

# LET INTERNATIONAL BUSINESS FIND YOU

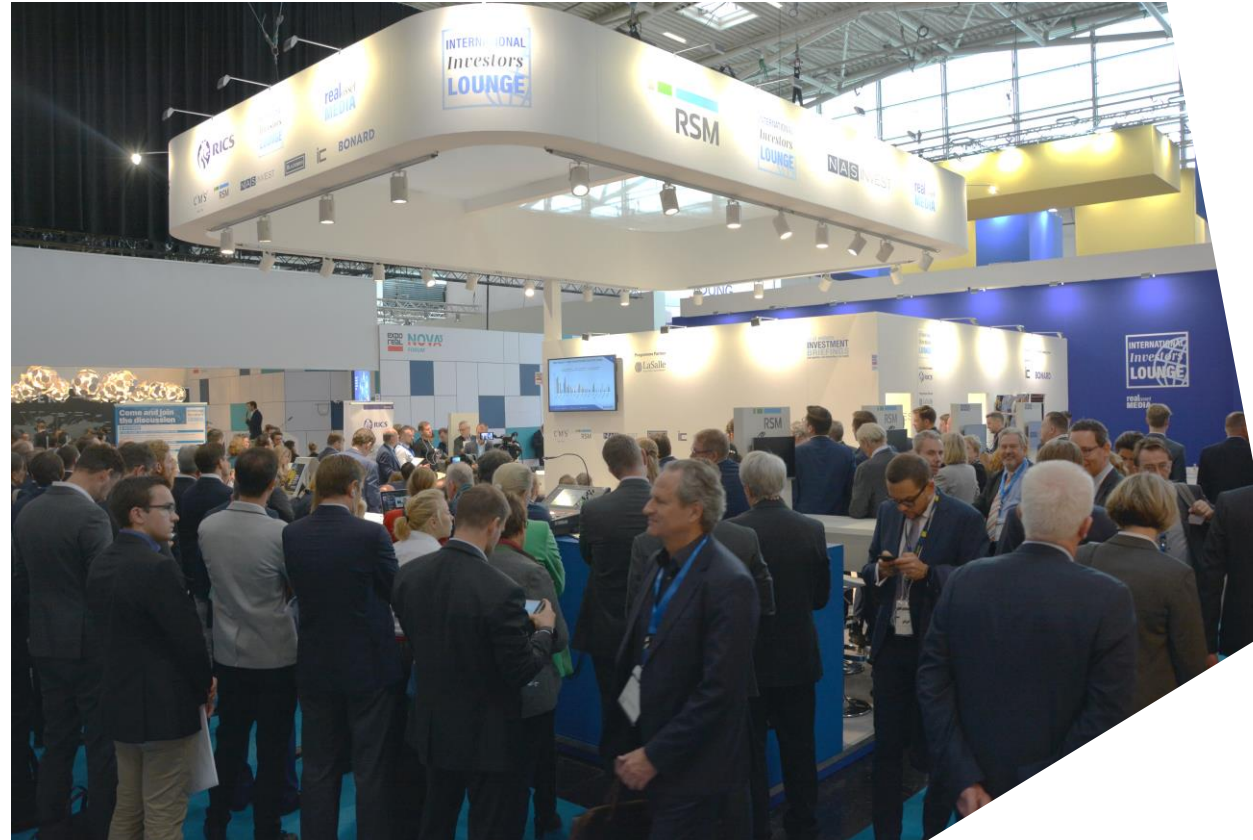
CREATING A HOME FOR CROSS-BORDER INVESTMENT AND INTERNATIONAL BUSINESS



International Trade Fair for Property and Investment  
October 11–13, 2021 | Messe München

# INTERNATIONAL *Investors* LOUNGE

EXPO REAL 2021  
11th - 13th October



expo  
real

# WHY EXPO REAL 2021?

## Facts & Figures

### Leading European B2B platform

The biggest B2B trade fair in Europe, EXPO REAL offers you the ideal setting for efficient networking. Benefit from this leading platform: Make use of the extensive opportunities for market orientation and exploration.

