

## Exhibition sectors

Since its launch in 1998, EXPO REAL has developed into an international trade fair for property and investment. Special points of focus at EXPO REAL include institutional real estate investments, commercial rental space, B2B services, and digital innovations for the commercial real estate industry.

Real estate and/or buildings within the meaning of the Conditions of Participation for EXPO REAL are defined as roofed structures with enclosed rooms that can be entered and are used to accommodate people or animals, or for the storage of objects. This expressly does not include wind power plants, solar power plants, gas stations or local heating power plants (combined heat and power plants).

Only exhibitors who can be assigned to at least one of the exhibition categories listed in the nomenclature and whose services and/or products correspond to at least one of the nomenclature items listed for these exhibition categories are eligible for EXPO REAL. Some nomenclature items are specified in more detail below.

**Not eligible for EXPO REAL** are, for example, companies focusing on energy services (energy supply, contracting, consulting) or on infrastructural and technical building management (e.g., building equipment, building cleaning, security services, such as the installation and operation of burglar alarms, fire alarms, video surveillance and access control, catering, personnel leasing and temporary employment agencies, etc.) unless they fall under nomenclature item 04.04.

Management and/or strategy consulting companies, sensor manufacturers and/or distributors, software distributors and system houses, manufacturers and distributors of smart home solutions (including home emergency call

systems) and mobility/charging infrastructure, as well as specialist planners, are also not eligible for EXPO REAL, even if they provide planning services for individual or even all trades associated with the construction of the property, such as, for example. e.g., building services, including electrical and plumbing installations, energy infrastructure, supply or waste disposal, engineering planning, structural design, structural or civil engineering, structural analysis or infrastructure services.

Registration for EXPO REAL is also not open, for example, to companies from the fields of interior design, store fit-out, furniture manufacture, furniture trade, indoor climate/room acoustics optimization, open space and green space planning, as well as companies whose business activities are primarily related to insurance brokerage, civil engineering, the provision of energy or electrical charging infrastructure, the manufacture of or trade in building materials/ construction materials, other components of building construction or technical building equipment.

Please refer to the definitions of the exhibition areas starting on page 3. Proof of eligibility must be provided by documentation; the services exhibited must also be evident from the website at the time of application. Alternatively, catalogs and customer references may be provided. Proof must be provided within a deadline set by Messe München GmbH. Proof of eligibility provided after the deadline will not be accepted.

Exhibitors may only exhibit those services for which they have been admitted. If an exhibitor has registered several services that fall under several nomenclature items, Messe München GmbH is entitled to admit the exhibitor only for services that fall under one nomenclature item. Hardware solutions may not be exhibited.

<b>01</b>	<b>Real estate investors</b>	<b>04</b>	<b>Real estate service providers</b>
01.01	Institutional real estate investors: Real estate investment/asset management companies	04.01	Construction project managers/ construction project controllers
01.02	Institutional real estate investors: Insurance companies and pension funds	04.02	Asset managers
01.03	Institutional real estate investors: Real estate stock corporations and REITs	04.03	Property managers
01.04	Real estate divisions/ companies of non-property companies (CREM)	04.04	Facility managers
01.05	Public sector real estate divisions/ companies	04.05	Real estate appraisers
01.06	Church-owned real estate divisions/ companies	04.06	Architects and architecture offices
01.07	Foundations	04.07	Real estate agents (including location consultants)
<b>02</b>	<b>Real estate financiers</b>	04.08	Other property-related services: Legal advisers, tax consultants, auditors
02.01	Commercial and savings banks	04.09	Other property-related services: Market research institutes
02.02	Mortgage banks	04.10	Other property-related services: Real estate communication companies
02.03	Leasing companies	04.11	Other property-related services: Human resources consultants
02.04	Insurance companies and pension funds	<b>05</b>	<b>Property and site operators</b>
02.05	Other financiers	05.01	Commercial property: Office property and co-working
<b>03</b>	<b>Real estate developers</b>	05.02	Commercial property: Retail property
03.01	Project developers	05.03	Commercial property: Logistics and industrial property
03.02	Site and district developers	05.04	Residential property: Housing corporations
		05.05	Residential property: Providers of student housing

