



25th International Trade Fair for Property and Investment
October 4-6, 2023 | Messe München

LET INTERNATIONAL BUSINESS FIND YOU

THE INTERNATIONAL INVESTORS LOUNGE

THE HOME FOR CROSS-BORDER INVESTMENT AND INTERNATIONAL BUSINESS

INTERNATIONAL
INVESTORS
LOUNGE

Your dedicated **Exhibition Stand** and **Event Space** at EXPO Real 2023

THE INTERNATIONAL INVESTORS LOUNGE



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WHY EXPO REAL 2023?

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 SIOR) 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 detailed reporting in Real Asset INSIGHT & Real Asset IMPACT magazines, The Real Asset Day newsletter and Real Asset Live 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 detailed reporting in Real Asset INSIGHT & Real Asset IMPACT magazines, The Real Asset Day newsletter and Real Asset Live TV. Multi-media: in person, in print, online, digital, podcast & video

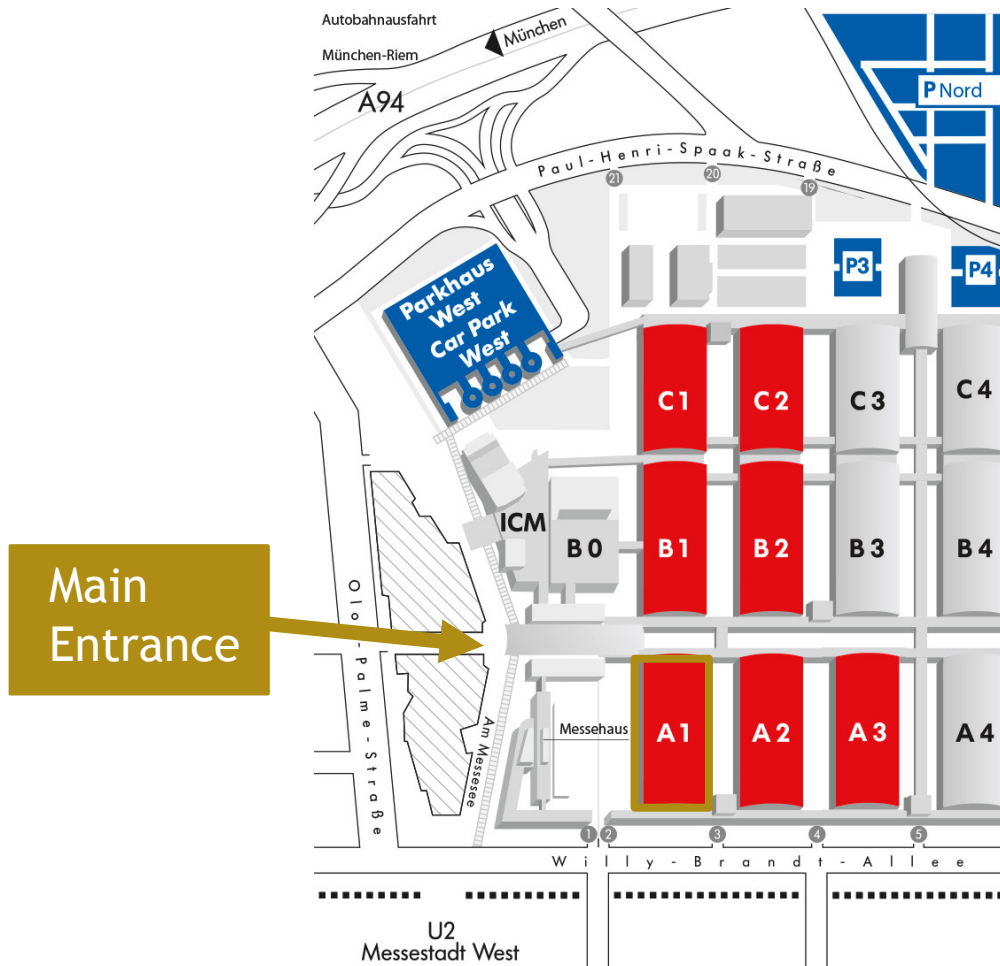


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Prime Location: Hall A1

Innovation & Investment



International Investors Lounge

New Design for EXPO Real 2023



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International Investors Lounge

The Stand - Main Features

- ▶ New for 2023 - **Enlarged Stand** - 176 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**



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The logo for the International Investors Lounge, featuring the text "INTERNATIONAL INVESTORS LOUNGE" in a blue, sans-serif font. The text is arranged in three lines: "INTERNATIONAL", "INVESTORS", and "LOUNGE".