- ▶ 45.058 Visitors out of 72 countries
- ▶ 2.095 exhibitors from 41 countries
- ▶ 66.000 sqm of exhibition area
- ▶ 500 experts in the conference programme

### A conference program with its finger on the pulse

The conference program addresses what is moving the industry. In just over 100 conferences and panel discussions about 500 industry experts discuss the latest trends and innovations of the property, investment and financial markets.

### International experts for the entire supply chain

At EXPO REAL you find potential business partners for the complete real estate life cycle: From the idea and the concept to investment and financing, realization and marketing as well as operation and use.

- ▶ Project developers and project managers
- ▶ Investors and financiers
- ▶ Property consultants and agents
- ▶ Architects and planners
- ▶ Corporate real estate managers
- ▶ Expansion managers
- ▶ Economic regions and cities



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# International Investors Lounge

## Highlight your company & expertise

Join as a Co-Exhibitor, Conference Partner, Host, Event Partner or Speaker

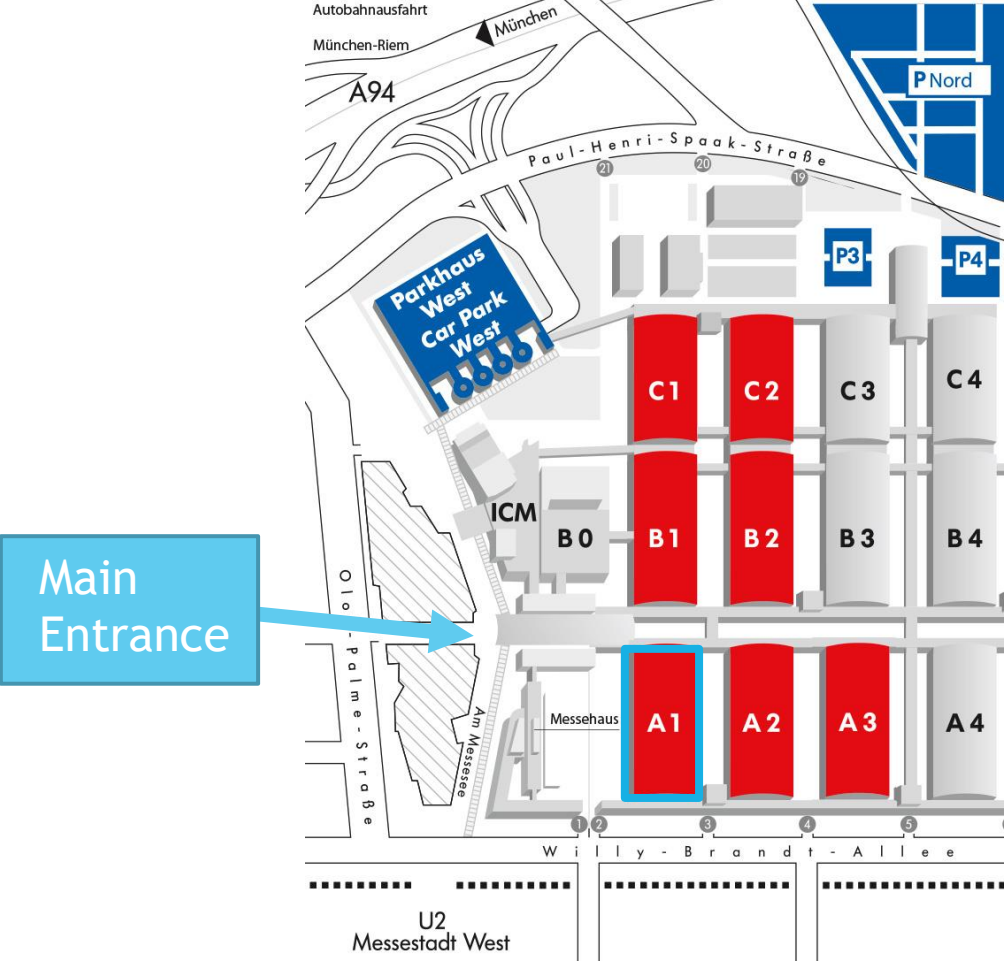
The International Investors Lounge creates a “home” for cross-border companies, institutions and real estate associations (including RICS) bringing international investors together with opportunities and potential business partners and running a successful programme of events on all three days at EXPO Real sharing insights, investment intelligence and thought leadership with fellow speakers and attendees from across Europe and the world.