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05.06	Residential property: Providers of co-living, micro-living, serviced apartments	<b>12</b>	<b>Digital solutions: Manage &amp; Operate</b>
05.07	Special property: Healthcare and social property	12.01	AI-based portfolio, asset or property management
05.08	Special property: Hotel and hospitality property	12.02	Sensor-assisted maintenance (software and hardware)
05.09	Special property: Operators of train stations, airports, ports	12.03	Sensor-assisted HVAC control systems for large commercial real estate portfolios
05.10	Special property: Operators of parking facilities	12.04	Access control software for buildings and special-purpose properties
05.11	Special property: Data center operators	12.05	Community and building management platforms
<b>06</b>	<b>Economic regions</b>	12.06	Scalable, fully-integrated digital parking space management systems
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07.02	Internet real estate portals and digital sales platforms	13.02	Automated services for real estate valuation models
07.03	Data rooms	13.03	Climate impact analysis of real estate
07.04	Computer-aided facility management	<b>14</b>	<b>Digital solutions: Invest &amp; Finance</b>
07.05	CRM applications for the commercial real estate industry	14.01	Crowd investing providers for real estate projects that enable commercial real estate investments
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11.02	Building information modeling and virtual components		
11.03	3D visualization, augmented and virtual reality solutions		

# Definition of exhibition sectors

## 01 Real estate investors

### 01.05 Public sector real estate divisions / companies

Registration is open to public administrative institutions involved with property: federal government, state governments, local government associations, municipalities, public institutions and corporations as well as public property companies (mandated government-owned companies created to deal with public real estate).

### 01.07 Foundations

Registration is open to civil-law and public foundations, as well as church-owned, local, dependent or foreign foundations with properties in their investment portfolios. Registration is not open to foundations that do not have a primary focus on real estate investment or manage their own real estate assets. Evidence of the foundation's purpose must be provided.

## 02 Real estate financiers

### 02.05 Other financiers

Registration is open to companies that do not finance their property investments by procuring equity via their own financing or from shareholders or by borrowing loan-based capital. This includes, for example, private equity corporations whose engagement is characterized by borrowed capital, or mezzanine lenders.

## 03 Real estate developers

### 03.01 Project developers

Companies may register as project developers if they offer the structural design, construction and marketing of a property for the purpose of constructing or modifying buildings by combining land, project conception and capital. Registration for EXPO REAL is only open to those project developers who offer the full range of project development services, i.e. acquisition of land or properties (redevelopment), securing of land, development of utilization concepts, feasibility analyses, creation of building rights, raising of equity and borrowed capital, marketing, leasing and sales as well as project management from a single source. Companies whose core business does not involve property development as defined above are not eligible for admission. Companies whose business activities are primarily related to the provision or operation of energy or other infrastructure, civil engineering including road construction, or the remediation of contaminated sites, are not eligible for admission as project developers, for example.

### 03.02 Site or district developers

Site and district developers are companies that offer the structural design, construction and marketing of a site or district by offering a package of land, project concept and capital for the purpose of constructing or modifying several buildings on the same site or in the same district. Registration for EXPO REAL is only open to those site and district developers who offer the acquisition of sites/properties (redevelopment), securing of land, the development of use concepts and feasibility analyses, the creation of building rights, the acquisition of equity and borrowed capital, marketing, rentals and sales as well as project management from a single source and who also design the operation of the site or district. This includes in particular the establishment of a site or district management and the development of solutions for mobility between the buildings within the site or district.

Companies whose core business does not involve property development as defined above are not eligible for admission. Companies whose business activities are primarily related to property development, the provision or operation of energy or other infrastructure, civil engineering including road construction or the remediation of contaminated sites are not eligible for admission as property developers.

## 04 Real estate service providers

### 04.01 Construction project managers / construction project controllers

Construction project management firms organize the entire development phase of a construction project from inception through to use, including the assessment of demand, planning, implementation and supervision of project processes from a legal, economic and technical viewpoint, and offer these services in their entirety, including the selection of contractors and sub-contractors, the supervision of organizational plans, progress and cost control, and quality assurance. Project control is the core of professional construction management in the building industry and comprises at least project preparation, planning, execution preparation, execution as well as project completion with at least the following areas of activity: organization / information / coordination, qualities / quantities, costs / financing, deadlines / capacities / logistics as well as contracts / insurances. Within the scope of construction project control, business management processes and procedures of a construction project are carried out. The construction project controller assumes, on behalf of the builder, management duties for the entire construction project in relation to the companies carrying out the construction work. In particular, he represents the interests of the builder vis-à-vis the appointed building companies.

