

Special Terms of Participation (B) for Startup Companies (Tech Alley Presentation Package)

The General Terms and Conditions of Participation A and the Technical Guidelines of Messe München GmbH shall apply, insofar as the present Special Terms of Participation do not contain any provisions in derogation thereof.

Duration:

Monday, 5 to Wednesday, October 7, 2020

Opening hours visitors:

Monday to Tuesday	09:00 – 19:00
Wednesday	09:00 – 16:00

Opening hours exhibitors:

Monday to Tuesday	07:30 – 19:00
Wednesday	07:30 – 16:00

Organizer and financing body:

Messe München GmbH
Messegelände
81823 München
Germany

anmeldung@exporeal.net
www.exporeal.net

All prices indicated below are net and subject to applicable value-added tax.

B 1 Application

Applications must be filed using the application form for startups, which will be available online from February 2020. The allocation of workspaces to startups is based on their eligibility for admission, their successful assignment to the subject area and following receipt of their application by EXPO REAL Project Management.

Once an application has been approved, EXPO REAL Project Management will dispatch an official placement offer. The allocation of workspaces will be carried out by the EXPO REAL Exhibition Management. The deadline for applications is Friday, March 20, 2020.

B 2 Admission and eligibility criteria

- Startups (sole proprietors or partnerships) are eligible for participation, provided the company was established within the last seven years, has been on the market for at least three years and can demonstrate a positive growth development.
- The participating startup must have developed software and/or hardware and/or a service the key object of which is property-related solutions in the exhibition sector (= nomenclature of EXPO REAL under “Digital Solutions and Products”), specified in the application form (Plan & Build, Manage & Operate, Research & Valuate, Invest & Finance, Market).
- At least 25% of a participating startup must be owned by the founder (or 100% in the event of sole proprietorship).

- It is only possible to book a Tech Alley presentation package for the special startup area of EXPO REAL for a maximum of three consecutive years. After participating in Tech Alley three times, companies are free to book individual stands at EXPO REAL at regular exhibitor conditions.
- Approval of startup applications is granted by EXPO REAL Project Management on the basis of the criteria specified above.
- The main contact person on site from among the people working for the startup must be at least 18 years of age.
- Market capitalization of less than EUR 50 million.
- The participating startup must have developed a Minimum Viable Product (MVP).

B 3 Participation fee and services

The net fee for booking the Tech Alley presentation package is: **EUR 6,950**

The complete package includes:

- Approx. 1 m² workspace per startup at specially themed tables with five workplaces each in Tech Alley (connected to the Real Estate Innovation Forum in Hall A3—NOVA³)
- Electricity, LAN and USB connections, technical setup (electricity, booth cleaning, waste disposal)
- 15-minute speaker’s slot on the Tech Alley Talk Stage

- Business listing in the EXPO REAL exhibition directories as well as in the startup-database and other printed media
- Three free exhibitor passes for EXPO REAL and the option to order additional, regular price exhibitor passes
- Possibility to use exclusive meeting rooms at the Real Estate Innovation Forum (depending on availability) and locker in the backstage area
- Tour stop on the Tech Alley Innovation Tour (guided walking tour, running three times a day)

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B 4 Terms of and deadlines for payment

The deadlines for payments stated in the invoice shall be observed. Full prior payment of the amounts invoiced is a prerequisite for access to the exhibition area, for the entry in the trade fair directories (print, online, and mobile) and for the exhibitor tickets to be handed out. The amounts invoiced in all invoices issued by Messe München GmbH in connection with the event shall be transferred in EUR free of expenses without any deductions to one of the accounts specified in the respective invoice quoting the customer number. The payment deadlines specified in the invoice are contractually binding and shall be complied with.

For turnover tax reasons, it is not possible for Messe München GmbH to create invoices with deviating addresses for services that the Messe München GmbH delivered/will deliver to the exhibitor as the contractual partner.

Messe München can only issue invoices to its contractual partners. Please note that the final invoice can only be made to the billing and company address that is given on page 1 of the registration form. This address is also used for the admission invoice. In order to request a billing address change or request a new invoice due to a change in name, legal form, or address of the invoice receiver the exhibitor must pay a fee of **EUR 150** for each amendment to the invoice. Contrary to the general Terms and Conditions and regulations in section A 7 unless the details in the original invoice in respect of name, legal form, and address of the recipient of the given invoice were incorrect and Messe München is responsible for the incorrect details concerned.

B 5 Stand construction, design, and equipment

As part of the Real Estate Innovation Forum the Startup Alley has a consistent stand design, which is pre-defined by the Messe München GmbH/Exhibition Management EXPO REAL. The areas in which logos of the startup may be displayed will be determined by Messe München GmbH. The startup should provide its logo in the form of a printable PDF or a vector file and agrees that the graphics will be attached in the designated areas at the stand by the stand constructor commissioned by Messe München GmbH.

Permission to use the logos is restricted to Tech Alley in the Real Estate Innovation Forum 2020.

Due to limited storage space, it is not permitted to setup prototypes, monitors, banners or roll-ups to the Tech Alley workspace. Media for presentations, such as laptops, tablets, booklets and flyers are permitted.

B 6 Exhibitor passes

Every startup will receive three free exhibitor passes for the duration of the trade fair. The exhibitor passes are only intended for stand staff and can be ordered from the EXPO REAL Exhibitor Shop.