

## Exhibition sectors

Since the launch in 1998, EXPO REAL has been developed to an international trade fair for property and investment.

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

E.g. companies focusing on energy services (energy supply, contracting, consulting) or on infrastructural and technical building management (e.g. building equipment, cleaning, security services, catering, etc.) **are not eligible for EXPO REAL**, unless they fall under nomenclature item 04.04. Apart from that,

specialized planners are not eligible, even if they offer planning services for individual or even all trades associated with the creation of the property, such as building services like electrical and sanitary installations, energy infrastructure, supply and disposal, engineering planning, structural planning, building, structural and civil engineering.

In addition to this e.g. companies from the areas of interior design, shop fitting, open space and landscape planning are not eligible as exhibitors at EXPO REAL.

Please check the definitions of the exhibition sectors starting on page 3.

<b>01</b>	<b>Real estate investors</b>	04.10	Other property-related services: Real estate PR companies
01.01	Institutional real estate investors: Real estate investment/asset management companies	04.11	Other property-related services: Real estate marketing companies
01.02	Institutional real estate investors: Insurance companies and pension funds	04.12	Other property-related services: Human resources consultants
01.03	Institutional real estate investors: Real estate stock corporations and REITs	<b>05</b>	<b>Property and site operators</b>
01.04	Real estate divisions/companies of non-property companies (CREM)	05.01	Commercial property: Office property and co-working
01.05	Public sector real estate divisions/companies	05.02	Commercial property: Retail property
01.06	Church-owned real estate divisions/companies	05.03	Commercial property: Logistics and industrial property
01.07	Foundations	05.04	Residential property: Housing corporations
<b>02</b>	<b>Real estate financiers</b>	05.05	Residential property: Providers of student housing
02.01	Commercial and savings banks	05.06	Residential property: Providers of co-living, micro-living, serviced apartments
02.02	Mortgage banks	05.07	Special property: Healthcare and social property
02.03	Leasing companies	05.08	Special property: Hotel and hospitality property
02.04	Insurance companies and pension funds	05.09	Special property: Operators of train stations, airports, ports
02.05	Other financiers	05.10	Special property: Operators of parking space
<b>03</b>	<b>Real estate developers</b>	<b>06</b>	<b>Economic regions</b>
03.01	Project developers	06.01	Regions, cities, municipalities, districts
03.02	Site or district developers	06.02	Economic development agencies
<b>04</b>	<b>Real estate service providers</b>	<b>07</b>	<b>Information technology in the real estate industry</b>
04.01	Construction project managers/Project controllers	07.01	Professional property management software
04.02	Asset managers	07.02	Internet real estate portals and digital sales platforms
04.03	Property managers	07.03	Data rooms
04.04	Facility managers	07.04	Computer-aided facility management
04.05	Real estate appraisers	07.05	CRM applications for the commercial real estate industry
04.06	Architects	07.06	Standard software for portfolio and asset management
04.07	Real estate consultants/real estate brokers		
04.08	Other property-related services: Legal advisers, tax consultants, auditors		
04.09	Other property-related services: Market research institutes		

## Exhibition sectors

<b>08</b>	<b>Associations</b>	<b>13</b>	<b>Digital solutions and products:</b>
08.01	Real estate industry association		<b>Research &amp; Valuate</b>
08.02	Other associations related to real estate	13.01	Providers of machine learning, big data analysis, data-driven real estate industry intelligence
<b>09</b>	<b>Professional education and training institutes</b>	13.02	Automated services for real estate valuation models
09.01	Universities and university-affiliated institutes		
09.02	Institutes not affiliated with universities	<b>14</b>	<b>Digital solutions and products:</b>
<b>10</b>	<b>Media</b>		<b>Invest &amp; Finance</b>
10.01	Real estate media (print)	14.01	Crowd investing platforms for investors in commercial real estate developments
10.02	Real estate media (digital)	14.02	Marketplace and peer-to-peer lending
<b>11</b>	<b>Digital solutions and products:</b>	14.03	Digital transaction management using blockchain
	<b>Plan &amp; Build</b>	<b>15</b>	<b>Digital solutions and products: Market</b>
11.01	Software solutions for the construction industry and project development	15.01	Platforms for short-term rentals of office and retail space
11.02	Building information modeling and virtual components	15.02	3D, augmented reality and virtual reality services for marketing commercial properties
11.03	3D visualization, augmented and virtual reality solutions		
<b>12</b>	<b>Digital solutions and products:</b>		
	<b>Manage &amp; Operate</b>		
12.01	AI-based portfolio, asset and property management		
12.02	Sensor-assisted maintenance (software and hardware)		
12.03	Sensor-assisted HVAC control systems for large commercial real estate portfolios		
12.04	Access control software and hardware for buildings and special-purpose properties		
12.05	Tenant, community and building management platforms		
12.06	Scalable, fully-integrated digital parking space management systems		

# Definition of exhibition sectors

## 01 Real estate investors

### 01.05 Public sector real estate divisions / companies

Registration is open to public administrative institutions concerned with property: the federal government, state governments, local government associations, communities and 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 or public foundations as well as church-owned, local, dependent or foreign foundations with properties in their investment portfolios.