Not eligible are, in particular, those companies whose construction project management extends in significant parts to the construction of infrastructure (e.g. plants for energy generation) or civil engineering projects (e.g. road construction).

### 04.02 Asset managers

Real estate asset managers act as asset managers for real estate investors. Their key task is to identify the yield potential of real estate and to realize this potential in coordination with real estate investors. Real estate asset managers identify value-added potential in relation to real estate and draw up real estate and property strategies for the real estate investors they manage, taking into account the opportunities for optimizing risk/return. This includes the strategic real estate analysis and selection, the development/drafting of the real estate and property strategies (taking into account the objectives of the real estate investor), property-specific (dis)investment planning, property-specific maintenance strategies, and the preparation of real estate-specific business plans. Real estate asset managers also manage the implementation of the real estate and property strategies of their real estate investor clients. In particular, real estate

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## Cont. 04 Real estate service providers

asset managers manage the acquisition and sale of real estate as well as investments and disinvestments in real estate with the aim of optimizing risk/return exposure. This involves the planning, structuring and allocation of financial resources for real estate investments with the aim of using existing capital to increase value and avoid deficits.

### 04.03 Property managers

Property managers are responsible for the operational and return-oriented management of a piece of real estate. Their key task is to ensure the best possible use or exploitation of real estate. Property managers represent the interests of real estate owners in a fiduciary capacity, execute their real estate and property strategies, maintain contact with tenants or other users, procure new tenants and other users, ensure a smooth technical and infrastructural management and maintenance of the property, if required by hiring external facility management service providers, ensure a proper organization of the management of the property and execute the business and administrative aspects of facility management including rental and property contract administration, rental and property accounting, payment recovery, utility/service charge statements, insurances, budgeting, business planning and reporting.

### 04.04 Facility managers

Only those companies that offer all facility management services required for buildings, properties, sites and parking areas from a single source can be approved as providers of facility management services. In particular, the range of services must include both technical and commercial as well as infrastructural facility management services. Companies that are not active in their core business as facility managers in the sense of the above description are not eligible for admission. In particular, providers, planners and consultants of individual facility management services, such as cleaning, guarding, outdoor facility maintenance, catering, energy management services, energy supply and energy consumption billing services, relocation services, security services such as the installation and operation of intrusion, fire alarm, video surveillance and access control systems, catering, personnel leasing and temporary employment agencies, as well as consortiums of providers of individual facility management services that jointly offer all facility management services of the aforementioned type are not eligible for admission.

### 04.05 Real estate appraisers

Real estate appraisers are companies that determine the market value (fair value) of developed or undeveloped land (real estate) on a certain date in the ordinary course of business by means of a procedure governed by legal regulations and by applying sound business, legal and construction expertise. The current value of a specific property (including its components) is determined according to recognized (national or international) valuation methods. Registration is not open to companies whose core business does not involve real estate appraisal as defined in this paragraph, or whose core business is appraisal for the purpose of damage assessment. Providers of due diligence procedures (e.g., environmental due diligence procedures) or non-financial real estate assessments (e.g., energy or emissions-related building ratings, site extreme weather risk assessments), are not considered real estate appraisers or real estate rating companies for purposes of the two preceding paragraphs.

### 04.06 Architects and architecture offices

Registration is open to architects who, as their core business, implement utilization concepts of real estate investors (see item 1) with regard to the construction or modification of buildings in a cost-effective, functional, flexible, sustainable and architectural form and who meet the quality requirements for the professional profile of architects in their respective country of establishment. Registration is only open to architects whose clients are primarily real estate investors (see item 1), whose focus is on the construction or modification of commercially operated buildings, and who advise and assist their clients in the planning and execution of construction projects, coordinate and streamline the planning and execution of construction projects, and prepare construction documents. Architectural firms whose core business is providing the architectural services described above are eligible for registration. Chambers of architects are also eligible for registration.

