

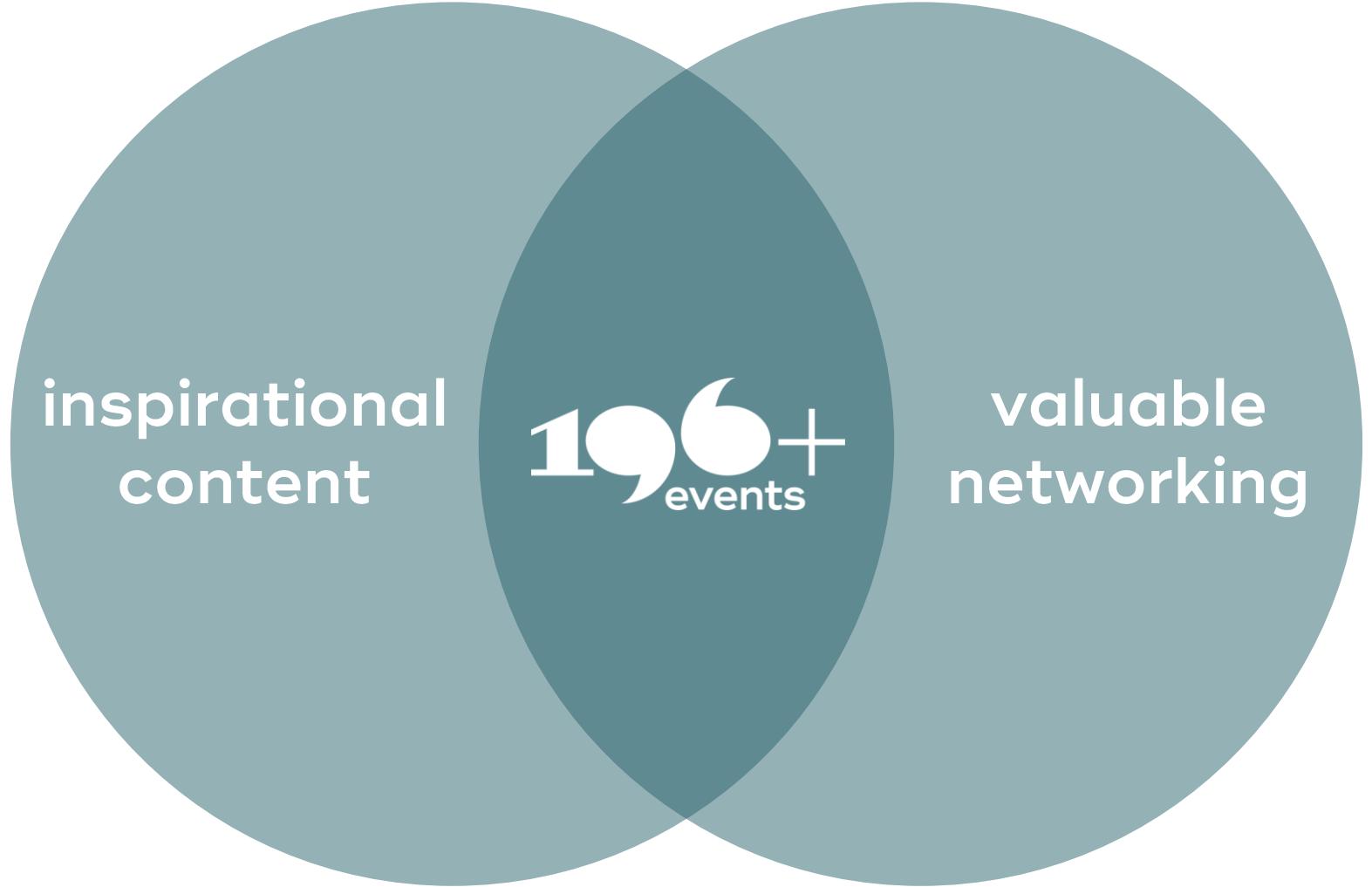


co-exhibitor package 196+ lounge @ EXPO REAL

196+ events GmbH

"196+ lounge @ EXPO REAL is the premium networking space for the hospitality sector at Europe's most important real estate fair."

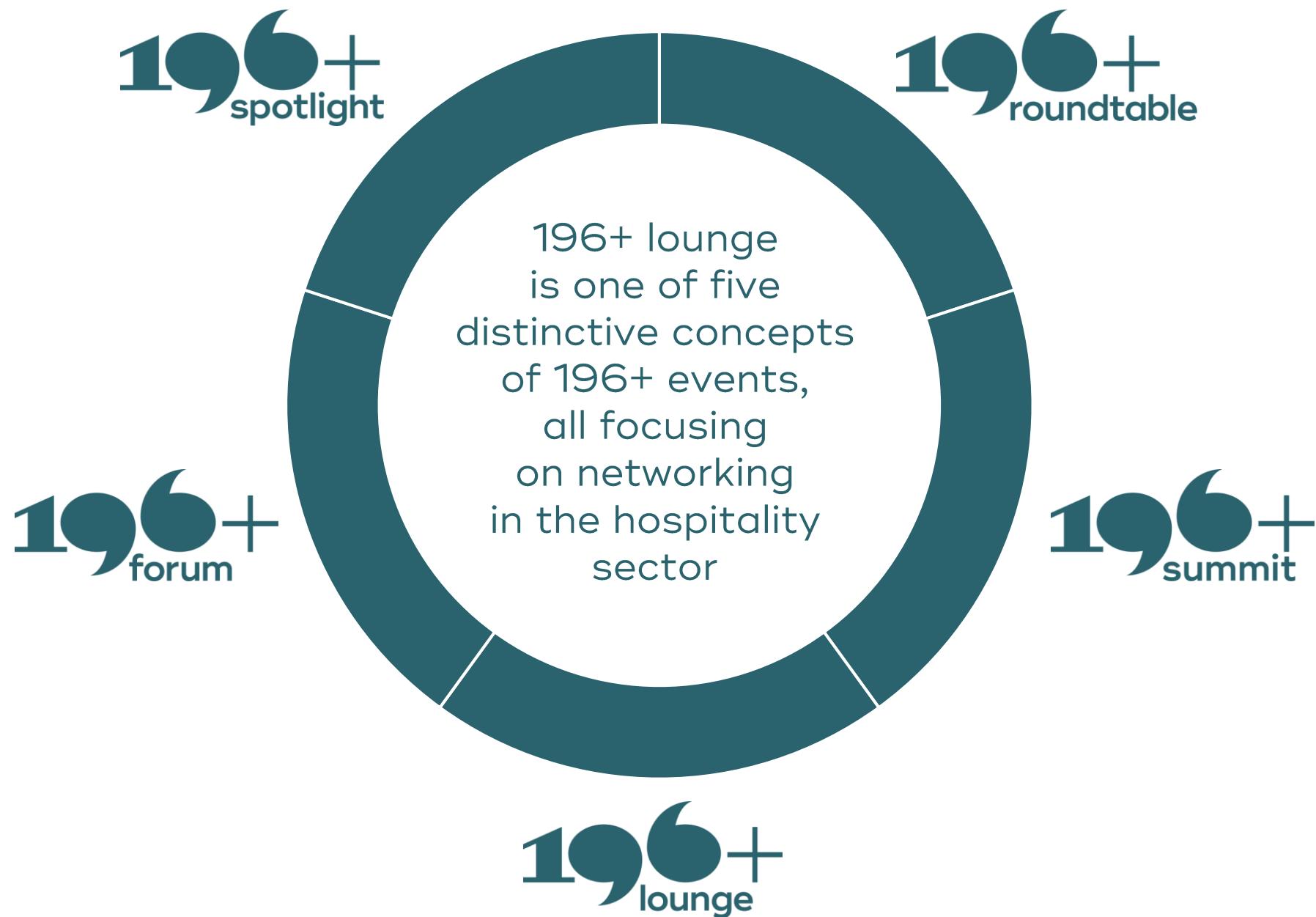
overview



inspirational
content

196+
events

valuable
networking



positioning



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.

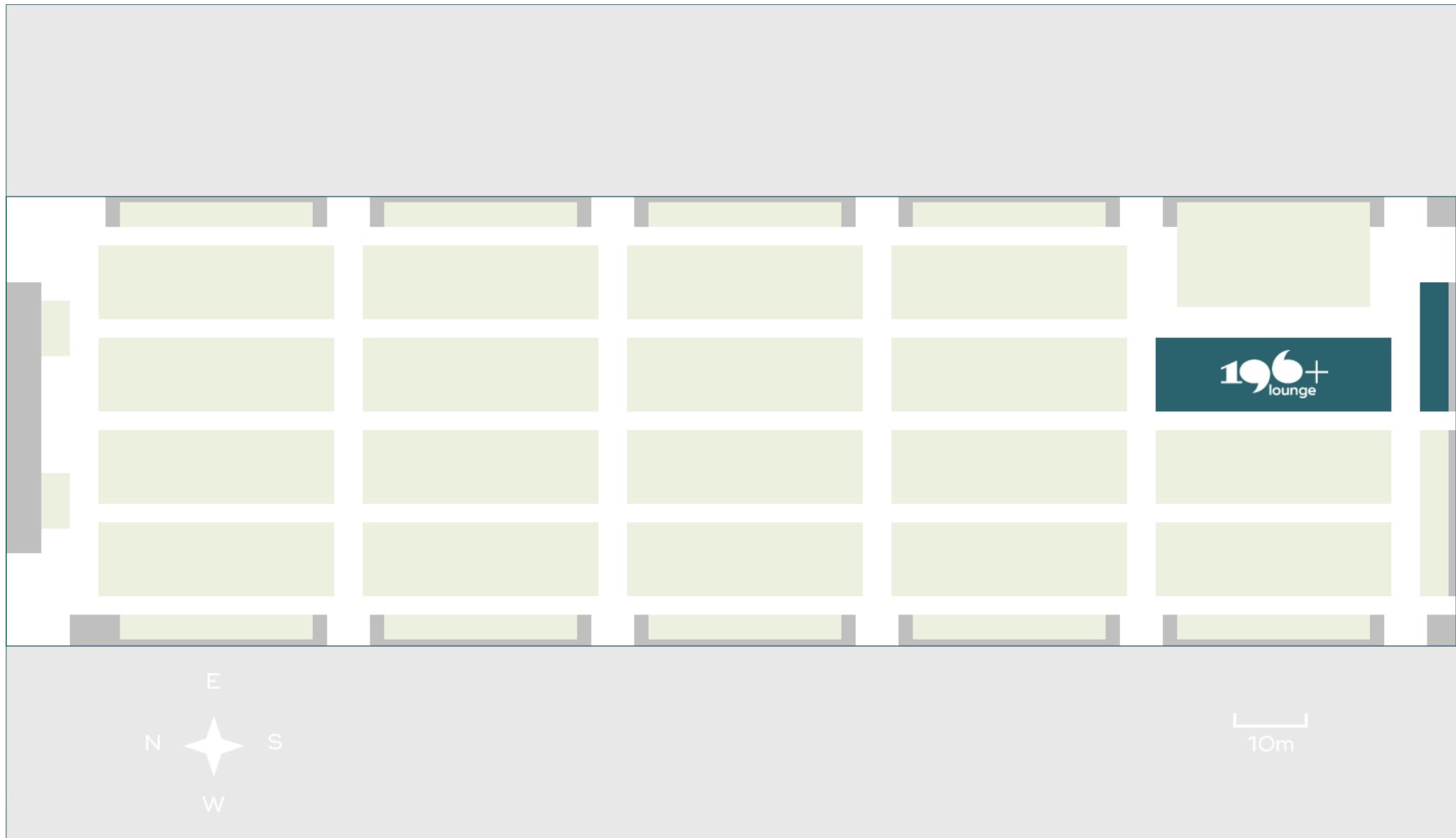
Together with the 196+ forum Munich – taking place in parallel – EXPO REAL has become a prime meeting spot for the hospitality sector.



