

October 6–8, 2025 | Messe München

Make the real estate transformation work

Shape the future of the real estate industry!

Challenging times require flexibility and collaboration to find solutions and overcome obstacles. The Transform & Beyond by EXPO REAL area bundles the relevant future topics of the real estate industry in one place. Here you have the opportunity to present your innovative solutions and future-oriented products for the real estate industry. The central topics of Transform & Beyond by EXPO REAL are smart buildings, decarbonization of cities and buildings, AI & robotics, digitalization and energy solutions for districts.

[You can find the exhibition areas here](#) →

As an exhibitor you benefit from:

- ✓ an international industry network
- ✓ the broad professional audience at EXPO REAL
- ✓ networking events and guided tours
- ✓ an attractive package for startups
- ✓ complete stand construction packages or individual exhibition spaces
- ✓ a strong media presence

“ Transform & Beyond is a new trade fair segment this year, and I think it's been extremely successful. We feel very much at home here. The atmosphere is fantastic, and we have had good discussions on site, even on short notice. It creates an ideal spot for connecting startups, young companies, and innovative businesses with the traditional real estate world. ”

Anna Gruner, Senior Manager Marketing, Solarize



EXPO REAL at a glance

1,780 exhibitors from 34 countries

> 40,000 participants from 75 countries

75,000 m² of exhibition area

7 halls

Who can participate in Transform & Beyond by EXPO REAL?

Companies, startups and scale-ups with cross-industry solutions and products for the decarbonization of cities and buildings, for smart buildings, for AI & robotics, digitalization and for energy management solutions for districts.

All the details: exporeal.net/en/transform →

explore.
understand.
connect.

transform
& beyond by EXPO REAL



Your participation options

You have various options for exhibiting at Transform & Beyond by EXPO REAL. With our stand packages, you don't have to worry about stand construction or ordering electricity.

Transform & Beyond Startup Package* Price: EUR 5,590 plus VAT.

- ✓ One workstation per company at a counter-style table, incl. individual branding
- ✓ Power connection, WiFi and ancillary costs (stand cleaning, waste disposal)
- ✓ 3-minute pitch on the Tech Talk Stage
- ✓ Individual branding of the graphic area
- ✓ Startup profile in the EXPO REAL trade fair directories, incl. Transform database and other print media
- ✓ Three free exhibitor passes and the option to purchase additional exhibitor passes for a fee
- ✓ Meeting options in the community areas of Transform & Beyond (subject to availability)

*only bookable for companies founded in 2018 or later.

Transform & Beyond Premium Package Price: EUR 19,490 plus VAT

- ✓ Rectangular work area 3 x 4 m (counter with branding, 2x meeting tables, LED screen 40 inch, 2x graphic areas for individual branding)
- ✓ High-quality and sustainable stand construction, incl. individual branding
- ✓ Power connection, LAN and ancillary costs (stand cleaning, waste disposal)
- ✓ Profile L in the EXPO REAL trade fair directories, incl. Transform database and other print media
- ✓ Four free exhibitor passes and the option to purchase additional exhibitor passes for a fee
- ✓ 10-minute presentation slot on the Tech Talk Stage
- ✓ Meeting options in the Transform & Beyond community areas (subject to availability)

Would you like to book a larger area with individual stand construction at Transform & Beyond by EXPO REAL? Stand areas of 20 m², 40 m², 60 m², 120 m² or more can be booked.

Apply now to benefit:
exporeal.net/en/transform/application →
Registration deadline: March 20, 2025

Your Contact



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Date
October 6-8, 2025
Monday-Wednesday

Location
Messe München,
Germany

Opening hours
Mon. to Tue.: 9:00 - 19:00
Wed.: 9:00 - 17:00

**Transform & Beyond
by EXPO REAL**

exporeal.net/transform →