### 04.07 Real estate agents (including location consultants)

Real estate agents are brokers who, for a fee, arrange the purchase or lease of commercial real estate and land, or provide evidence of the opportunity to conclude such agreements, and who have the necessary permits to do so. Location consultants are service providers who advise tenants or other parties entitled to use a commercial property, who are not its owners, with regard to the use of the commercial property. At a minimum, the consultation includes market research and site analysis to decide on a change of use, as well as assistance in negotiations with landlords and government agencies to implement a change of use. The site consultant must specialize in at least one of the following use segments: Logistics, Hotel, Retail, Office, Nursing and Health-care properties.

### 04.09 Other property-related services: Market research institutes

Market research institutes are service providers who systematically survey and investigate the market for land and buildings of all types of use with regard to general conditions and influencing factors. They gather, weigh and evaluate direct and indirect information about the real estate market using statistical and/or scientific methods. Only market research institutes that make a contribution to real estate research (data procurement, data preparation or data processing) in all usage segments/asset classes may register. This includes the creation and management of databases, data analysis services based on quantitative or qualitative methods, and the preparation of specialist publications.

### 04.10 Other property-related services: Real estate communication companies

Real estate communication agencies are service providers that provide holistic advertising services, including social media appearances, for real estate companies and explicitly address the real estate industry as the only or main customer group in their external appearance. Companies whose services are limited to the design of websites or the programming of apps may not register.

### 04.11 Other property-related services: Human resources consultants

Human resources consultants are service providers who search for and select qualified employees for the real estate industry. Personnel consulting for real estate companies within the meaning of nomenclature items 01, 02, 03 or 04 must be a focus of the human resources consultant's activities. Providers of human resources services exclusively for infrastructural services (e.g. concierge services, cleaning staff, catering staff) may not register.

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## 05 Property and site operators

Property and site operators are companies that, as tenants or owners, are responsible for the economically viable operation of property, and that, on the one hand, have property and site operation as their core business and on the other hand are not part of the real estate industry. This category also includes housing companies. An operator of a property or a site is therefore a company that influences the condition and operation of the entire property or site. Operators in this sense do not include, for example, facility managers under a mandate with operator responsibility.

### 05.01 Commercial property: Office property and co-working

Office property operators are essentially co-working providers. Owner-occupiers of office property are not operators as defined by the conditions for participation in EXPO REAL.

### 05.02 Commercial property: Retail property

Registration is open to operators of several retail properties who operate branches as part of their sales concept and use these retail properties for this purpose. Only properties that are used exclusively as retail properties or that are characterized by their use as retail properties are considered retail properties.

### 05.03 Commercial property: Logistics and industrial property

Logistics properties are properties which are used for the storage, picking, distribution and transshipment of goods. Industrial property is property used for the mechanical production of goods. Logistics properties may house both logistics services and industrial manufacturing facilities.

### 05.04 Residential property: Housing corporations

Housing corporations are companies that commercially operate and let their own residential properties. Housing corporations may also be property developers or manage rental apartments owned by third parties. Owner-occupiers of residential property are not housing corporations as defined by the conditions for participation in EXPO REAL.

### 05.10 Special property: Operators of parking facilities

Operators of parking facilities are companies that commercially operate single- and multi-story car parks, underground parking garages and/or other parking lots to provide parking spaces for motor vehicles in exchange for the payment of fees.

### 05.11 Special property: Data center operators

Data center operators are companies that, as their sole business, operate data centers for the purpose of accommodating computer technology and providing IT/hosting capacities for external users (third-parties) on a commercial basis. Operators that operate data centers primarily for their own operational needs are not eligible.

## 07 Information technology in the real estate industry

In contrast to Digitalization (Digital Solutions, Exhibition Category 11), the eligible group of exhibitors in Category 07 are providers of purely software based solutions. In addition, the software must perform business critical functions for the respective target groups and enable the administrative processing of day-to-day business. Not eligible under the following categories are, for example, system houses that merely offer customizing solutions based on third-party software.

### 07.01 Professional property management software

Suppliers of software for collecting and processing master data on properties and tenants as well as the year-round management and accounting of commercial property. Suppliers of software that supports commercial property transaction processes via the structured processing and provision of information to other parties involved in the transactions.

### 07.02 Internet real estate portals and digital sales platforms

Operators of internet portals for advertising commercial properties for rent or sale. Internet platforms specializing in commercial properties for sale or rent.