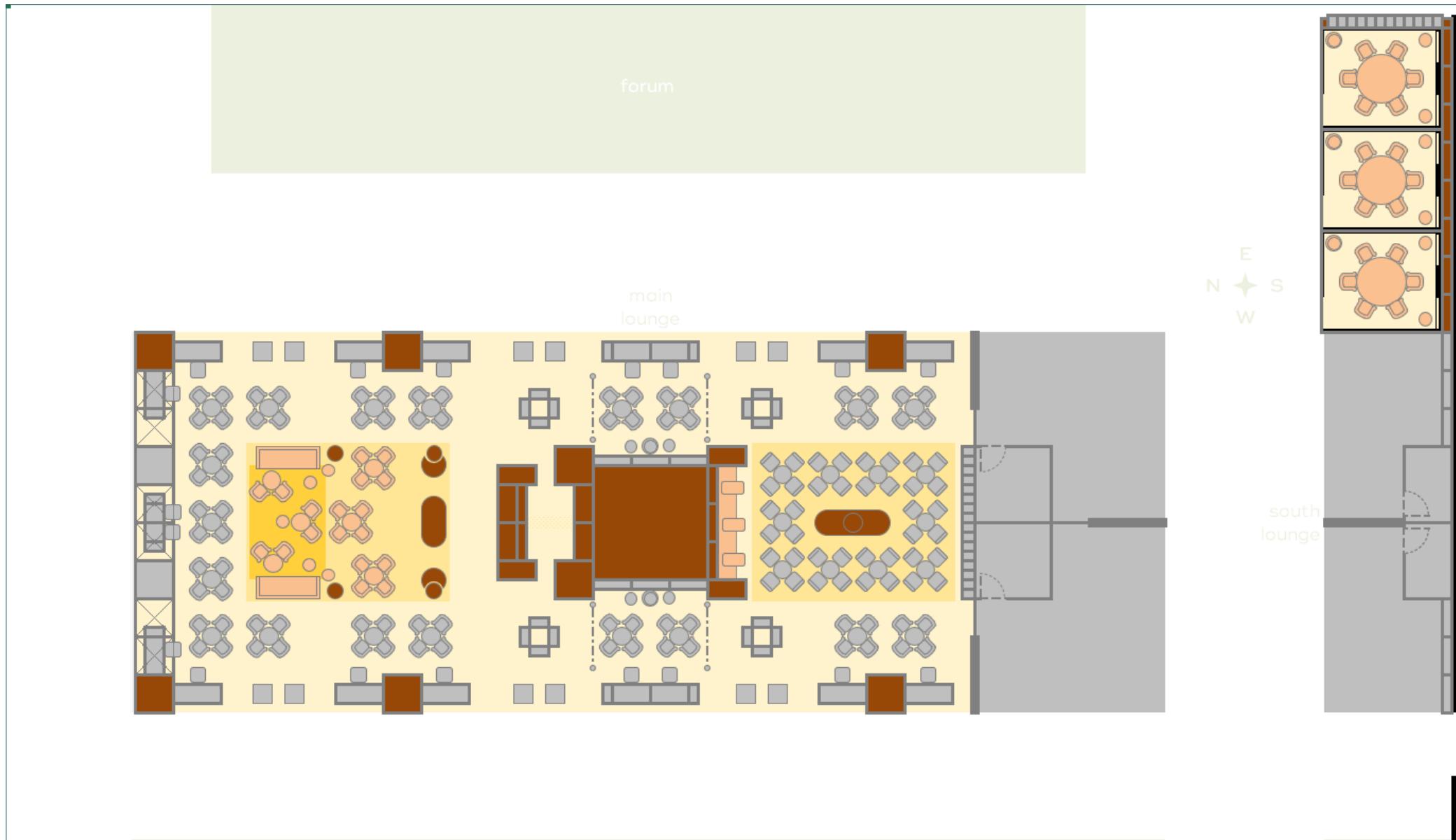
Hall A1 is dedicated to hospitality investment. The 196+ lounge is the largest and most-visited meeting place within the hospitality area.

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.

location in hall A1



layout



schedule

day 1

Monday
5 October 2026

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

day 2

Tuesday
6 October 2026

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

day 3

Wednesday
7 October 2026

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

exhibitors I



exhibitors II



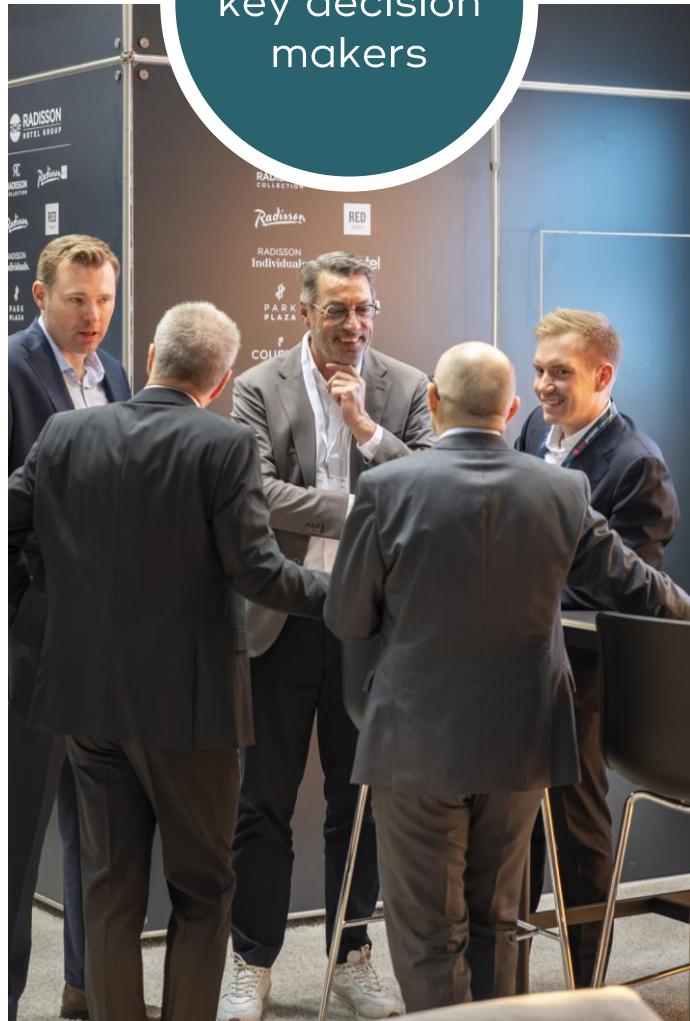
1	location, location, location: the 196+ lounge extends over 480m² (the largest lounge at EXPO REAL dedicated to the hospitality sector) in hall A, where most hospitality-related companies are placed	<input checked="" type="checkbox"/>
2	planning & building ease: Organiser coordinates all planning and construction – you get a complete worry-free package and you can arrive at the fair relaxed and ready for business	<input checked="" type="checkbox"/>
3	style: The 196+ lounge is like no other space at EXPO REAL: soft carpets, good lighting, cosy design with wooden elements and stylish furniture evoke a hotel lounge, not a bland fair stand	<input checked="" type="checkbox"/>
4	only the best: we have teamed up with some of the leading interior design suppliers, including JAB (carpets), Nitesco (seating), Occhio (lighting), Vitra (bespoke furniture) and Wanzl (storage)	<input checked="" type="checkbox"/>
5	clever details: a digitised storage locker system (DigiLock/Häfele), built-in AC sockets/USB-C plugs in all stands (GIRA), LED-backlit logos, hospitality-inspired artworks (Artoui) & glass-printed photography	<input checked="" type="checkbox"/>
6	sustainability: for 20 years, we use the modular PON system by Burkhardt Leitner as the backbone of the stand construction; except banners and some printed logos, all materials are re-used year-by-year	<input checked="" type="checkbox"/>
7	the full monty: all you could think of (plus some more) is included – security, cleaning, tips (for service & stand builders), logo printing, storage facilities, two large meeting rooms with monitors, a wardrobe , etc.	<input checked="" type="checkbox"/>
8	fringe benefits: you can participate at (and invite guests to) the stand party, you get an invitation to the PKF dinner @ Seehaus (running for 20 years+) and you get special discounts for other 196+ events	<input checked="" type="checkbox"/>
9	it's the economy, stupid: by pooling resources, you get an overall package which is probably significantly more efficient in terms of cost and staff resources than a stand-alone fair participation	<input checked="" type="checkbox"/>

regular extra fees charged by the fair (exhibitor fee, communication fee) are included;
not included: entrance tickets EXPO REAL (any number of tickets can be ordered at a significantly reduced price)

benefits & costs

core benefits for exhibitors

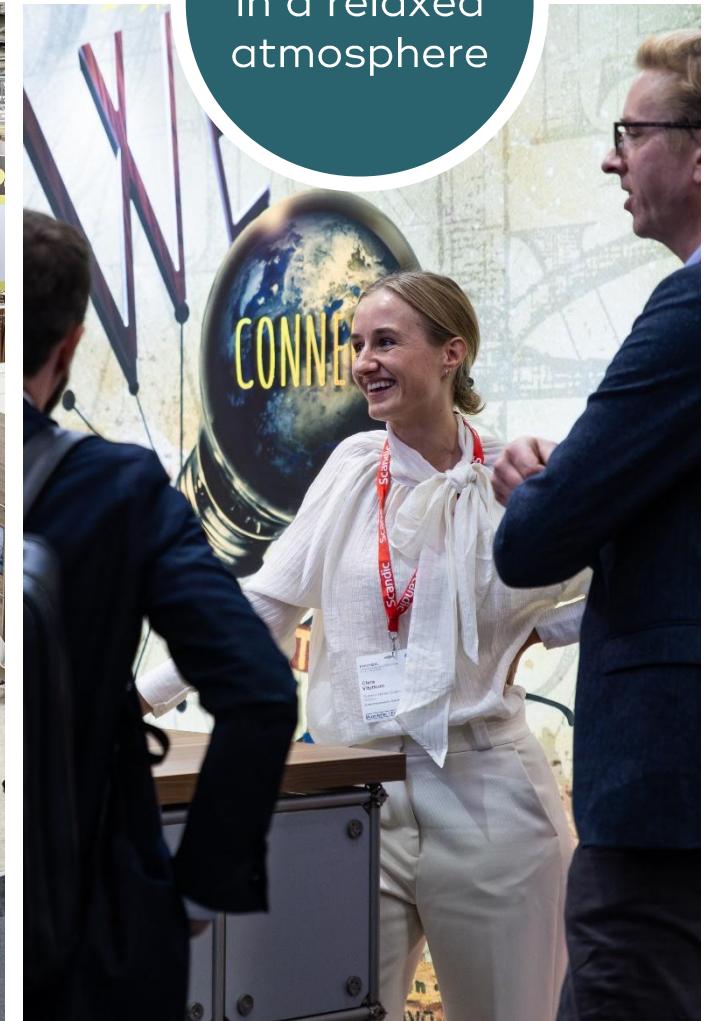
access to
key decision
makers



great
visibility &
outreach



networking
in a relaxed
atmosphere



added benefits for exhibitors



196+
lounge
party



private
meeting
rooms



invitation to
PKF dinner @
Seehaus

all-in features - key elements

marked
red: new
from
2026

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: 3 dedicated meeting rooms with LED monitor for presentations and seating for 6+2 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 (need to be pre-ordered prior to event)

all elements are subject to change

all-in features – food & drinks

marked
red: new
from
2026

catering	for peace of mind: food preparation and service by a professional catering company (currently Sweetvibes), 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 serve 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 live music , 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

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.