INTERNATIONAL
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International Investors Lounge

The “home” for international companies

STAND PARTNERS

- Schroders capital
- REALTERM
- CMS law·tax·future
- GREYSTAR™ The Global Leader in Rental Housing
- RSM
- SPACEFLOW
- NTrust Commercial Real Estate Software | Services | Consulting
- VIVIA
- Pekabex
- BLACKBIRD
- BONARD
- mallcomm

EVENT PARTNERS

- arnold INVESTMENTS
- Berlin Hyp
- GARBE Industrial Real Estate
- GLP
- PALMIRA
- LOGISTIC PARKS
- Verdion
- LaSalle INVESTMENT MANAGEMENT
- REDEVCO

ASSOCIATION PARTNERS

- SIOR
- Société Vastgoed
- SHHA

To join the International Investors Lounge as a stand partner or as a speaker or programme partner contact us now:

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International Investors Lounge

New Partner Opportunities 2023



Join the International Investors Lounge Premium Stand Partner Package

25.000 €

- ▶ Co-Exhibitor status at Expo Real including 3 exhibitor tickets (early entry)
- ▶ Exhibitor-only login to benefit from additional discounted entrance tickets
- ▶ **Dedicated terminal, 4-seater high table/terminal, with 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 websites, digital & print advertisements from Real Asset Media, The Real Asset Day and Real Asset INSIGHT, Real Asset IMPACT and Expo Day highlighting the International Investors Lounge
- ▶ 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 opportunity** 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

17.500 €

- ▶ Co-Exhibitor status at Expo Real including 2 exhibitor tickets (early entry)
- ▶ Exhibitor-only login to benefit from additional discounted entrance tickets
- ▶ **Dedicated terminal, 2-seater high table/terminal, with 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 Asset Day and Real Asset INSIGHT, Real Asset IMPACT and the Expo Day 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 opportunity within the conference programme as a partner (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
- ▶ Half page advert: Real Asset Insight October Issue, distributed throughout EXPO Real (value 4.950 €)

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Join the International Investors Lounge Logo Partner Stand Package

7.500 €

- ▶ Co-Exhibitor status at Expo Real including 1 exhibitor ticket (early entry)
- ▶ Exhibitor-only login to benefit from additional 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 Asset Day and Real Asset INSIGHT, Real Asset IMPACT and Expo Day 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 Interview
- ▶ 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



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International Investors Lounge

Additional Exclusive Meeting Space

Private Meeting Room

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

SOLD OUT

18.500 €



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SHARE YOUR INSIGHT & EXPERTISE WITH A GLOBAL AUDIENCE AT EXPO REAL

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Join as a Conference Partner

Share Thought Leadership, Insight & 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, and detailed reporting in Real Asset INSIGHT, Real Asset IMPACT and Expo Day magazines, The Real Asset Day newsletter and Real Asset Live TV



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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.

DRAFT PROGRAMME

Day 1 - Wednesday 4 Oct

- 09:00 - 10.00 - Real FDI Networking Breakfast
- 10.00 - 10.45 - Germany Investment Briefing
- 11.00 - 11.45 - PropTech, Data & Innovation
- 12.00 - 12.45 - Networking Lunch
- 13.00 - 13.45 - Global Logistics Trends
- 14.00 - 14.45 - European Office Investment
- 15.00 - 15.45 - Alternative Investment Opportunities
- 16.00 - 16.45 - European Logistics Investment
- 17.00 - 17.45 - Creating Sustainable, Livable Cities

As a **Conference Programme Partner** or **Event Host** you can also suggest your own topic



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Join as a Programme Partner

Share your insight & expertise

Day 2 - Thursday 5 Oct

09.00 - 09.45 - IMPACT & SHHA Networking Breakfast
10.00 - 10.45 - Senior Housing & Healthcare Investment Briefing
11.00 - 12.00 - Sustainable Logistics Investment Briefing
12.00 - 12.45 - Carbon neutral and the future of responsible Investment
13.00 - 13.45 - Student Housing, Micro- & Co-Living Investment
14.00 - 14.45 - European Residential Investment
15.00 - 15.45 - Global Capital Flows
16.00 - 16.45 - European Debt Finance & Investment
17.00 - 17.45 - IMPACT Investing & implementing ESG Strategies
18.00 - 19.00 - IMPACT & Real FDI Networking Drinks

Day 3 - Friday 6 Oct

09.00 - 09.45 - Diversity in Real Estate Breakfast
10.00 - 10.45 - Young Professionals - the Future of Real Estate
11.00 - 12.00 - Networking Lunch: Marketing & Communications

As a **Conference Programme Partner** or **Event Host** you are included in all our editorial coverage

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OPTION1: 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 up to 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 up to 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 Real Asset Media 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 detailed reporting and editorial coverage in Real Asset INSIGHT, Real Asset IMPACT and Expo Day magazines, The Real Asset Day newsletter and Real Asset Live TV

20.000 €



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OPTION 2: 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 detailed reporting and editorial coverage in Real Asset INSIGHT, Real Asset IMPACT and Expo Day magazines, The Real Asset Day newsletter and Real Asset Live TV

15.000 €



OPTION 3: Event Partner

Share your expertise

As an **event partner**, you can sponsor one 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 Asset 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 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 detailed reporting and editorial coverage in Real Asset INSIGHT, Real Asset IMPACT and Expo Day magazines, The Real Asset Day newsletter and Real Asset Live TV

7.500 €

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Contact us to share your **Thought Leadership** at EXPO Real 2022



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