



October 5–7, 2026 | 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

“ EXPO REAL is a must-have event for us because it's an important meeting place for us with the top decision-makers and leading voices in the industry. Here we meet old and new faces that we don't see at many other events. We are returning home with exciting contacts, inspiration and impressions, and are already looking forward to next year. ”

Florian Chan, Managing Director, ChargeGuru



## EXPO REAL at a glance

**1,742** exhibitors from 34 countries

**> 42,000** participants from 75 countries

**76,000 m<sup>2</sup>** 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](https://exporeal.net/en/transform) →

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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 5,750 plus VAT.

- ✓ One workstation at a counter-style table, incl. individual branding
- ✓ Power connection, WLAN and ancillary costs (stand cleaning, waste disposal)
- ✓ Individual branding of the graphic area
- ✓ 3-minute pitch on the Tech Talk Stage
- ✓ Company listing including logo in the Transform & Beyond exhibition directory
- ✓ Brief company profile in the printed EXPO REAL Guide and on site
- ✓ Three free exhibitor passes (worth EUR 1,485)
- ✓ Meeting options in the community areas of Transform & Beyond (subject to availability)
- ✓ Optional: complimentary presentation opportunity as part of a Transform & Beyond guided tour

\*only bookable for companies founded in 2019 or later.

**Important:** By registration for the Startup stand package are co-exhibitors not permitted. The **number of packages is limited** – allocation is on a „first come – first served“ basis

**Would you like to book a larger area with individual stand construction at Transform & Beyond by EXPO REAL? Stand areas of 20 m<sup>2</sup>, 40 m<sup>2</sup>, 60 m<sup>2</sup>, 120 m<sup>2</sup> or more can be booked.**

### Transform & Beyond Premium Package

Price: EUR 19,790 plus VAT.

- ✓ 12 qm stand space (3 x 4 m): counter with branding, 2x meeting tables, 40 inch LED screen, 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)
- ✓ 10-minute presentation slot on the Tech Talk Stage
- ✓ Company listing including logo in the Transform & Beyond exhibition directory
- ✓ Brief company profile in the printed EXPO REAL Guide and on site
- ✓ Four free exhibitor passes (worth EUR 1,980)
- ✓ Meeting options in the Transform & Beyond community areas (subject to availability)
- ✓ Optional: complimentary presentation opportunity as part of a Transform & Beyond guided tour

**Important:** By registration for the Premium stand package are co-exhibitors not permitted. The **number of packages is limited** – allocation is on a „first come – first served“ basis.

Apply now to benefit:  
[exporeal.net/en/transform/anmeldung](https://exporeal.net/en/transform/anmeldung) →  
 Registration deadline: March 19, 2026

## Your Contacts



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**Date**  
 October 5–7, 2026  
 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](https://exporeal.net/transform) →