

Special terms of participation (B) for startup companies (Real Estate Innovation Forum)

The General Terms and Conditions of Participation A and the Technical Guidelines of Messe München GmbH shall apply, insofar as these Special Terms of Participation do not contain any provisions in derogation thereof.

Duration:

Monday to Wednesday, October 7 - 9, 2019

Opening hours for visitors:

Monday to Tuesday 09:00 – 19:00
Wednesday 09:00 – 16:00

Opening hours for exhibitors:

Monday to Tuesday 07:30 – 19:00
Wednesday 07:30 – 16:00

Organizer and financing body:

Messe München GmbH

Messegelände

81823 Munich

Germany

anmeldung@exporeal.net

www.exporeal.net

All prices indicated below are net and subject to applicable value-added tax.

B 1 Application

Applications must be filed using the application form for startups, which will be available from January 2019. After a successful assessment of their eligibility, the startups will be sent an official space offer.

The allocation of workspaces will be carried out by the EXPO REAL Exhibition Management. The deadline for applications is Friday, March 22nd, 2019

B 2 Admission and eligibility criteria

- Startups (sole proprietors or partnerships) are eligible for participation, provided the company was established within the last seven years, has been on the market for at least three years and can demonstrate a positive growth development
- The participating startup must have developed software and/or hardware and/or a service the key object of which is property-related solutions in the exhibition sector (= EXPO REAL nomenclature), specified in the application form (Plan & Build, Manage & Operate, Research & Valuate, Invest & Finance, Market, Next City Solutions).
- In terms of growth stage, the participating startup must have build an MVP (minimum viable product)
- At least 25% of a participating startup must be owned by the founder (or 100% in the event of sole proprietorship)
- No limits to sales and earnings
- The winners of the Real Estate Innovation Award 2017 qualify as participating startups, provided they meet the selection criteria listed above and below.
- The participation at the joint startup-booth concept "Tech Alley" is limited to a maximum of three years.
- The main contact person on site from among the people working for the startup must be at least 18 years of age.

B 3 Participation fee and services

The net participation fee is: **EUR 6.950**

The complete package includes:

- Workspace on a startup-workbench in the Tech Alley at the Real Estate Innovation Forum at EXPO REAL, with an open storage area and graphic print on table partition (dimensions 1200x840x850mm, height 1100mm)
- Electricity, LAN and USB connections, technical setup (electricity, booth cleaning, waste disposal)
- Locker in the backstage area
- Business listing in the EXPO REAL exhibition directories as well as in the startup-database
- Five free exhibitor passes for EXPO REAL
- Possibility to use exclusive meeting rooms at the Real Estate Innovation Forum free of charge (depending on availability).
- Speakers' Slot in the Tech Talk-Speaker's Corner

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B 4 Terms of and deadlines for payment

The deadlines for payments stated in the invoice shall be observed. Full prior payment of the amounts invoiced is a prerequisite for access to the exhibition area, for the entry in the trade fair directories (print, online, and mobile) and for the exhibitor tickets to be handed out. The amounts invoiced in all invoices issued by Messe München GmbH in connection with the event shall be transferred in EUR free of expenses without any deductions to one of the accounts specified in the respective invoice quoting the customer number. The payment deadlines specified in the invoice are contractually binding and shall be complied with.

For turnover tax reasons, it is not possible for Messe München to create invoices with deviating addresses for services that the Messe München GmbH delivered / will deliver to the exhibitor as

the contractual partner. Messe München can only issue invoices to its contractual partners. Please note that the final invoice can only be made to the billing and company address that is given on page 1 of the registration form. This address is also used for the admission invoice. In order to request a billing address change or request a new invoice due to a change in name, legal form, or address of the invoice receiver the exhibitor must pay a fee of 150 EURO for each amendment to the invoice. Contrary to the general Terms and Conditions and regulations in section A7 unless the details in the original invoice in respect of name, legal form, and address of the recipient of the given invoice were incorrect and Messe München is responsible for the incorrect details concerned.

B 5 Stand construction, design, and equipment

As part of the Real Estate Innovation Forum the Startup Alley has a consistent stand design, which is pre-defined by the Messe München GmbH / Exhibition Management EXPO REAL. The areas in which logos of the the startup may be displayed will be determined by Messe München GmbH. The startup should provide its logo in the form of a printable PDF or a vector file and agrees that the graphics will be attached in the designated areas at the stand by the stand constructor commissioned by Messe München

GmbH. The approval for the use of the logo is limited to the Real Estate Innovation Forum 2019.

Due to limited storage space, it is not permitted to setup prototypes, monitors, banners or roll-ups to the Tech Alley workspace. Media for presentations, such as laptops, tablets, booklets and flyers are permitted.

B 6 Exhibitor passes

Every startup will receive 5 free exhibitor passes for the duration of the trade fair.

The exhibitor passes are only intended for stand staff and can be ordered from the EXPO REAL Exhibitor Shop.