## 02 Real estate financiers

### 02.05 Other financiers

Registration is open to companies which 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 concept, construction and marketing of a property for the purpose of constructing or modifying buildings by bringing together the land, the project idea and capital. A building is defined in the conditions for participation in EXPO REAL as a roofed structure enclosing rooms that can be entered and that serves as a place for people and/or animals to reside in or to store objects.

Registration for EXPO REAL is only open to those project developers who offer the acquisition of land or properties (redevelopment), property protection, the development of use concepts, feasibility analyses, the acquisition of planning permission, raising equity and borrowed capital, marketing, rentals and sales as well as project management from a single source.

### 03.02 Site or district developers

Site developers and district developers are companies offering the structural concept, construction and marketing of a site or a district by offering a package of land, project idea and capital for the purpose of constructing or modifying buildings.

Registration for EXPO REAL is only open to those site and district developers who offer the acquisition of land or objects (redevelopment), property protection, the development of use concepts, feasibility analyses, the acquisition of planning permission, raising equity and borrowed capital, marketing, rentals and sales as well as project management as a package.

## 04 Real estate service providers

### 04.01 Construction project managers / Project controllers

Construction project management firms organize the implementation of every phase in the development of a construction project from inception through to use, including the assessment of demand, planning, implementation and supervision of project progress from a legal, economic and technical viewpoint. Project managers offer these services, including the selection of project participants, the supervision of organization plans, progress and cost control and quality assurance, as a complete package.

Project control is the core of professional construction management in the building industry. It enables project work processes to be managed such that overall project objectives can be achieved. Quality promotion measures serve to enhance the various processes on an ongoing basis. The realization of business management processes and work flows in a given construction project is also part of project control. The construction project controller assumes, on behalf of the builder, management duties in respect of the construction project as a whole with regard to companies contracted to execute the building work. Of particular importance is his responsibility to represent the interests of the builder vis-à-vis the appointed building companies.

### 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 property and to realize this potential in consultation with their real estate investor clients.

Real estate asset managers identify value-add potential of properties and prepare real estate and property strategies for their real estate investor clients, taking into account the possibilities of risk-return optimization. This includes the strategic real estate analysis and selection, development/drafting of real estate and property strategies (taking into account the real estate investor's objectives), property-specific investment/divestment planning, property-specific maintenance strategies, and preparing 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. Specifically, real estate asset managers manage the acquisition and sale of real estate, as well as real estate investments and divestments with the objective of risk-return optimization. This involves the planning, structuring and allocation of financial resources for real estate investments with the aim of appreciating the value of existing capital and avoiding deficits.

### 04.03 Property managers

Property managers are responsible for the operational and return-oriented management of a real estate property. 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

# Definition of exhibition sectors

## Cont. 04 Real estate service providers

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

Specification of admissible companies: Only such firms are admissible as offer all the facility management services required for buildings, plots of land, other sites and parking areas from a single source, whereby it is irrelevant whether they render the facility management services themselves or have them rendered by subcontractors. By contrast, not admissible are companies which are suppliers, planners and consultants providing individual facility management services such as cleaning, security, garden maintenance and grounds-keeping, catering, energy management service, energy supply and consumption accounting services, relocation services, etc. as well as consortiums of suppliers of individual facility management services jointly offering all facility management services of the abovementioned kind.

### 04.05 Real estate appraisers

Real estate appraisers are companies which, in a process regulated by law, and through the use of well-founded economic, legal and construction experience, establish a market value for land which has either been built on or not (real estate) at a given date in the normal course of business. The current value of a particular piece of real estate (including its fixtures) is determined in accordance with recognized (national or international) valuation methods.

Real estate rating companies are companies which, in accordance with approved assessment procedures, evaluate the opportunities, risks and earning potential of a particular piece of real estate or real estate portfolio, whilst taking into account its actual and possible future market position and assigning various risk categories. Providers of due diligence procedures (e.g. environmental due diligence procedures) do not count as real estate rating companies and therefore do not conform to the EXPO REAL product and service categories.