- ▶ **Co-Exhibitors:** the International Investor Lounge hosts a limited number of companies, institutions and associations as Co-Exhibitors. As a partner you will benefit from exposure and promotion before, during and after the event, including the official EXPO Real Daily News and detailed reporting in Real Asset Insight magazine, The Real Estate Day digital newsletter and RealAssetVision TV. Multi-media: in person, in print, online, digital, podcast & video
- ▶ **Speakers:** Share your insights, strategies and business expertise, lead the debate, inspire attendees, benefit from the insights of industry peers
- ▶ **Attendees:** Investors, Capital Providers, Asset Managers, Government, Brokers, Lawyers, Advisors, Developers, Financiers, Occupiers, Private Wealth
- ▶ **Programme Partners:** as a partner you will benefit from exposure and promotion before, during and after the event, including the official EXPO Real Daily News and detailed reporting in Real Asset Insight magazine, The Real Estate Day digital newsletter and RealAssetVision TV. Multi-media: in person, in print, online, digital, podcast & video

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# Location - Hall A1

## Innovation & Investment



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# International Investors Lounge Expanded for EXPO Real 2021



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# International Investors Lounge

## The Stand - Main Features

- ▶ New for 2021 - **Enlarged Stand** - 180 sqm floor space - Hall A1
- ▶ Events Area for Investment Briefings, Presentations & Networking Drinks
- ▶ Stand Partner tables for co-exhibitors
- ▶ Separate Private Meeting Area
- ▶ Reception & Hostess Services
- ▶ Catering for you and your guests
- ▶ Display areas for your marketing material
- ▶ Storage space
- ▶ Over all stand coordination, organisation & management

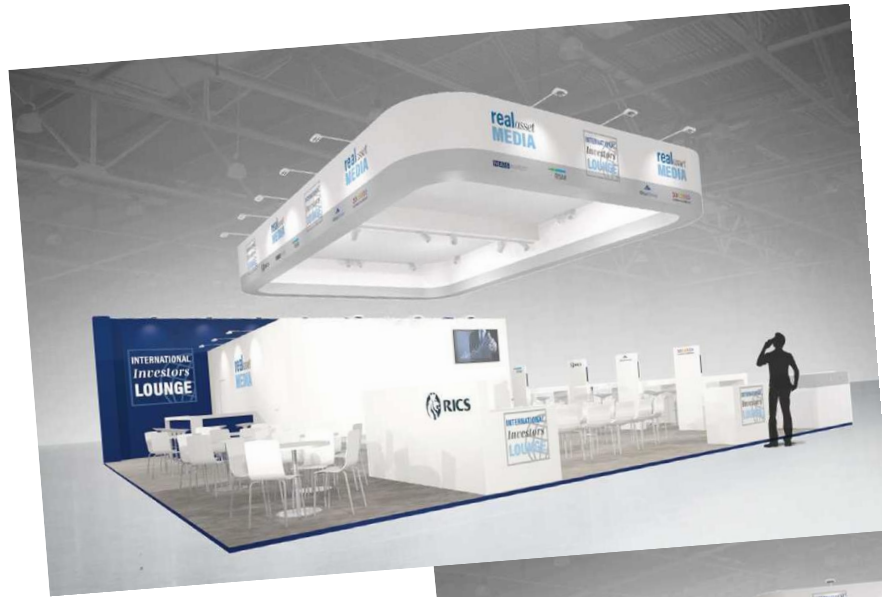
# Join as a Co-Exhibitor

## The “home” for international companies

- ▶ EXPO Real is an important platform for finding, creating and closing new business.
- ▶ Joining the International Investors Lounge helps potential business partners **find you** at EXPO Real
- ▶ You can access all the benefits of an exhibitor without the need to dedicate the significant time and budget needed for designing and hosting an individual stand.
- ▶ As a Co-Exhibitor, your company benefits from official Exhibitor status including a listing in the official EXPO Real catalogue (online & print).
- ▶ Clients and potential new business partners can find you easily and efficiently and join you for a meeting at **your stand**