### 07.03 Data rooms

Suppliers of data room software for property-related due diligence processes. The software must be equipped with fundamental security functions, in particular rights management and access control, photography protection, audit-proof operation. Companies offering data rooms for sale or rent as dealers and other consultancy or IT integration services, provided they offer these specifically for companies involved in transactions in the commercial property segment.

### 07.04 Computer-aided facility management

Suppliers of software solutions in "computer-aided facility management" (CAFM). Eligible are providers of software solutions that can demonstrate at least the following range of services:

- Space management
- Room and asset reservation
- Locking system management
- Relocation management
- Rental management
- Energy controlling
- Safety and occupational health
- Environmental protection management
- Help and service desk
- Budget management and cost monitoring
- BIM data processing
- Contract Management
- Workplace management

Proof of fulfillment of these functionalities can be provided by successful GEFMA certification of the software.

### 07.05 CRM applications for the commercial real estate industry

Eligible are companies that offer applications for the fully automated mapping of real estate-related processes and/or services on websites or in software that primarily handles customer-oriented activities; the software must have been developed exclusively for use in the commercial real estate industry (e.g. digital brokerage software solutions for commercial real estate (CRM systems)). Procurement or tender portals as well as pure workflow and process software without a focus on the real estate industry are not eligible.



# Definition of exhibition sectors

## Cont. 07 Information technology in the real estate industry

### 07.06 Standard software for portfolio and asset management

Eligible are providers of software for recording, processing and evaluating property, income, tenant, contract, cost and yield information in documents and data at various levels of aggregation (at least portfolio and property level); the software must offer extensive reporting, planning and controlling functions and must be specifically developed for use in the commercial real estate industry. Furthermore, eligible are providers of software that supports transaction processes in the commercial real estate industry through the structured processing and provision of information to other stakeholders.

Not eligible are providers of software solutions where functions for the commercial real estate industry are offered via a peripheral submodule or are fundamentally only one of many conceivable application sectors.

## 08 Associations

### 08.02 Other associations related to real estate

Other associations related to real estate are associations or other stakeholders advocating the interests of industries close to the commercial property industry, e.g. the property-related finance industry or the construction industry. Not eligible are associations that represent the interests of individual building materials or individual trades.

## 11–15 Digital Solutions

### For categories 11–15 the following applies:

For admission to Tech Alley, exhibitors must have developed their own proprietary software. The functions of this software must relate specifically and exclusively to users in the real estate industry and must (in differentiation to Category 07) exhibit a high degree of innovation, which can, for example, consist of a new approach to solving a specific problem in the real estate industry, new

findings, new business models such as digital rental platforms, check-in without personnel or data simulation models, evidence of new functionalities, connection to an existing ERP system. Not eligible for admission are providers of building design-oriented software and consulting or engineering services, and systems houses.

## 11 Digital solutions: Plan & Build

The eligible group of exhibitors includes providers of software-centric solutions developed specifically and exclusively for the real estate industry—especially for the construction planning and construction project management sub-sectors.

### 11.01 Software solutions for the construction industry and project development

The eligible group of exhibitors includes providers of cloud-based software solutions that improve communication on construction sites through the management, organization, communication, interface coordination and monitoring in the context of construction work, and whose software solutions are based on uniform, interdisciplinary collaboration on a common, integrated, digital model in real time (collaboration application).

Not eligible are vendors whose software solution covers only sub-processes of a construction project.

Also ineligible are vendors whose software solutions do not cover the following core construction management functions:

- plan comparisons
- a collaborative construction diary
- construction scheduling across all trades
- interface coordination and
- BIM integration

### 11.02 Building information modeling and virtual components

The eligible group of exhibitors includes providers of software solutions for the complete digitalization of all planning and construction-relevant building information (“digital construction site”) for commercial properties in the form of virtual building models (“digital twins”) for more efficient and cost-effective project planning. Also eligible are providers whose software solutions focus on upstream processes in construction planning, provided that this serves to optimize planning or location in accordance with building regulations.

Not eligible in this category are companies/users or planners who use pure BIM software.

### 11.03 3D visualization, augmented and virtual reality solutions

The eligible group of exhibitors includes model-based collaboration platforms for construction projects (including controlling). Combination of various CAD tools into a BIM specialist model; documentation of visualizations from different sources in one platform, customized 3D floor plan visualizations in accordance with the client’s needs.

