+ lounge cocktail reception on the evening of the first day of the fair

## option 3: gold exhibitor at 196+ lounge @ EXPO REAL

Contact [laura.pfleger@196plus.com](mailto:laura.pfleger@196plus.com) for prices.  
Early payment and multiple-year discounts apply.



This package includes **one large desk and one side of a tower** at the 196+ lounge. The following elements are provided:

### furniture/equipment

- › one side of a tower in the design of 2022 (360cm or 480cm high; base area of 120cm x 120cm)
- › two desks (150cm x 60cm each) with lockable storages and two bar stools
- › two large LED screens (48") for company video or presentation
- › two large LED lightboxes (60cm x 60cm; on a panel of 120cm x 120cm) for logo (note: cost of printing is included in package price)
- › brochure holder (stainless steel, power supply at desk (two sockets, two USB ports; to hook up notebooks etc.)
- › large locker (for brochures, clothes or other items) with key
- › reserved table with four chairs in lounge
- › additional seating in lounge (except allocated tables) based on availability (first come-first served)
- › usage of two dedicated meeting rooms for important conversations & negotiations (by reservation)

### 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
- › 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)
- › unlimited number of EXPO REAL entrance tickets at reduced rates (at cost)
- › two 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 50 kg); please note: no wardrobe
- › large lounge area (370 sqm) with attractive design supported by e.g. Artemide, Interna, JAB Anstoetz and Walter Knoll
- › usage of the meeting rooms (by reservation)
- › participation of up to 16 team members and guests of the co-exhibitor at the 196+ lounge cocktail reception on the evening of the first day of the fair

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

Contact [laura.pfleger@196plus.com](mailto:laura.pfleger@196plus.com) for prices.  
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, printed company logo, 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, Interna, JAB Anstoetz and Walter Knoll
- › participation of up to 8 team members and guests of the co-exhibitor at the 196+ lounge cocktail reception on the evening of the first day of the fair



# partners and co-exhibitors 2022

				 [BEE] PARTMENT
			 Essential by Dorint	
				
 JOI-DESIGN				
 DESIGNED TO STAY		 MAMMA GROUP INVESTMENT • DEVELOPMENT		
 nitesco international TECHNICAL COMPONENTS FOR FURNITURE				
 tristar Hotelgruppe				

## Exhibitor options 2023:

	Patron	Platinum	Gold	Silver
<b>Furniture/equipment</b>				
Separate area (corner stand) of 36sqm	✓	×	×	×
Furniture and lightning by premium suppliers	✓	×	×	×
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	×	×	×	✓
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	✓	✓	✓	✓

	Patron	Platinum	Gold	Silver
<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
Invitations to PKF networking dinner at Seehaus Restaurant	4	3	2	1
Storage of brochures and other promotional material	✓	✓	✓	✓
Large lounge area (370 sqm)	✓	✓	✓	✓
Participants the 196+ lounge cocktail reception	36	24	16	8
<b>Please contact <a href="mailto:laura.pfleger@196plus.com">laura.pfleger@196plus.com</a> for prices.</b>				

## 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 Pflieger**

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

M: +43 664 60969124

**Alexia Wilmink**

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

M: +43 664 60969148

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