# International Investors Lounge New Partner Opportunities 2021



# Join the International Investors Lounge

## Premium stand partner package

20.000 €

- ▶ Co-Exhibitor status at Expo Real including 3 free tickets
- ▶ Exhibitor-only login to benefit from additional up to 50% discounted entrance tickets
- ▶ Dedicated terminal, 4-seater high table/terminal, with optional screen, and logo with branding on the front and rear of the terminal
- ▶ Your company logo & branding included on the stand as well as all website, digital & print advertisements from Real Asset Media, The Real Estate Day and Real Asset Insight highlighting the International Investors Lounge
- ▶ Stand: High level brand visibility with rooftop banner, shared logo wall, your logo included in the video loop on the main screen
- ▶ Real Asset Media “Thought Leader” TV Interviews with key members of your team
- ▶ **Guaranteed Speaker opportunities** within the conference programme (value 7.500 €)
- ▶ **Company branding on the high-level banner** to provide increased visibility
- ▶ Display area for marketing brochures & material
- ▶ Access to the stand catering for you and your guests
- ▶ Dedicated receptionist and hosts to greet your guests, and provide you with a valuable messaging service to ensure you don't miss potential clients
- ▶ Full page advert: Real Asset Insight October Issue, distributed throughout EXPO Real (value 7.500 €)

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# Join the International Investors Lounge

## Senior stand partner package

12.500 €

- ▶ Co-Exhibitor status at Expo Real including 2 free tickets
- ▶ Exhibitor-only login to benefit from additional up to 50% discounted entrance tickets
- ▶ **Dedicated 4 seat round table for the entire three days of the show.** The meeting table includes your company branding and is reserved for your exclusive use.
- ▶ Your company logo & branding included on the stand as well as all website, digital & print advertisements from Real Asset Media, The Real Estate Day and Real Asset Insight highlighting the International Investors Lounge
- ▶ Stand: High level brand visibility with rooftop banner, shared logo wall, your logo included in the video loop on the main screen
- ▶ Real Asset Media “Thought Leader” TV Interviews with key members of your team
- ▶ Speaker opportunities within the conference programme as a partner (value 7.500 €)
- ▶ Display area for marketing brochures & material
- ▶ Access to the stand catering for you and your guests
- ▶ Dedicated receptionist and hosts to greet your guests, and provide you with a valuable messaging service to ensure you don't miss potential clients
- ▶ Half page advert: Real Asset Insight October Issue, distributed throughout EXPO Real (value 4.950 €)

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# Join the International Investors Lounge

## Co-Exhibitor Stand Package

6.500 €

- ▶ Co-Exhibitor status at Expo Real including 1 free ticket
- ▶ Exhibitor-only login to benefit from additional up to 50% discounted entrance tickets
- ▶ Your company logo & branding included on the stand as well as all website, digital & print advertisements from Real Asset Media, The Real Estate Day and Real Asset Insight highlighting the International Investors Lounge
- ▶ Stand: High level brand visibility with rooftop banner, shared logo wall, your logo included in the video loop on the main screen
- ▶ Real Asset Media “Thought Leader” TV Interviews
- ▶ Display area for marketing brochures & material
- ▶ Access to the stand catering for you and your guests
- ▶ Meeting space, subject to availability or by appointment
- ▶ Dedicated receptionist and hosts to greet your guests, and provide you with a valuable messaging service to ensure you don't miss potential clients

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# International Investors Lounge

## Additional Exclusive Meeting Space

- ▶ **Private Meeting Room**
- ▶ Including a 4 seat table
- ▶ Exclusive Use for all 3 days of the fair
- ▶ Hostess Service to greet guests
- ▶ Catering & drinks service

18.500 €

- ▶ **VIP Partner area**
- ▶ Lounge table, lounge seats for 4
- ▶ Exclusive use for for all 3 days
- ▶ Hostess Service to greet guests
- ▶ Catering & drinks service

15.000 €

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# SHARE **YOUR EXPERTISE** REACH A GLOBAL AUDIENCE

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# Join as a Conference Partner

## Sharing your insight, intelligence & strategy

- ▶ The **International Investors Lounge** runs a successful programme of events on all three days at EXPO Real sharing insights, investment intelligence and thought leadership with fellow speakers and attendees.
- ▶ **Speakers:** Share your insights, strategies and business expertise, lead the debate, inspire attendees, benefit from the insights of industry peers
- ▶ **Attendees:** Investors, Capital Providers, Asset Managers, Government, Brokers, Lawyers, Advisors, Developers, Financiers, Occupiers, Private Wealth
- ▶ **Partnering:** as a Conference Partner you will benefit from exposure before, during and after the event, including the official EXPO Real Daily News (published at the fair) and detailed reporting in Real Asset Insight magazine, The Real Estate Day and RealEstateVision.tv



# The Conference Programme

## Investment locations, Sectors, Trends, Strategy

The International Investors Lounge programme covers industry hot topics, investment opportunities in countries, regions and cities as well as the key sectors.

