

# Exhibition Sectors Transform & Beyond by EXPO REAL

## Preamble

As a distinct exhibition area, Transform & Beyond by EXPO REAL showcases innovative and sustainable solutions for the current and future decarbonization of the existing building stock and the digital transformation of the real estate industry as central challenges of property development, real estate investment, and real estate management.

Only companies that offer their own software solutions and whose software is aimed at institutional clients (no end-customer / B2C solutions) are eligible for admission. Companies whose solutions are designed or marketed specifically for the real estate industry are eligible. Companies involved in data generation and processing, as well as data trading vis-à-vis real estate locations and / or building equipment (e.g. water and / or energy consumption) are also eligible.

Registration is open to companies that offer neighborhood / district energy solutions (energy Behind the Meter) and hardware components, including their own associated software solutions within a property's boundaries.

This does not include energy solutions that are primarily offered in a B2C context or for individual residential construction.

System construction companies and companies whose focus is on digitalization and / or ESG consulting are not eligible for approval. Manufacturers of hardware components that do not offer their own software solutions beyond this are also not eligible. Providers of building materials and consulting companies for energy, digitalization, innovation, etc. are also not eligible for admission.

Proof of eligibility must be documented. The services exhibited must also be evident on the company's website at the time of registration. Alternatively, catalogs and customer references may be provided. Proof must be provided within the deadline specified by Messe München GmbH. Proof of eligibility for admission provided after the deadline will not be considered.

Exhibitors may only exhibit those services for which they are approved. If an exhibitor has registered several services that are covered by several categories, Messe München GmbH reserves the right to admit the exhibitor for services that fall under only one nomenclature point. Pure hardware solutions may not be exhibited.

30. **Cradle-to-Cradle (Construction 4.0)**
31. **Intelligent Buildings  
(Smart Buildings / Sensor-based Insights)**
32. **Location and Market (Data-based Insights)**
33. **Management and Reporting**
34. **Space management and user communication**
35. **District Energy Solutions**
36. **Cleantech and building-related biodiversity**
37. **AI / Robotics**
38. **Associations and ecosystems for digital transformation**

# Definition of exhibition sectors

## 30. Cradle-to-Cradle (Construction 4.0)

- Tender/Procurement/SCM platforms for construction projects
- Software for construction planning analyses or development/building potential analyses
- Software for building-related circular economy, especially for the creation and validation of building resource passports
- Planning software specifically for modular and serial construction
- Software for planning and processing cradle-to-cradle approaches (e.g. building material recycling, demolition recycling)

The eligible group of exhibitors does not include

- Manufacturers of building materials and mass-produced building modules regardless of material

## 31. Intelligent Buildings (Smart Buildings / Sensor-based Insights)

- Software for energy monitoring and energy optimization of existing buildings
- Software for the predictive maintenance of technical building equipment (e.g. elevators, heating, and lighting, etc.)
- Water, waste and leakage management solutions
- Software for optimizing indoor air and/or the indoor climate
- Building operating systems for central data storage, function control, and optimization in the field of technical building equipment

The eligible group of exhibitors does not include

- Providers of hardware and/or software solutions for operating smart metering gateways

## 32. Location and Market (Data-based Insights)

- Solutions for the implementation of automated valuation models
- Providers and operators of market databases
- Software for modeling market analyses (e.g. house price modeling)
- Solutions and platforms for collecting and trading location-specific climate data

## 33. Management and Reporting

- Software for implementing the EU taxonomy vis-à-vis the building sector and EU disclosure regulations in the financial services sector
- Software solutions that enable the determination of property-related KPIs to implement CSR guidelines
- Real estate industry management dashboards for recording, processing and displaying building, portfolio and/or real estate management KPIs

The eligible group of exhibitors does not include

- Solutions that primarily focus on corporate, ESG and/or taxonomy advice

## 34. Space management and user communication

- Software solutions for evaluating usage intensity and behavioral patterns in office workplaces (“Workplace Analytics”)
- Software solutions for room booking systems and/or parking space reservations
- Solutions for automating user communication, especially chatbots for registering damage reports and/or tenant inquiries

## 35. District Energy Solutions

- Companies whose range of services includes the conception and implementation of energy solutions within districts (on-site/consumer-side), in particular planning, implementation and reporting solutions for microgrids, district energy generation (e.g. CHPs, photovoltaics), energy storage, heat recovery and tenant power solutions
- Companies that plan and implement energy self-sufficient neighborhoods with a high proportion of renewable energy resources as solution providers

The eligible group of exhibitors does not include

- Business units of companies that deal with energy solutions outside the property boundaries—in particular energy generation in power plants, energy transmission, energy trading (energy sales, energy purchasing, energy brokerage) and contracting
- Pure manufacturers of hardware such as solar panels, controls or converters, providers of only partial services (e.g. consulting and/or planning services or smart metering), and building-related energy efficiency advisors (“energy consultants”)
- Companies that focus on renewable energies with an emphasis on private consumers or that offer electricity and e-mobility solutions for end consumers are also not eligible

# Definition of exhibition sectors

## 36. Cleantech and building-related biodiversity

- Companies that install and / or operate rooftop photovoltaic systems on commercial properties as a one-stop solution and primarily in the B2B sector
- Companies that install and / or operate electric charging equipment, including wallbox charging stations, in the commercial real estate sector or in commercial residential portfolios and predominantly in the B2B sector
- Providers of system solutions for energy-efficient building upgrades that cover both building construction and technical building equipment
- Providers of software systems for the automated identification of upgrade potential and the planning of upgrade plans for individual buildings
- Products as well as services for the planning and implementation of biodiversity-promoting measures on or in buildings, such as roof greening or urban beekeeping, with solutions that should be eligible within the scope of common sustainability certifications

- The eligible group of exhibitors does not include
- Providers of predominantly consulting services in the above fields

## 37. AI/Robotics

- Solutions for the implementation of employee “co-pilots” (e.g. for processing contracts using Large Language Models/GPT)
- Solutions for process automation using supervised and/or unsupervised Robot Process Automation, including solutions for implementing “virtual employees”
- Complete solutions that include software and hardware to implement building-related and infrastructural facility management services based on artificial intelligence, e.g. Remote maintenance of technical building facilities using virtual and / or augmented reality or physical concierge robots

- The eligible group of exhibitors does not include
- Providers of purely conventional, infrastructural facility management services, such as security, reception and / or cleaning services

## 38. Associations and ecosystems for digital transformation

- Associations, organizations, and companies that primarily focus on representing interests regarding digital transformation in the real estate industry, and / or ecosystems that promote and advance this transformation in the form of digital and / or institutional platforms. Digital transformation refers to the holistic digitalization of business models and / or company processes, such as building operations.

- The eligible group of exhibitors does not include
- Associations, organizations, and companies that represent the interests of the real estate industry as a whole, as well as professional associations
  - Organizers of seminars, congresses and events in the field of digital transformation in the real estate industry are also not eligible