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 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 third event) and annually in the years thereafter (based on the annual percentage change of the Austrian CPI).

premium packages – lounges

	diamond xxl <small>from 2027</small>	diamond xl <small>from 2027</small>	diamond l <small>from 2027</small>	diamond m	diamond s
location	west stand north/south front	west stand north/south corner	west stand north/south corner	main stand south corners	south stand north side
stand	custom-built exclusive area of 72m ²	custom-built exclusive area of 68m ²	custom-built exclusive area of 42m ²	custom-built exclusive area of 36m ²	custom-built exclusive area of 26m ²
seating	bespoke (+ bar) chosen by client	bespoke (+ bar) chosen by client	bespoke (+bar) chosen by client	bespoke chosen by client	bespoke chosen by client
displays	4 large screens 64" LED	4 large screens 64" LED	2 large screens 64" LED	2 large screens 64" LED	large screen 64" LED
storage	back office 12m ²	back office 12m ²	back office 6m ²	back office 6m ²	back office 4m ³
extras	4 glass walls photos 240x240cm	3 glass wall photos 240x240cm	2 glass walls photos 240x240cm	2 glass walls photos 240x240cm	glass wall photo 240x240cm
fee two-year termination	EUR 167,200	EUR 152,000	EUR 106,400	EUR 91,200	EUR 76,000
fee one-year termination	EUR 209,000	EUR 190,000	EUR 133,000	EUR 114,000	EUR 95,000

all fees net of VAT

premium packages - stands

	patron+ <small>sold out</small>	patron <small>from 2027</small>	platinum+ <small>from 2027</small>	platinum <small>only left</small>	gold+ <small>sold out</small>
location	main stand north side (front)	main stand north side (front)	main stand east/west side	main stand east/west side	main stand north side (front)
stand	extra large desk with 2 bar stools	large desk with bar stool			
seating	3 tables with 12 chairs	2 tables with 8 chairs	3 tables with 12+2 chairs	2 tables with 8+2 chairs	2 tables with 8 chairs
displays	2 large screens 64" LED	large screen 64" LED			
storage	2 large spaces 4m ²	2 large spaces 4m ²	large locker	large locker	large locker
extras	2 glass walls photos 240x240cm	2 glass walls photos 240x240cm	large glass wall photo 360x360cm	large glass wall photo 360x360cm	-
fee two-year termination	EUR 95,200	EUR 91,200	EUR 64,800	EUR 60,800	EUR 38,000
fee one-year termination	EUR 119,000	EUR 114,000	EUR 81,000	EUR 76,000	EUR 47,500

all fees net of VAT

regular packages – stands

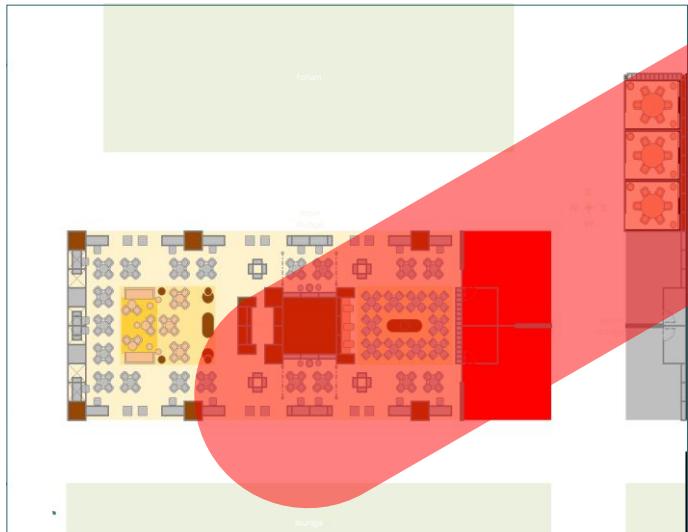
	gold	silver+ <small>sold out</small>	silver <small>sold out</small>	bronze+ <small>only 1 left</small>	bronze
location	main stand east/west side	main stand east/west side	main stand east/west side	main stand east/west side	main stand east/west side
stand	large desk with one bar stool	small desk	small 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	small locker	small locker	small locker	–
extras	–	–	–	–	–
fee two-year termination	EUR 30,400	EUR 19,200	EUR 15,200	EUR 11,600	EUR 7,600
fee one-year termination	EUR 38,000	EUR 24,000	EUR 19,000	EUR 14,500	EUR 9,500

all fees net of VAT



diamond m

overview diamond m



2 stands available

essence

one of our most extensive options: a customised corner stand, with exquisite furniture selected by the exhibitor

size & location

36m² corner stand on south side of main lounge

main features

bespoke stand, furniture and decoration selected by co-exhibitor (e.g. Viva, Occhio, JAB)

logos & visuals

4 extra large logos above stand, 2 glass panels for logos, 2 LED frames for logos, 1 large LED screen (48"), 2 modular photo glass walls

capacity

suitable for up to 9 company representatives plus guests; 36 guests can be invited to stand party; 4 participants at PKF dinner @ Seehaus

storage

large private back office (6m²) with storage, refrigerator, Nespresso coffee maker, electric charger, etc.

package

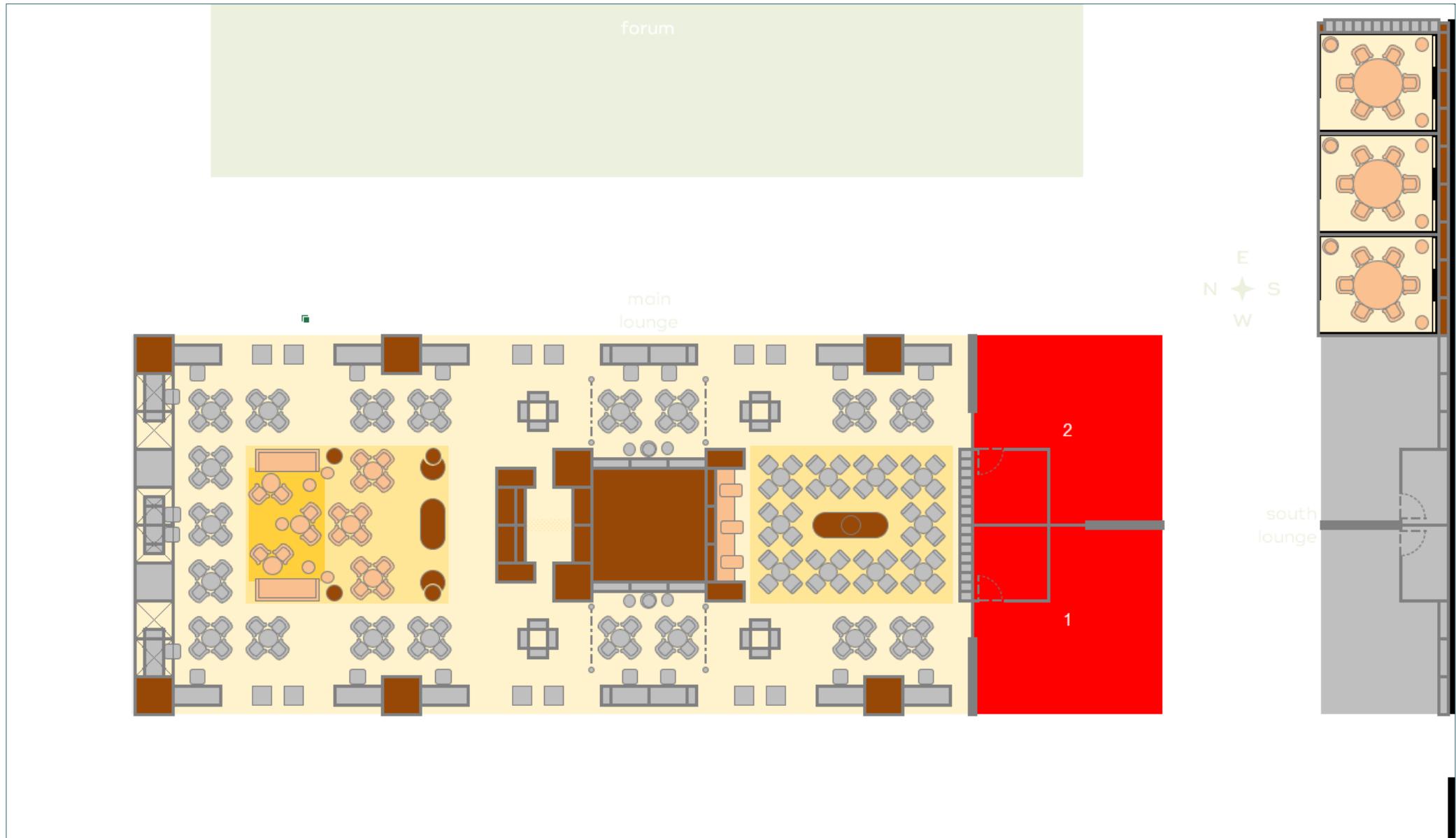
all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party

cost

EUR 91,200 (reduced fee/two-year termination period)
EUR 114,000 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025);

layout diamond m



special features diamond m

marked
red: new
from
2026

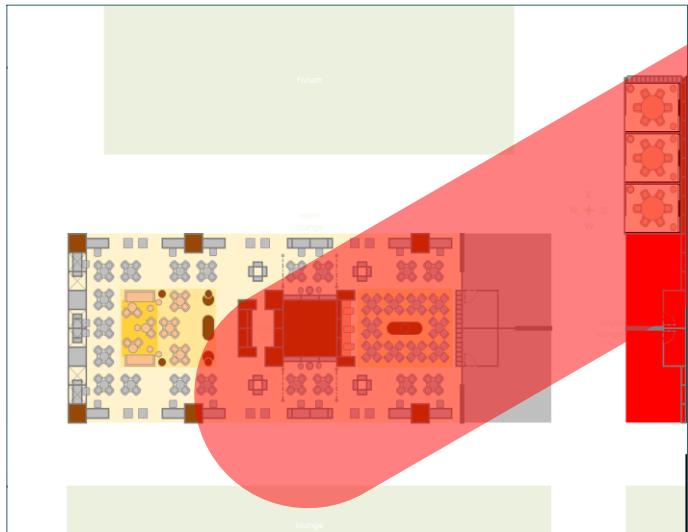
stand	36m ² exclusive area (corner stand) in main lounge; bespoke furniture and lighting selected by Partner (based on available selection by relevant firms)
seating	depending on configuration and selected furniture; seating capacity approx. 15-21; extra seating (first-come-first-served) in lounge
logos	4 large logo segments (240x80cm; printable area 220x60cm) on overhead banner; 2 glass panels (120x30cm; printable area 100x20cm); 2 backlit LED panels (60x60cm; printable area 40x40cm)
displays	2 fully integrated large (48"/16:9 format) LED screens
photo walls	2 back-lit photo walls (240x240cm each), consisting of 4 glass segments (120x120cm each) with photos depicting a project/property (outside or interior) of Partner, jointly selected by Partner and Org.
light/electricity	bespoke lamps provided by Occhio; triple AC sockets/USB-C plugs (GIRA) in back office; 2 cubes with AC sockets & USB-A/-C plugs
meeting rooms	Partner can pre-book 4 half-hour slots before EXPO REAL (priority 1); slots not pre-booked are allocated on a first-come-first-served basis
storage	dedicated back office/kitchen (approx. 6m ²); door with electronic lock
events	9 company representatives plus 36 guests can be invited to stand party (late afternoon of first fair day); 4 company representatives are invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



diamond s

overview diamond s



2 stands available

essence

one of our prime options: a **customised stand**, with **exquisite furniture** selected by the exhibitor

size & location

24m² row stand in west lounge

main features

bespoke stand, furniture and decoration selected by co-exhibitor (e.g. Viva, Occhio, JAB)

logos & visuals

4 extra large logos above stand, 2 LED frames for logos, 1 large LED screen (48"), modular photo glass wall

capacity

suitable for up to 6 company representatives plus guests; 24 guests can be invited to stand party; 4 participants at PKF dinner @ Seehaus

storage

private back office (4m²) with storage, refrigerator, Nespresso coffee maker, electric charger, etc.