### 04.06 Architects

Registration is open to architects who implement the use concepts of property investors (see para. 1) with respect to the construction or modification of buildings in a cost-effective, functional, flexible, sustainable and architectural way.

Registration is only open to architects most of whose clients are property investors (see para. 1), whose focus is on the construction or modification of commercially operated buildings, and who provide advice and support to their clients for planning and implementing construction projects, who coordinate and rationalize the planning and execution of the construction project, and who prepare the required documentation.

Chambers of architects may also register.

### 04.07 Real estate consultants / real estate brokers

Property brokers are agents who broker purchase or tenancy agreements for commercial properties and plots of land or demonstrate the opportunity to conclude such contracts in return for the payment of a fee and who have procured any permission potentially required for this purpose.

Real estate advisers are service providers who provide market-related advisory services for clients looking for real estate projects/land/properties exclusively with a view to commercial use of such real estate.

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

Market research institutes are service providers who systematically compile information on and investigate the market for land and buildings of all types of use with respect to their general conditions and influencing factors. They collect, weigh, and evaluate property market data with a direct or indirect impact using statistical and/or scientific methods.

Only market research institutes which make a contribution to research in the real estate sector (collection, preparation, or processing of data) may register. This includes the creation and management of databases, data analysis services using quantitative or qualitative methods as well as the preparation of specialist publications.

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

Human resources consultants are service providers who help to search and select qualified employees for the property industry. The service provider must be able to demonstrate a clear orientation toward property companies.

## 05 Property and site operators

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

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

### 05.03 Commercial property: Logistics and industrial property

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

### 05.04 Residential property: Housing corporations

Housing corporations are companies which 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 space

Operators of parking space are companies which commercially operate parking garages, underground parking or other parking lots to provide parking spaces for motor vehicles in exchange for the payment of fees.

# Definition of exhibition sectors

## 07 Information technology in the real estate industry

In contrast to Digitalization (Digital Solutions and Products, Exhibition Sector 11), the eligible group of exhibitors in Sector 7 are providers of purely software-based solutions. In addition, the software that must perform business critical functions for the respective target groups and enable the administrative processing of day-to-day business.

### 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 of, and accountancy for, commercial property.

Suppliers of software supporting the transaction processes in the commercial property industry 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 for sale.

Internet platforms specializing in commercially used properties for sale or rent.

### 07.03 Data rooms

Suppliers of property-specific data room software for property-related due diligence processes. The software must perform basic 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."

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

Companies that are eligible 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)).

### 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 sub-module 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.

## 11 Digital solutions and products: Plan & Build

The eligible group of exhibitors includes providers of disruptive and 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 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).

### 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 infor-

mation ("digital construction site") for commercial properties as a virtual building model ("digital twin") for more efficient and cost-effective project planning.

### 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 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 and products: Manage & Operate

The eligible group of exhibitors includes providers of building services engineering and AI-based solutions that combine hardware and software into a disruptive overall system designed exclusively and specifically for property and real estate asset managers. The exhibitor must demonstrate the innovative nature of their solution and the novelty of its application or business model.

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

The eligible group of exhibitors includes providers of software solutions with an exclusive focus on the real estate industry, whose functionalities are based on Artificial Intelligence and cover the digitalization of documents, data sets and workflows in the context of portfolio, asset and property management, as well as providing collaboration platforms for all stakeholders.

### 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. elevator management systems, 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 solutions to deliver additional functions rather than basic and core functions; providers of pure consulting and engineering services in this field.

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

The eligible group of exhibitors includes providers of smart 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 exclusively 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 access solutions.

Not eligible are Smart Home solutions and access systems that are primarily developed for use in residential buildings.

### 12.05 Tenant, community and building management platforms

The eligible group of exhibitors includes providers of digitally-supported community platforms for tenants and landlords (incl. digital concierge services, service information, and analytics), with the potential to integrate additional IoT-supported applications, as well as providers of AI-supported building management platforms based on data models.

### 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 multi-story car parks 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 database-supported guest access solution, and a digital management platform with app connectivity and automated billing.

Not eligible are providers who only offer partial rather than full solutions; providers whose systems rely primarily on hardware; and system developers who primarily assemble third-party components and combine them into a single solution.

## 13 Digital solutions and products: Research & Valuate

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

### 13.01 Providers of machine learning, big data analysis, data-driven real estate industry intelligence

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 solutions that can only be used in the residential industry and providers who have not marketed an application for commercial properties.

### 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.

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## 14 Digital solutions and products: Invest & Finance

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 platforms for investors in commercial real estate developments

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. 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 and products: Market

Providers of portals or distribution solutions that use purely digital means and digital technologies to replace key components of existing rental processes, such as viewings or 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.