The current programme includes events on:

### Sectors & Locations

European Logistics

European Office

European Retail

Investing in Germany

Micro-Living & Student Housing

Investing in Healthcare

Senior Housing

### Industry Trends & Hot Topics

Innovation, PropTech & Fintech

Global Capital Flows

RICS Futures Forum

Diversity in Real Estate

Global Cities & Investment

Ahead of the Curve - Carbon Positive Strategy

Wellbeing, ESG and Investment

As a [Conference Programme Partner](#) or [Event Host](#) you can also suggest your own topic

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# Conference Programme Partner

## You are an integral part of the programme

As a **Conference Programme Partner** you are an integral part of the event programme. We work together, giving you the opportunity to suggest or select specific topics and include upto four expert speakers from your company across the three days of events in the International Investors Lounge.

- ▶ Partnership on the full programme of briefings and networking events
- ▶ Your company is the official host for a specific event of your choice
- ▶ You can include upto four speakers from your company in the full programme
- ▶ Your company is highlighted as a Conference Partner
- ▶ Your logo & branding included on the stand as well as all website, print advertisements and newsletters from The Real Estate Day highlighting the International Investors Lounge
- ▶ Display area for marketing brochures & material dedicated to Conference Partners
- ▶ You benefit from exposure before, during and after the event, including The EXPO Real Daily News and detailed reporting in Real Asset Insight magazine, The Real Estate Day and RealEstateVision.tv

20.000 €

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# Conference Host

## Create your own industry briefing

As a **Conference Host**, you can create your own industry briefing or networking event within the programme for the International Investors Lounge. You benefit from all the facilities of the International Investors Lounge, sound and video, dedicated technician, catering, hosts and sole use of the presentation area for a full hour for your event.

- ▶ Your company is the official host for a specific event of your choice
- ▶ You can create your own dedicated event within the International Investors Lounge
- ▶ Full sound, video, presentation options with a dedicated onsite technician
- ▶ Investment Briefings Ltd is available to provide support, if requested, on any aspect including the choice of topic, speakers and a moderator
- ▶ TV Interviews with key members of your team and speakers
- ▶ Access to the stand catering for you and your event guests
- ▶ Dedicated receptionist and hosts to greet your guests as they arrive for your event
- ▶ Your company is highlighted as a Conference Host
- ▶ Your logo & branding included on the stand as well as all website, print advertisements and newsletters from Real Asset Media highlighting the International Investors Lounge
- ▶ Display area for marketing brochures & material during your event
- ▶ You benefit from exposure before, during and after the event, including The EXPO Real Daily News and detailed reporting in Real Asset Insight magazine, The Real Estate Day and RealEstateVision.tv

15.000 €

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# Event Partner

## Share your expertise

As an **event partner**, you can sponsor or co-produce an event as part of the programme within the International Investors Lounge. You benefit from joining an established event programme as a sponsor and/or speaker, as well as significant media exposure before during and after the event both to the audience at EXPO Real and the wider readership of The Real Estate Day.

- ▶ Your company is an official partner on an event within the programme
- ▶ TV Interviews with key members of your team and speakers
- ▶ Your company is highlighted as an Event Partner
- ▶ Your logo & branding included on the stand as well as all website, print advertisements and newsletters from The Real Estate Day highlighting the International Investors Lounge
- ▶ Display area for marketing brochures & material during your event
- ▶ You benefit from exposure before, during and after the event, including The EXPO Real Daily News and detailed reporting in Real Asset Insight magazine, The Real Estate Day and RealEstateVision.tv

7.500 €

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# Contact us to join as a Stand Partner and Programme Partner



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