package

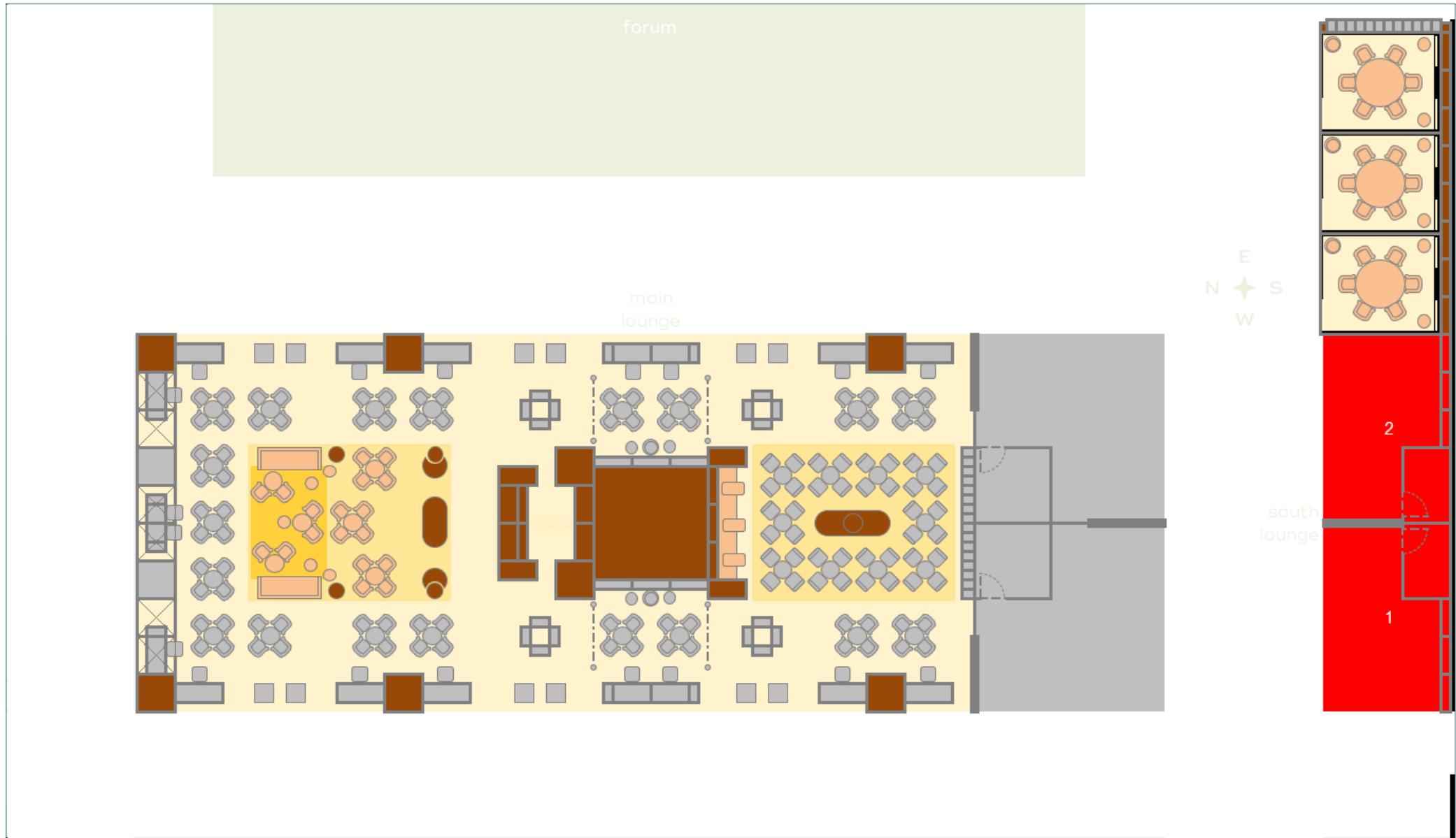
all-in: stand planning & construction, furniture, service staff, catering, usage of meeting rooms, logo printing, security, cleaning, stand party

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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025);
photo depicts diamond m stand

layout diamond s



special features diamond s

new option

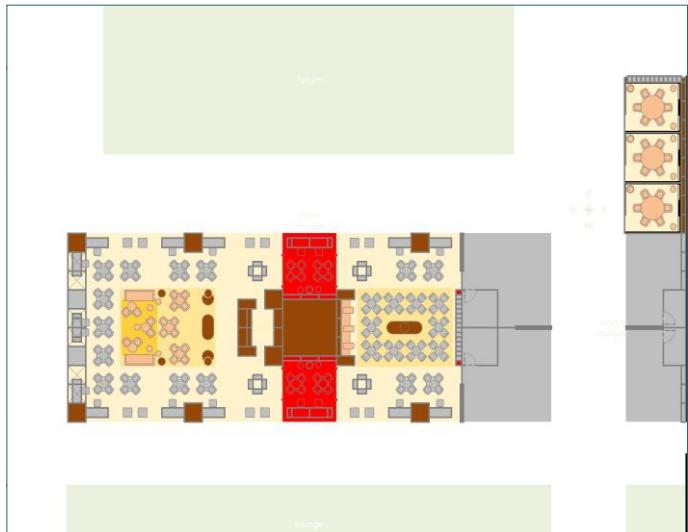
stand	24m ² exclusive area (corner or row stand) in south lounge; bespoke furniture and lighting selected by Partner (based on available selection by relevant firms)
seating	depending on configuration and selected furniture; seating capacity approx. 9-15; extra seating (first-come-first-served) in lounge
logos	4 large logo segments (120x120cm; printable area 100x100cm) above stand; 2 glass panels (120x30cm; printable area 100x20cm); 3 backlit LED panels (60x60cm; printable area 40x40cm)
displays	1 fully integrated large (48"/16:9 format) LED screen
photo walls	back-lit photo wall (240x240cm), consisting of 4 glass segments (120x120cm each) with photo depicting a project/property (outside or interior) of Partner, jointly selected by Partner and Organiser
light/electricity	bespoke lamps provided by Occhio; triple AC sockets/USB-C plugs (GIRA) in back office; 2 cubes with AC sockets & USB-A/-C plugs
meeting rooms	Partner can pre-book 4 half-hour slots before EXPO REAL (priority 1); slots not pre-booked are allocated on a first-come-first-served basis
storage	dedicated back office/kitchen (approx. 4m ²); door with electronic lock
events	6 company representatives plus 24 guests can be invited to stand party (late afternoon of first fair day) 4 company representatives are invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



platinum

overview platinum

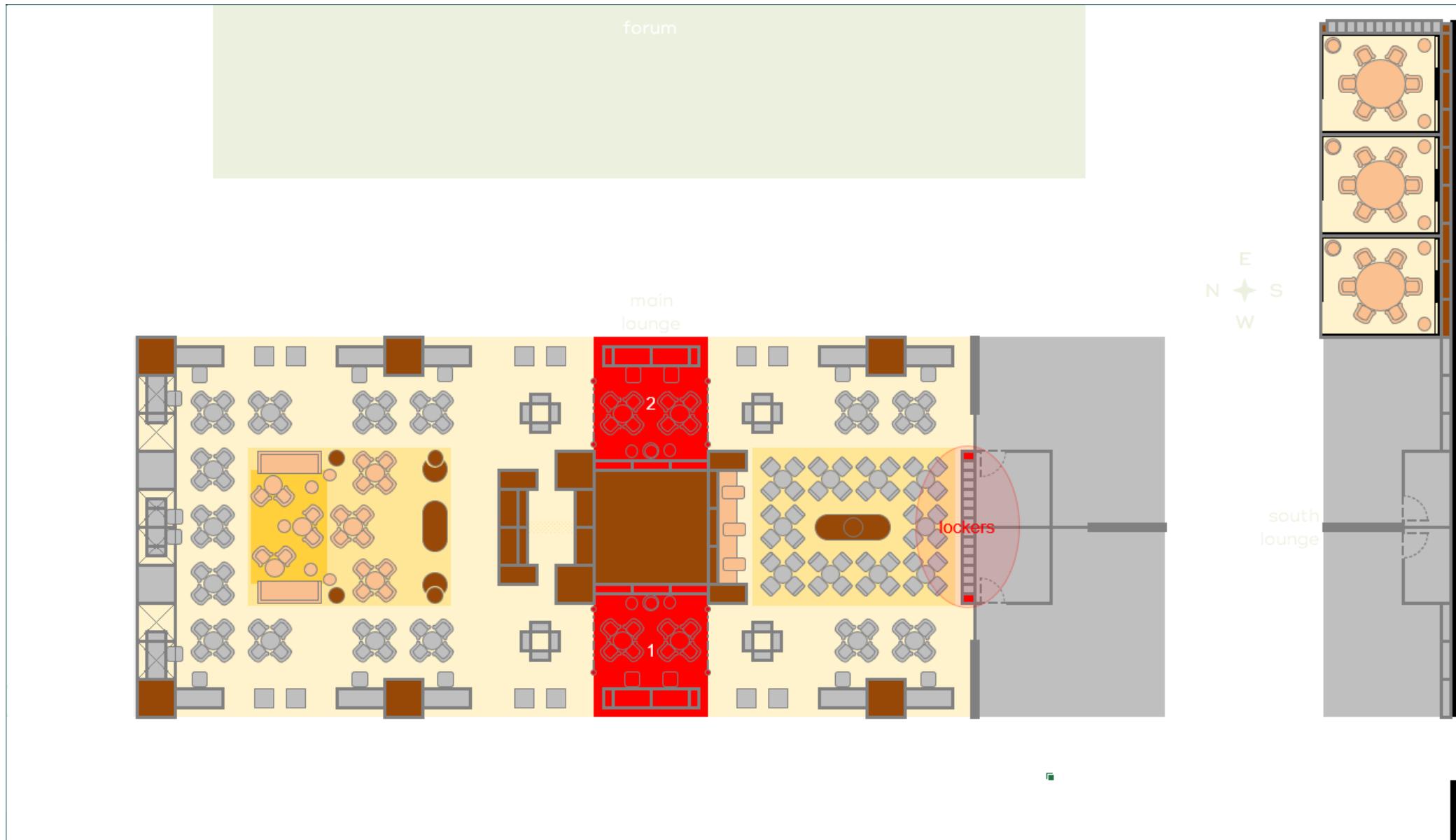


2 stands available

essence	highly visible presence, suitable for large hospitality groups or other companies
size & location	extra large counter directly on the eastern or western edge of the main lounge (central spot)
main features	extra large counter (incl. lockable storage, shelves), 2 bar stools, 2 tables with 8 chairs, 1 side table with 2 stools
logos & visuals	2 large logos above stand, 2 LED frames for logos, 2 logos on front of desk, 2 large LED screens (48"), large modular photo glass wall
capacity	suitable for up to 5 company representatives plus guests; 20 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 locker with electronic lock
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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout platinum



