



Messe München

Connecting Global Competence

# EXPO REAL INNOVATION

## WANTED: START-UPS



## Be where real estate meets innovation

### It's all about digitalization. And innovation.

New technologies and digital transformation: the pace of innovation in the real estate industry is accelerating rapidly. The Tech Alley, our special exhibition space for start-ups, as well as the adjacent Real Estate Innovation Forum is the place for innovation-driven start-ups to meet the real estate industry.

*"One of the best ways to meet influential people in the sector."*

Nino Marcetic, AgiliCity d.o.o.

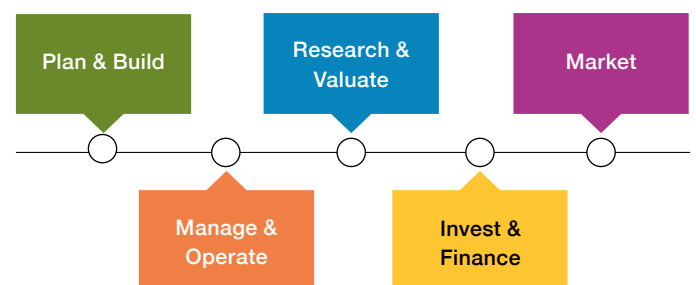
*"We profited from the surprisingly focused requests and visitors at our booth. If you get the chance to present your company at the Tech Alley - go for it. ;-)"*

Stefan Arbeithuber, MO. Point Mobilitätsservices GmbH



### The Tech Alley has been designed for start-ups. But not just any.

Your start-up is active in the fields of PropTech, ConTech or FinTech and your business idea has the power to disrupt the real estate industry? You are already halfway there! EXPO REAL looks for start-ups that were established within the last seven years, have been on the market for at least three years and have developed a real estate-related digital solution with use case, suiting one of the following sectors:



All the details:

[exporeal.net/techalley/en](http://exporeal.net/techalley/en)

Corporate start-ups are not eligible for a Tech Alley participation.

[exporeal.net](http://exporeal.net)

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



Building networks

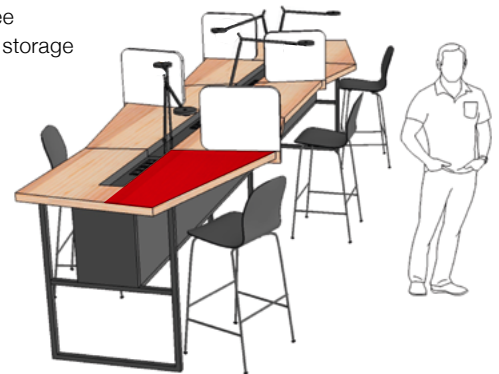
# EXPO REAL



## The Tech Alley start-up package. Unbeatable advantages.

- ✓ Industry exposure: your own 1-m<sup>2</sup> presentation area (workspace) at a topic table with three workspaces each (incl. electricity, LAN and USB charging connection as well as an open storage area and logographic print)
- ✓ 2 permanent exhibitor badges worth EUR 350 each
- ✓ Speaker slot on the Tech Talk Stage
- ✓ Extensive media package: your logo and brief profile in many online and print EXPO REAL media
- ✓ Media attention: marketing, press and social media campaigns

**Package price: EUR 6,950 net**



**Apply now to benefit:**  
[exporeal.net/techalley/en](http://exporeal.net/techalley/en)

**Registration deadline for start-ups:**  
**April 23, 2021**

Tech Alley workspaces are assigned to eligible start-ups on a first-come, first-served basis.

**Are you interested in booking an individual booth instead?**

[exporeal.net/application](http://exporeal.net/application)



**Your contact**  
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**Date and venue**  
**EXPO REAL**  
 October 11-13, 2021  
 Monday – Wednesday  
 Messe München

Messe München GmbH  
 EXPO REAL  
 Messengelände  
 81823 München  
 Germany

[exporeal.net](http://exporeal.net)