Not eligible are BIM consultants (architects who offer consulting services and use BIM software as users, but who have not developed the software themselves) and providers of software solutions for building material design, machinery and building services engineering.

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## 12 Digital solutions: Manage & Operate

The eligible group of exhibitors includes providers of building technology and AI-based solutions that combine hardware and software into an overall system designed exclusively and specifically for real estate operations.

### 12.01 AI-based portfolio, asset or property management

The eligible group of exhibitors includes providers of software solutions focused exclusively on the real estate industry, whose functionalities cover the digitalization of documents, data sets and workflows of portfolio or asset or property management, while providing collaboration platforms for all stakeholders. Minimum functionalities of the solution are

- cloud-based
- the application of weak artificial intelligence (e.g., through algorithm-based neural networks)
- text and image processing or
- pattern recognition with learning curve effects utilizing Deep Learning/ Machine Learning

Not eligible are vendors whose software solutions are primarily focused on technical property management.

### 12.02 Sensor-assisted maintenance (software and hardware)

The eligible group of exhibitors includes providers of building technology solutions that incorporate sensor technology as an elementary component of the basic and core functions of their solutions to ensure more efficient and transparent building operation. Not eligible are providers of building technology solutions that are only augmented with software (e.g. parking sensors, electric charging stations) and providers of pure consulting and engineering services in this area.

### 12.03 Sensor-assisted HVAC control systems for large commercial real estate portfolios

The eligible group of exhibitors includes providers of building-integrated solutions for HVAC solutions (heating, ventilation, air conditioning) that network the building fabric with internet applications, such as AI-based radiator controls via intelligent thermostats or energy efficiency solutions via climate intelligence and environmental data channel systems (using Digital Twin Analysis). Not eligible are providers

- of primarily hardware-based, building-related solutions that integrate software solution to deliver additional functions rather than basic and core functions, and providers
- of pure consulting and engineering services in this area.
- Furthermore, registration is not open to providers of solutions that are primarily focused on energy monitoring and energy management.

### 12.04 Access control software for buildings and special-purpose properties

The eligible group of exhibitors includes providers of smart lock access and digital access systems, together with providers of integrated digitalization systems for building automation, where the software and data landscape is a necessary and essential part of the solution, and which is primary a solution for office and special-purpose real estate (in particular hotels, hostels and last mile logistics hubs). Approved digital access systems for last mile logistics hubs are those designed and developed especially for the supply of retailers and private households with goods and commodities (cargo) in urban contexts. In addition, they also fulfil the above requirements for general smart lock access solutions.

Not eligible are Smart Home solutions and access systems that are primarily developed for use in residential properties, as well as hardware providers.

### 12.05 Community and building management platforms

The eligible exhibitor group includes providers of virtual, cloud-based solutions for the digitalization of building control systems or for technical inventory data collection. In particular, those with the functionality to integrate further IoT-supported applications, as well as providers of AI-supported building management platforms. Only providers of solutions whose components are simultaneously useful for tenants and landlords in simplifying the handling of their tenancy are eligible. Tenant apps and solutions that relate to infrastructural building services (e.g. concierge services, room booking, indoor navigation, cleaning services, locker management, provision of electric charging infrastructure) are expressly not eligible.

Also ineligible are solution providers focused on floor planning, office equipment, digital locker or storage systems, collection stations, digital waste management, indoor climate optimization, workplace analytics, energy monitoring, energy data collection and energy management.

In addition, not eligible are solutions that focus on use by end consumers (e.g., smart home apps, digital damage reports).

### 12.06 Scalable, fully-integrated digital parking space management systems

The eligible group of exhibitors includes providers of integrated solutions for the operation and management of car parks and parking garages in which hardware is not the main component. These solutions provide the entire range of parking management services in an integrated overall solution, including at least

- automatic and software-based license plate recognition,
- ticket-free access and exit controls,
- a data-based guest access solution, and
- a digital management platform with app connectivity and automated billing.

Not eligible are providers who only offer parts of the required holistic solution, providers for whom the hardware is the main component of the developed solution, and system houses that primarily assemble third-party components and process them into a solution. Furthermore, registration is not open to providers whose solutions relate exclusively or primarily to supplying electric charging infrastructure.