special features platinum

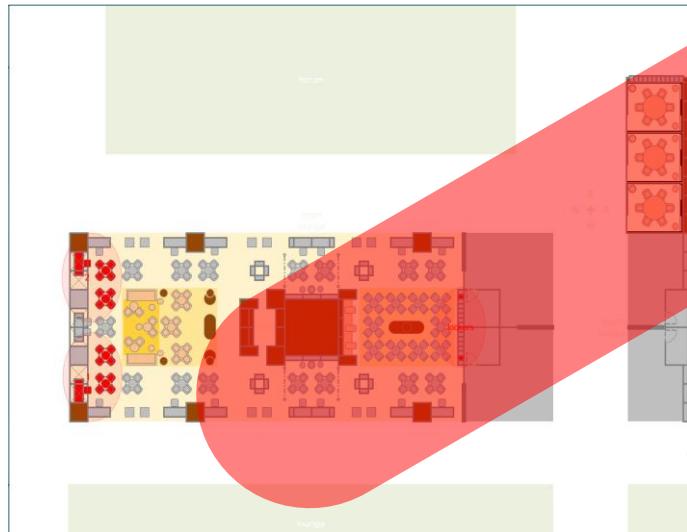
stand	extra large counter (300x60cm) located on east or west side of main lounge
seating	2 tables with 4 chairs each (8 chairs in total); 1 side table with 2 stools ; 2 bar stools at counter; total seating capacity: 12 ; extra seating (first-come-first-served) in lounge
logos	2 large logo segments (240x80cm; printable area 220x60cm) on overhead banner; 2 backlit LED panels (60x60cm; printable area 40x40cm); 2 desk logos (120x30cm; printable area 100x20cm)
displays	2 fully integrated large (48"/16:9 format) LED screens
photo walls	large back-lit photo wall (360x360cm), consisting of 9 glass segments (120x120cm each) with a photo depicting a project/property (outside or interior) of Partner, jointly selected by Partner and Organiser
light/electricity	1 pendant lamp (Occhio) each above 2 tables; triple AC sockets/USB-C plugs (GIRA) in each under-counter storage
meeting rooms	Partner can pre-book 3 half-hour slots before EXPO REAL (priority 1); slots not pre-booked are allocated on a first-come-first-served basis
storage	2 under-counter storages with electronic locks; 2 small open under-counter shelves: large locker with electronic lock
events	5 company representatives plus 20 guests can be invited to stand party (late afternoon of first fair day) 3 company representatives are invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



gold+

overview gold+

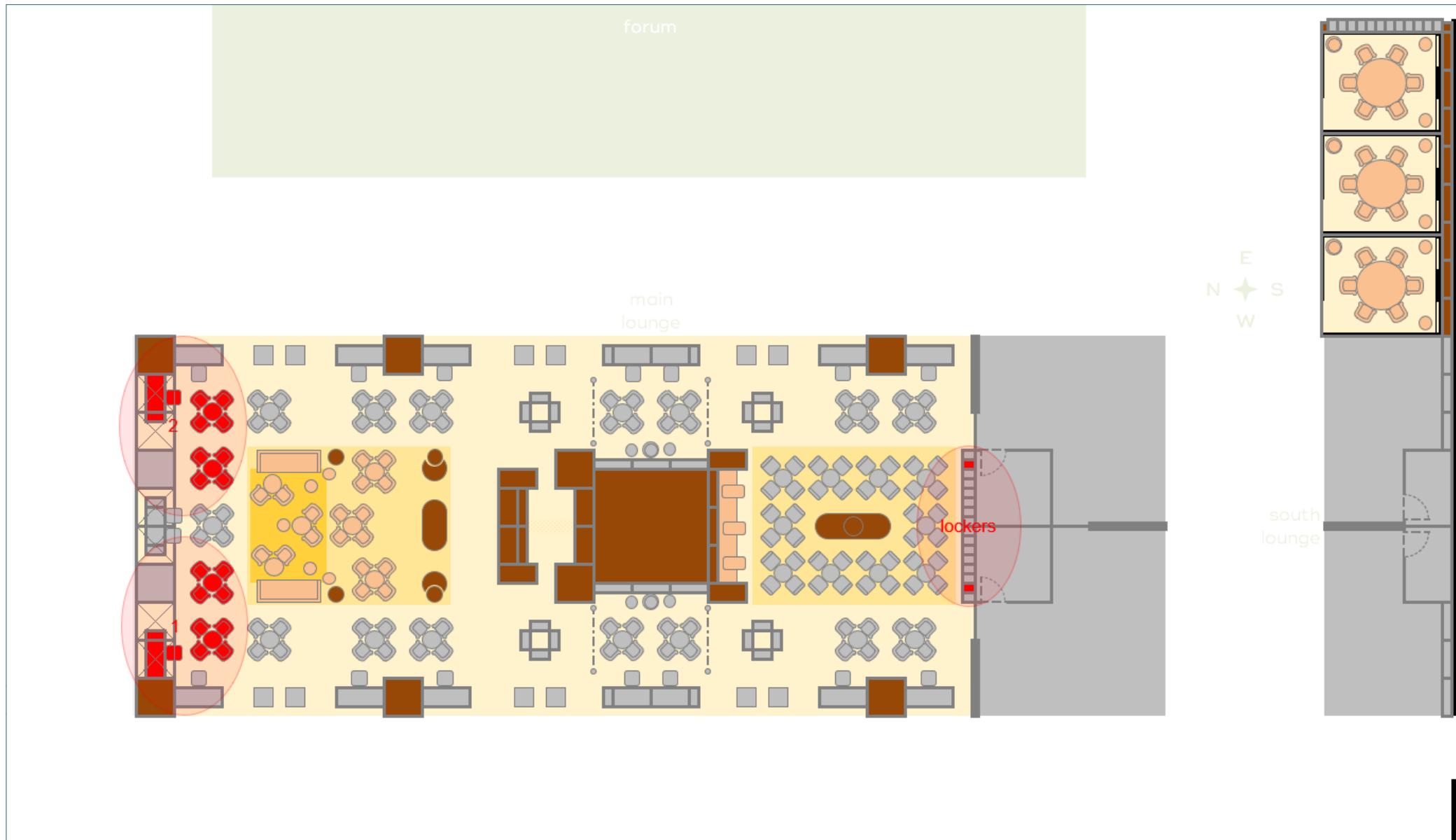


2 stands available

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, logo on front of desk, 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; 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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout gold+



special features gold+

marked
red: new
from
2026

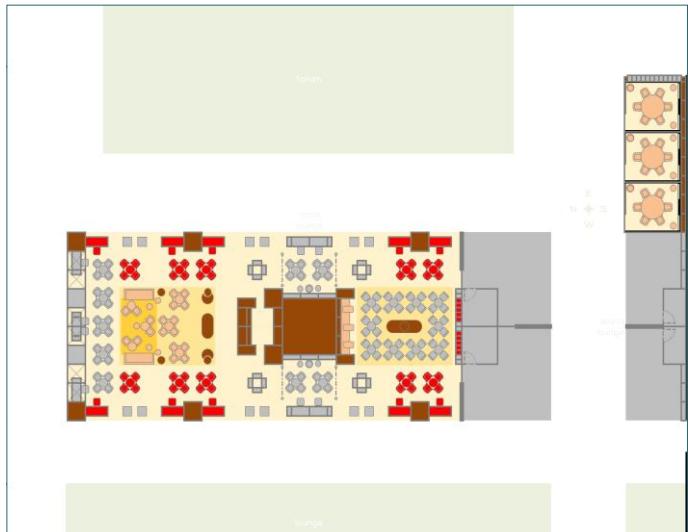
stand	large desk (150x60cm) located on north side (front) of main lounge
seating	2 tables with 4 chairs each (8 chairs in total) near desk; barstool at desk; total seating capacity: 9; extra seating (first-come-first-served) in lounge
logos	2 large logo segments (120x80cm; printable area 100x60cm) on overhead banner; 2 backlit LED panels (60x60cm; printable area 40x40cm); desk logo (120x30cm; printable area 100x20cm)
displays	fully integrated large (48"/16:9 format) LED screen
photo walls	n/a
light/electricity	2 pendant lamps (Burkhardt Leitner) above desk; 1 pendant lamp (Occhio) each above 2 tables; triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	Partner can pre-book 2 half-hour slots before EXPO REAL (priority 2); slots not pre-booked are allocated on a first-come-first-served basis
storage	under-counter storage with electronic lock; small open under-counter shelf; large locker with electronic lock; aluminum brochure holder (110cm wide)
events	4 company representatives plus 16 guests can be invited to stand party (late afternoon of first fair day) 2 company representatives are invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



gold

overview gold

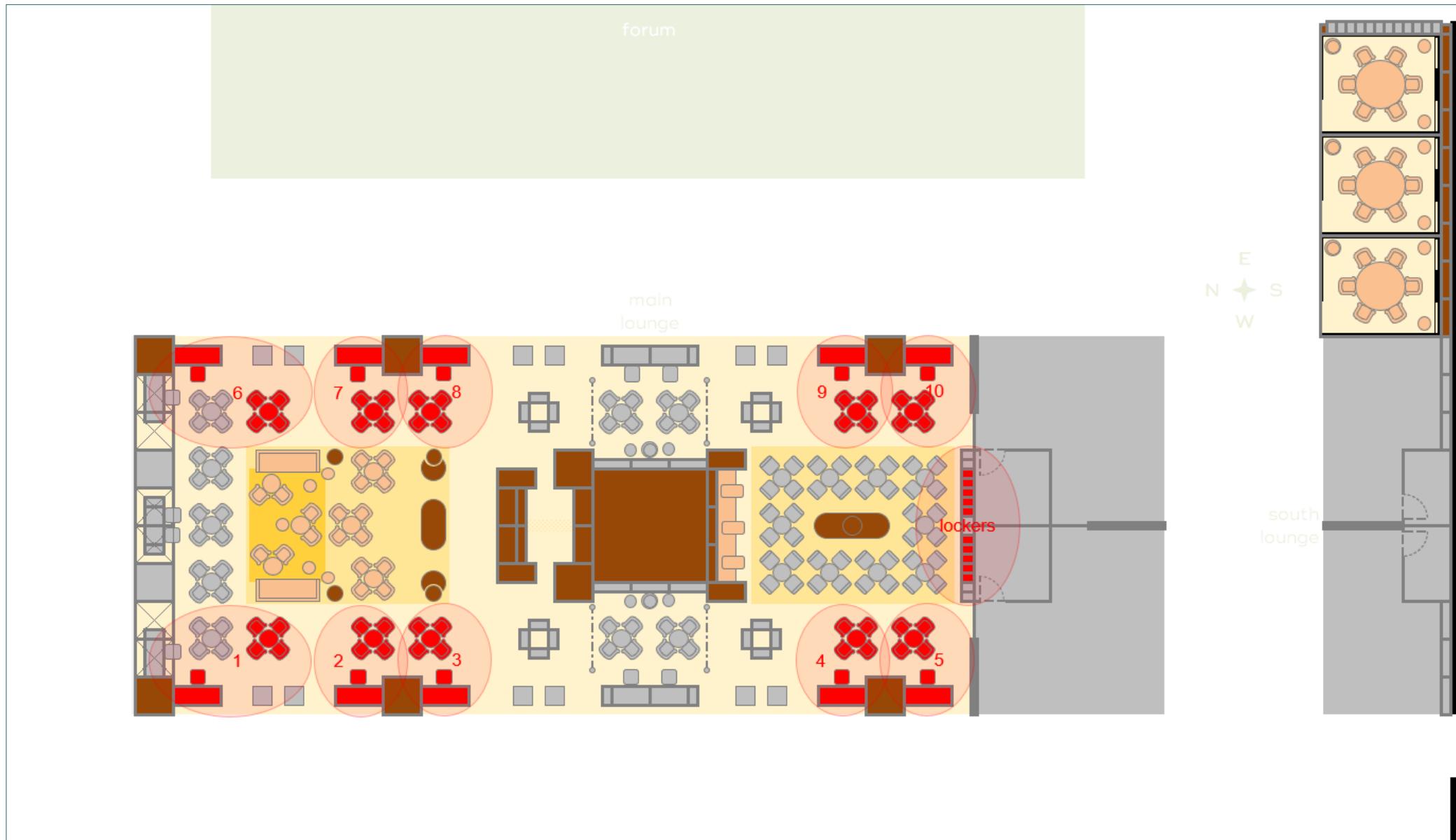


10 stands available

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, logo on front of desk, large LED screen (48")
capacity	suitable for up to 2 company representatives plus guests; 8 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; 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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout gold



special features for gold

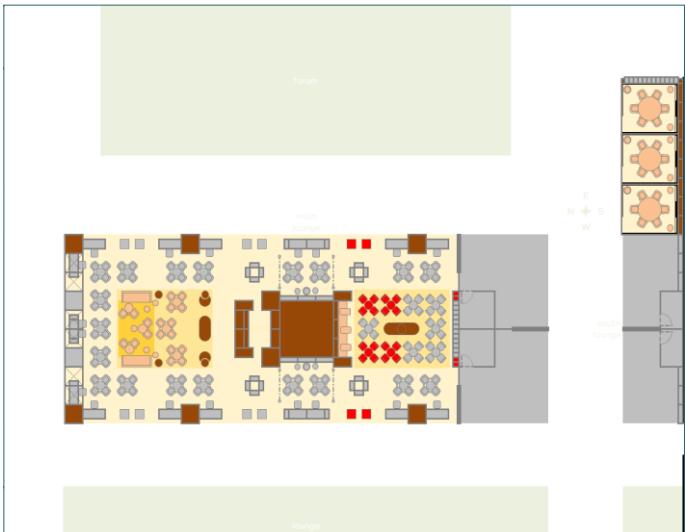
stand	large desk (150x60cm) located on east or west side of main lounge
seating	table with 4 chairs near desk; barstool at desk; total seating capacity: 5; extra seating (first-come-first-served) in lounge
logos	2 large logo segments (120x80cm; printable area 100x60cm) on overhead banner; backlit LED panel (60x60cm; printable area 40x40cm); desk logo (120x30cm; printable area 100x20cm)
displays	fully integrated large (48"/16:9 format) LED screen
photo walls	n/a
light/electricity	1 pendant lamp (Occhio) above table; triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	Partner can pre-book 2 half-hour slots before EXPO REAL (priority 2); slots not pre-booked are allocated on a first-come-first-served basis
storage	under-counter storage with electronic lock; small open under-counter shelf; large locker with electronic lock; aluminum brochure holder (110cm wide)
events	2 company representatives plus 8 guests can be invited to stand party (late afternoon of first fair day) 2 company representatives are invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



silver+

overview silver+

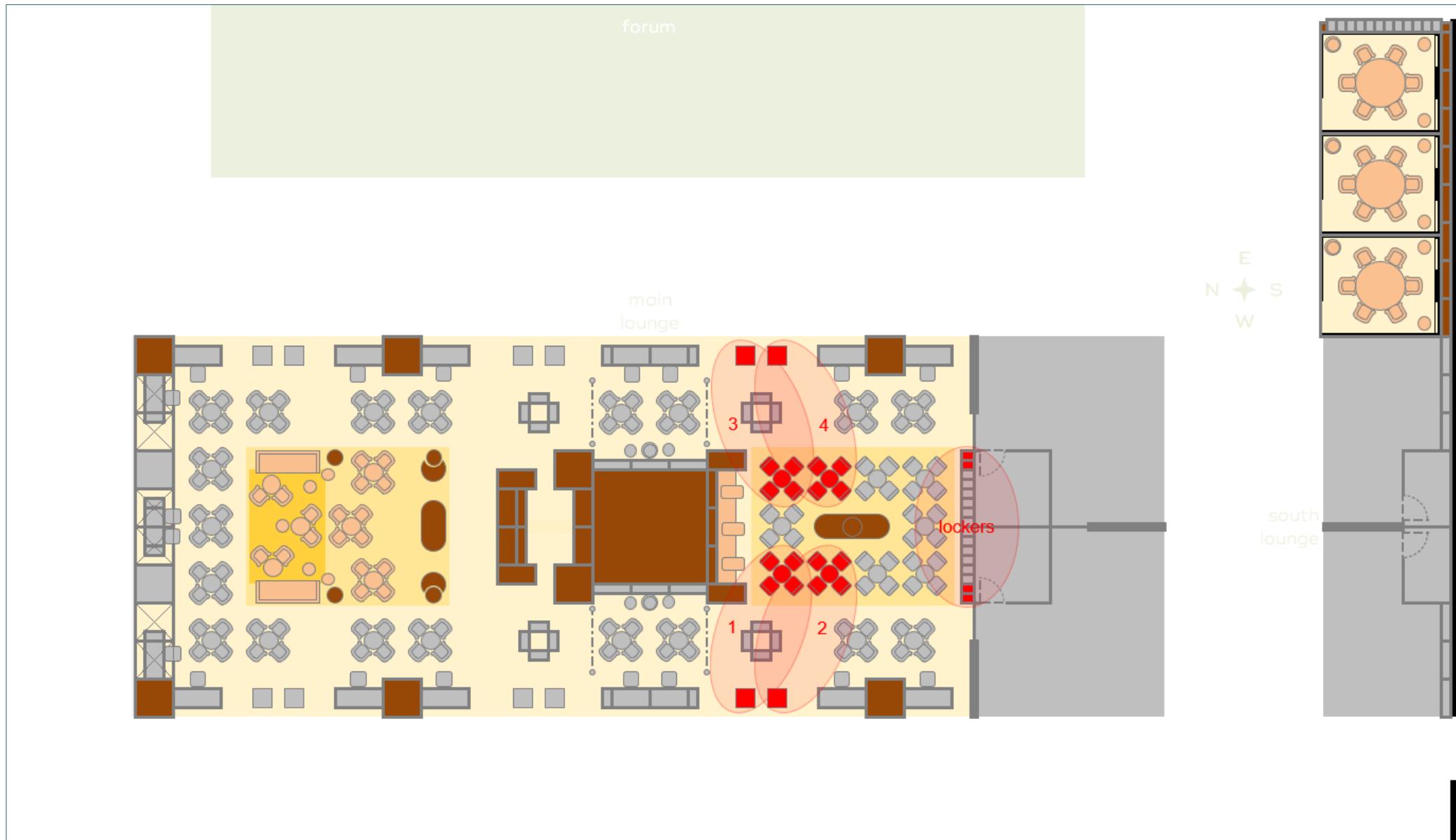


4 stands available

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, shelf), table with 4 chairs
logos & visuals	2 small logos above stand, double-sided LED frame for logo, 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; small 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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout silver+



special features silver+

marked
red: new
from
2026

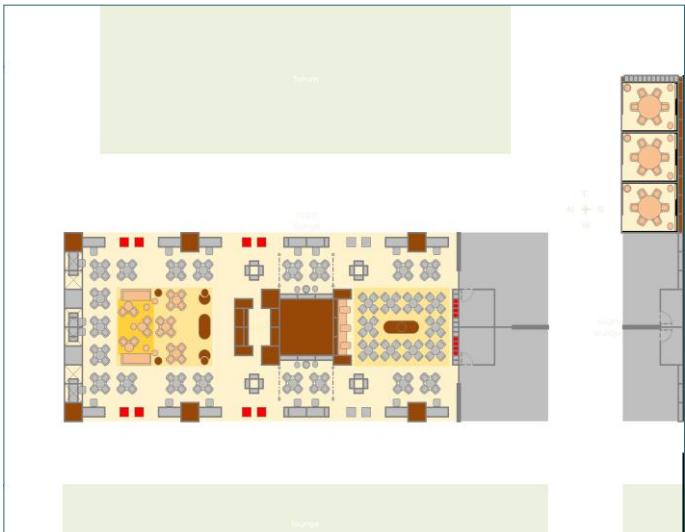
stand	small desk (60x60cm) located on east or west side of main lounge (northern half)
seating	table with 4 chairs in vicinity of desk; total seating capacity: 4; extra seating (first-come-first-served) in lounge
logos	2 small logo segments (60x60cm; printable area 40x40cm) on overhead banner; two-sided backlit LED panel (40x28cm; printable area 30x20cm)
displays	small (24"/16:9 format) LED screen
photo walls	n/a
light/electricity	triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	Partner can pre-book 1 half-hour slot before EXPO REAL (priority 3); slots not pre-booked are allocated on a first-come-first-served basis
storage	small under-counter storage with electronic lock; small locker with electronic lock; 2 small acrylic glass brochure holders (for A4 brochures/leaflets)
events	2 company representatives plus 8 guests can be invited to stand party (late afternoon of first fair day) 1 company representative is invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