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## 13 Digital solutions: Research & Valuation

The eligible group of exhibitors includes providers of software and datacentric solutions designed to replace traditional approaches to real estate valuation and market research.

### 13.01 Location intelligence solutions

The eligible group of exhibitors includes providers of solutions that use machine learning, cloud data storage, big data analysis or other highly automated, data-driven intelligence to increase real estate industry transparency (e.g. location intelligence solutions, etc.). Not eligible are providers of products that are exclusively applicable to the housing industry or have not marketed an application for commercial properties, as well as solutions that collate and/or depict purely publicly available data (e.g. extreme weather/natural hazard analyses).

### 13.02 Automated services for real estate valuation models

The eligible group of exhibitors includes providers whose solutions support real estate valuation processes via platforms for the structured and sector-compliant exchange of information or data; providers of solutions that generate

data that can be used for digital market research; providers of digital frequency measurement solutions, and providers of AI-based solutions for risk management of investment portfolios. Not eligible are providers of solutions that can only be used in the housing industry and providers who have not marketed an application for commercial properties.

### 13.03 Climate impact analysis of real estate

The eligible group of exhibitors includes providers of software solutions for the systematic processing of data obtained from sensors or from real estate portfolios with the objective of evaluating the sustainability of real estate.

Not eligible are providers of solutions whose evaluations are not prepared for sustainability certification and sustainability benchmarking.

Furthermore, not eligible are energy consultants and/or providers of software solutions that are limited to energy-related building analysis.

## 14 Digital solutions: Invest & Finance

The eligible group of exhibitors includes providers of portal or distributed ledger-based solutions that are used exclusively in real estate investment and financing processes and replace conventional approaches.

### 14.01 Crowd investing providers for real estate projects that enable commercial real estate investments

The eligible group of exhibitors includes providers of “crowdsourcing” portals to raise equity or equity-equivalent funds (e.g. mezzanine capital) for real estate developments for commercial real estate investments or mixed-use investments with a proportion of commercial real estate. Not eligible are crowd-investing portals that are purely focused on residential developments.

### 14.02 Marketplace and peer-to-peer lending

The eligible group of exhibitors includes providers of “crowdsourcing” portals to raise debt capital or equivalent funds for real estate developments to enable proportionate debt financing for commercial real estate investments or mixed-use investments with a proportion of commercial real estate.

### 14.03 Digital transaction management using blockchain

Providers whose solutions are based on block chain technology and related technical elements (e.g. tokens) to enable or implement investments and financing in commercial real estate. Not eligible are providers whose solutions are purely limited to residential investments and whose platforms could not be used in the commercial real estate sector as well as providers whose solutions rely on Bitcoin technology and related technical elements (e.g. wallets) to enable or implement investments in commercial real estate (due to lack of regulation/money laundering audit).

## 15 Digital solutions: Market

Providers of portals or distribution solutions that use purely digital means and digital technologies to replace key components of existing rental practices, such as viewings and long-term leases, and promote new business models.

### 15.01 Platforms for short-term rental of office and retail space

Providers of digital co-working, co-living and temporary retail space solutions, e.g. pop-up stores.

### 15.02 3D, augmented reality and virtual reality services for marketing commercial properties

The eligible group of exhibitors includes companies that offer services related to the presentation of commercial real estate for sales and/or rentals, as well as providers of 360° photography and/or 360° videos, app programming to visualize buildings or building interiors and/or holographic representations of commercial properties.



## Definition of exhibition sectors

### 16 PropTech Venture Capital & Incubators

The eligible group of exhibitors includes companies that not only finance startups for the digital transformation of the real estate industry ("PropTechs") but also support them in other ways, e.g., through their consulting or contacts,

with the goal of establishing or growing a company ("Company Building"/ Incubator). Not eligible are companies that do not offer the services described above as their core business.

### 17 Authorized AIF Custodians

Eligible AIF custodians are companies that are approved by Germany's financial supervisory authority, BaFin, as custodians in accordance with the provisions of the German Capital Investment Code (KAGB) and whose business activities are limited exclusively or predominantly to alternative investment

funds or real estate investment funds or real estate investment trusts. Companies without BaFin approval are only eligible if they have an equivalent approval in a member state of the European Union.