silver

overview silver

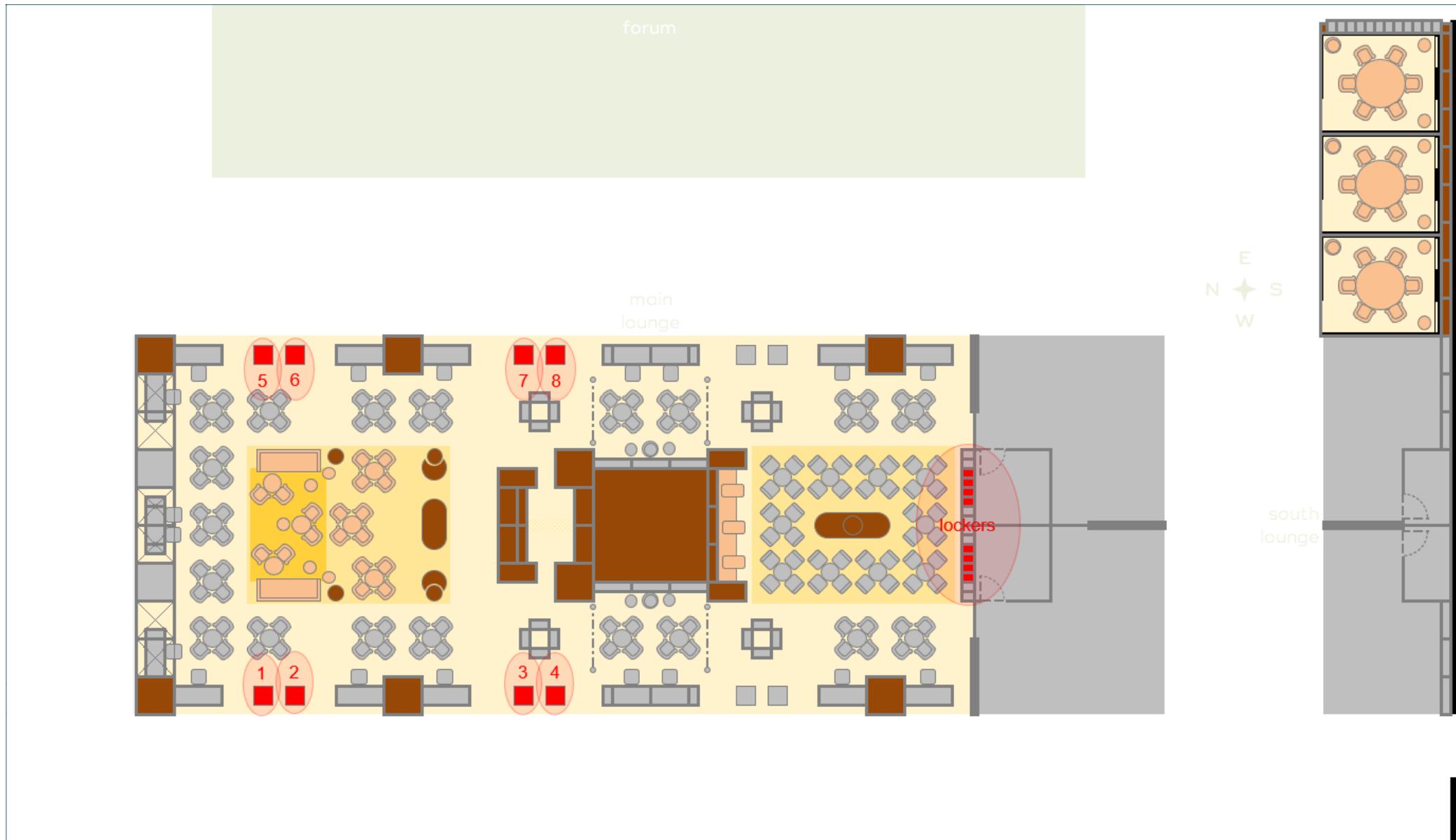


8 stands available

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, shelve), note: no reserved seating
logos & visuals	2 small logos above stand, double-sided LED frame for logo, small LED screen (24")
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; 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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout silver



special features silver

marked
red: new
from
2026

stand	small desk (60x60cm) located on east or west side of main lounge (southern half)
seating	no reserved seating; seating (first-come-first-served) in lounge
logos	2 small logo segments (60x60cm; printable area 40x40cm) on overhead banner; two-sided backlit LED panel (40x28cm; printable area 30x20cm)
displays	small (24"/16:9 format) LED screen
photo walls	n/a
light/electricity	triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	Partner can pre-book 1 half-hour slot before EXPO REAL (priority 3); slots not pre-booked are allocated on a first-come-first-served basis
storage	small under-counter storage with electronic lock; small locker with electronic lock; 2 small acrylic glass brochure holders (for A4 brochures/leaflets)
events	1 company representative plus 4 guests can be invited to stand party (late afternoon of first fair day) 1 company representative is invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change

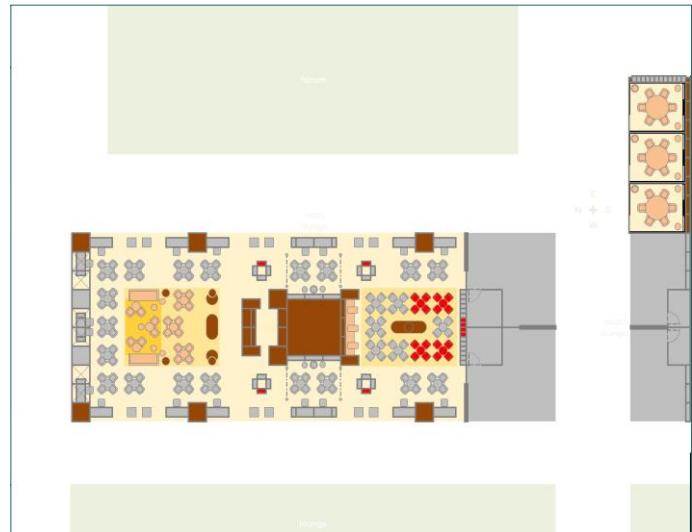


bronze+

overview bronze+



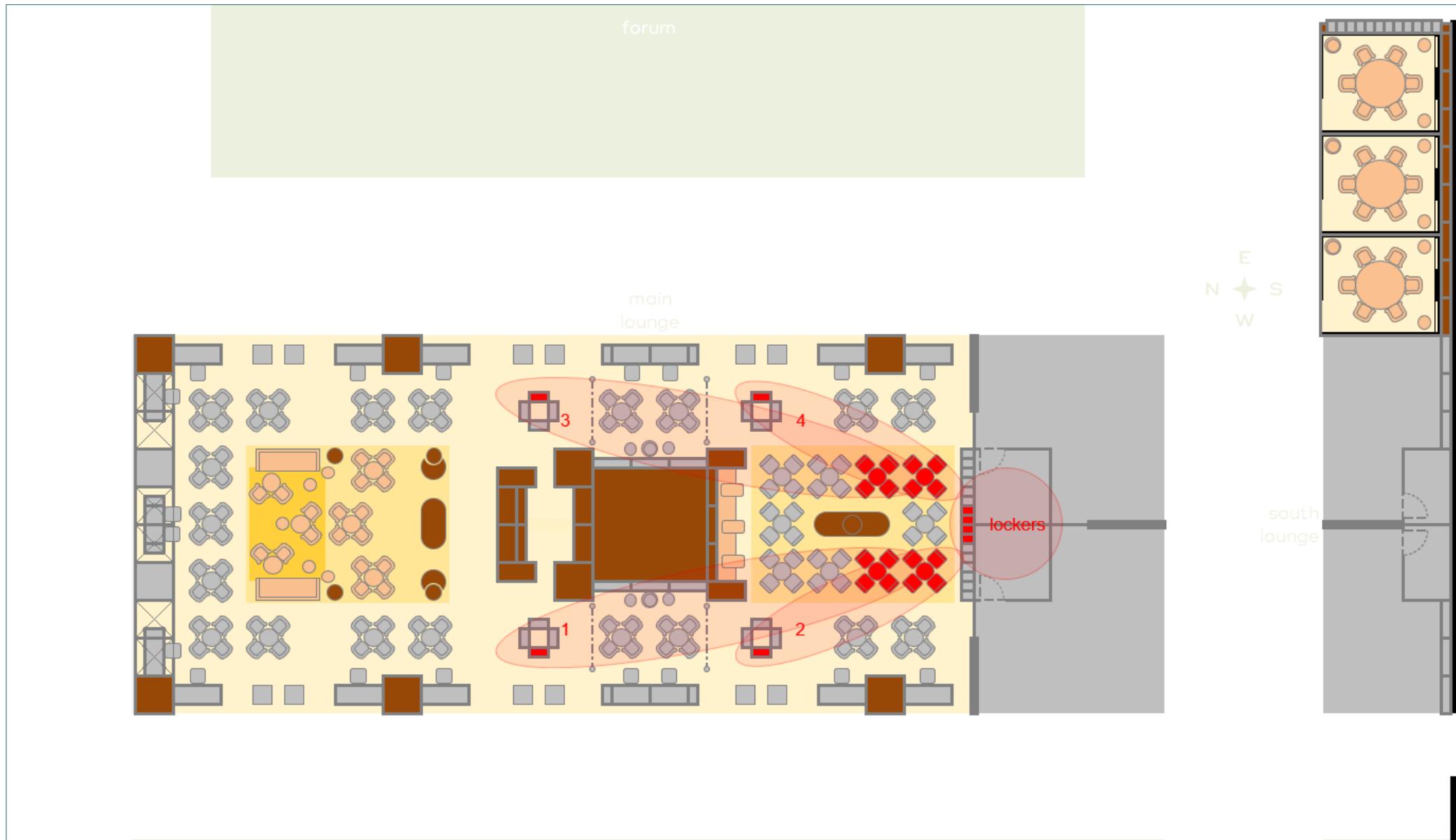
4 stands available



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, small LED screen (21.5")
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; 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 11,600 (reduced fee/two-year termination period) EUR 14,500 (regular fee/one-year termination period)

included in above (payable to fair): co-exhibitor fee (EUR 795) & communications fee (EUR 950);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2024)

layout bronze+



special features bronze+

marked
red: new
from
2026

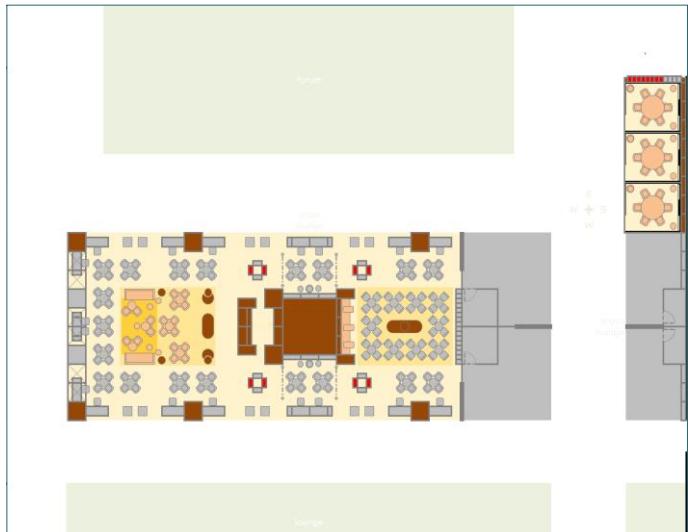
stand	small desk (60x30cm) as the outward (towards corridor) facing quarter of a shared tower located on east or west side of main lounge
seating	table with 4 chairs in rear seating area of main lounge (not in direct vicinity of desk); total seating capacity: 4; extra seating (first-come-first-served) in lounge
logos	backlit LED panel (43x29cm; printable area 30x20cm)
displays	small (21.5"/16:9 format) LED screen; horizontal (landscape) orientation
photo walls	n/a
light/electricity	triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	n/a
storage	very small under-counter storage with electronic lock ; small locker with electronic lock; aluminum brochure holder (50cm wide)
events	1 company representative plus 4 guests can be invited to stand party (late afternoon of first fair day) 1 company representative is invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



bronze

overview bronze

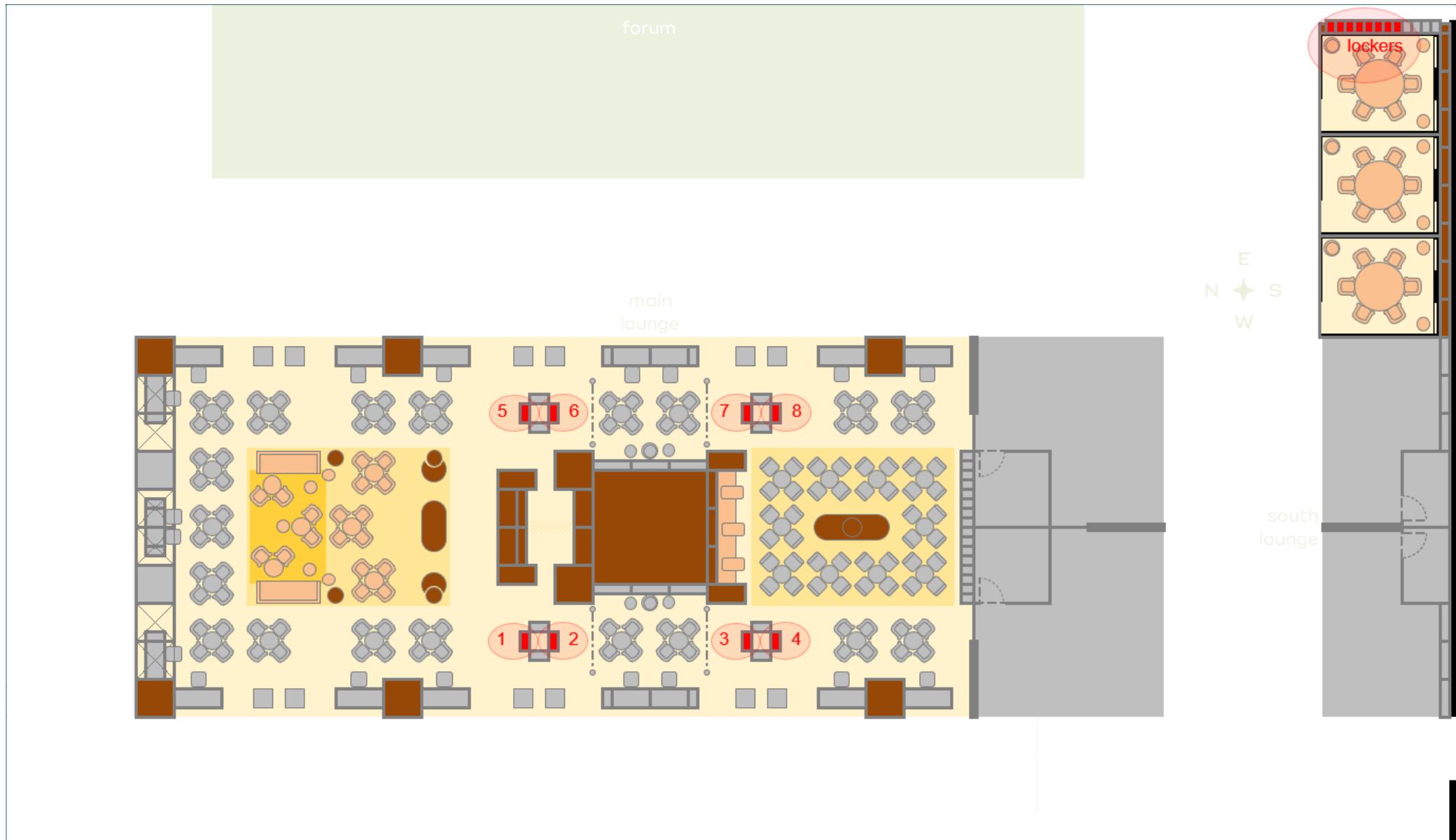


8 stands available

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, 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);
EXPO REAL entrance tickets are charged at a reduced rate of EUR 490 (all prices as of 2025)

layout bronze



special features bronze

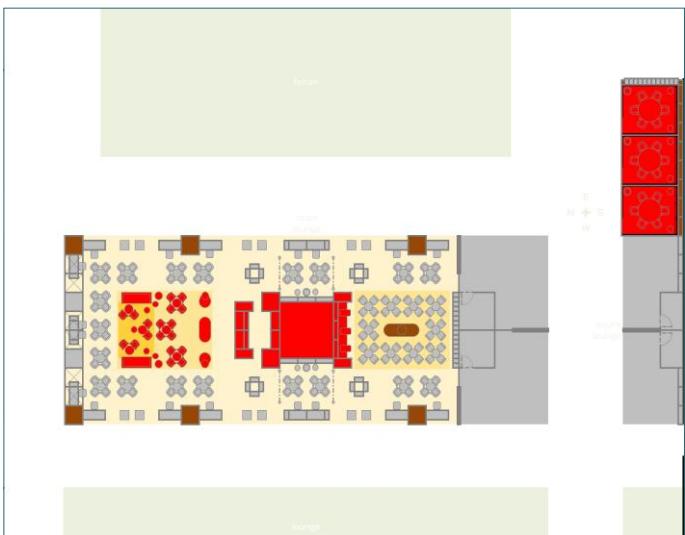
stand	small desk (60x30cm) as one of two lateral quarters of a shared tower located on east or west side of main lounge
seating	no reserved seating; seating (first-come-first-served) in lounge
logos	backlit LED panel (43x29cm; printable area 30x20cm)
displays	small (21.5"/16:9 format) LED screen; horizontal (landscape) orientation
photo walls	n/a
light/electricity	triple AC sockets/USB-C plugs (GIRA) in under-counter storage
meeting rooms	n/a
storage	very small under-counter storage with electronic lock ; small locker with electronic lock; aluminum brochure holder (50cm wide)
events	1 company representative plus 4 guests can be invited to stand party (late afternoon of first fair day) 1 company representative is invited to PKF dinner @ Seehaus (evening of second fair day)

all elements except stand and seating are subject to change



food & drinks sponsoring

overview food & drinks



8 distinct sponsoring opportunities

breakfast

hosting breakfast (all three days or only one day)
(EUR 5,000/5,000/2,500 per day or EUR 10,000 all days)

lunch

hosting lunch (all three days or only one day)
(EUR 10,000/10,000/5,000 per day or EUR 20,000 all days)

party

hosting the big stand party in the late afternoon/evening of the first day
(EUR 20,000)

viva italia (prosciutto & parmigiano)

hosting an Italian antipasti buffet (all three days or only one day)
(EUR 5,000/5,000/2,500 per day or EUR 10,000 all days)

cocktail hour (aperol spritz & gin tonic)

hosting cocktails (all three days or only one day)
(EUR 5,000/5,000/2,500 per day or EUR 10,000 all days)

caffeine boost (espresso & cappuccino)

hosting the espresso bar (all three days or only one day)
(EUR 5,000/5,000/2,500 per day or EUR 10,000 all days)

teatime (afternoon tea & macrons)

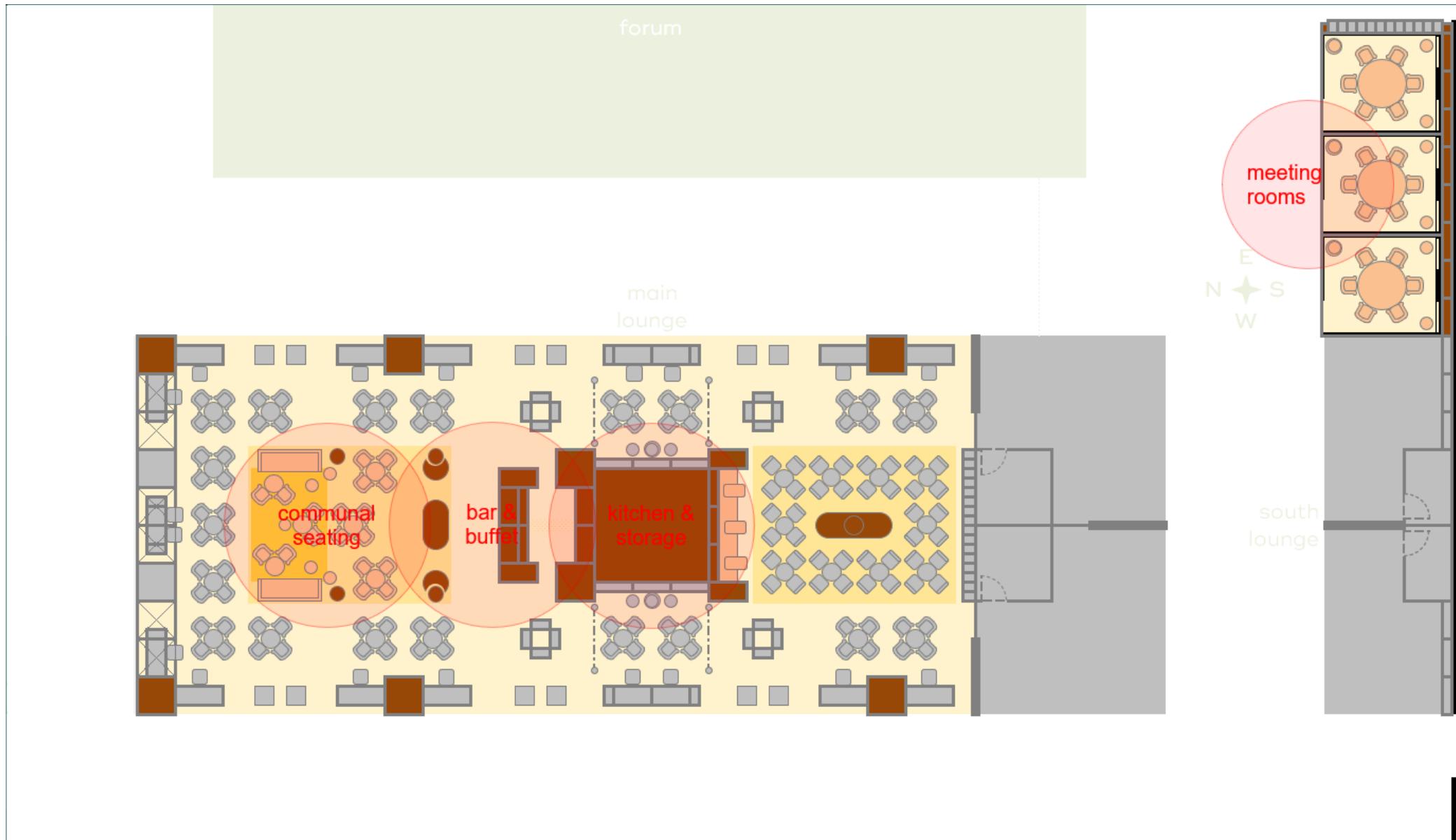
hosting an afternoon break (all three days or only one day)
(EUR 2,500/2,500/1,250 per day or EUR 5,000 all days)

cold delight (ice cream & sorbet)

hosting a dessert trolley (all three days or only one day)
(EUR 2,500/2,500/1,250 per day or EUR 5,000 all days)

above are regular packages with a one-year termination period;
for advanced packages with a two-year termination period, a 20% discount applies

layout food & drinks



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event team



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Director of Events



Nuša Šolar
Director of Sales



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