

hospitality investment
& real estate event



196+ forum Munich

6 - 7 October 2023



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Hotel Bayerischer Hof

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196+ forum Munich - 20 years and more

On 6 October we celebrated the 20th edition of the 196+ forum Munich 2022, for the third time as a hybrid conference. We welcomed over 300 guests and 34 speakers with us on stage at Hotel Bayerischer Hof in Munich. Thank you to all actively joining participants to make the 20th anniversary unique!

With your ongoing support we would like to move forward. Let us take this opportunity to look ahead and give you a first glimpse of the 196+ forum Munich 2023. Don't miss the next edition and benefit from various networking and knowledge transfer opportunities.

Join the 196+ forum Munich community!

You are interested in hospitality and tourism and you want to learn more about the sector? Be part of the 196+ community and expand your contacts at 196+ forum Munich.

About 196+ forum Munich

196+ forum Munich focuses on hospitality investment & real estate and offers a communication platform for investors, developers, operators, owners, architects, designers, advisers and suppliers for the hospitality sector. A diverse conference programme provides the perfect background for networking opportunities on a European level.

The target group is made up of company representatives from the middle and upper management levels, amongst others from international hotel chains, white label operators, hoteliers, project developers, banks, investment-, construction- and real estate companies, as well as architects, interior designers, suppliers, consultants and start-ups.

What to expect in 2023

The Conference of 196+ forum Munich will take place on Friday, 6 October 2023 with expected 400 attendees.

Project showcases as well as panel discussions about tomorrow's industry topics and innovations will be on stage. Future-oriented technical solutions are given special prominence in the pitch for start-ups. This year's event will also culminate in the presentation of the Hotel Property Award.

We are looking forward to a highly-qualified communication platform for an exchange of information among hotel property experts.



Hotel Property Award

The next edition of the renowned industry award will be presented on 6 October 2023. This award will go to a hotel property which stands out from among its competitors thanks to a successful combination in terms of architecture, design and innovation, no matter whether it is a luxury, city or budget hotel, a holiday resort, or whether it is managed privately or by a chain. It is a combination of all these individual aspects to form a winning, economically-successful hotel concept that is crucial. An independent expert jury will meet in September 2023 to nominate up to ten hotels from among the applications received. Hotels from Europe with an opening date between January 2022 and June 2023 are eligible to apply in 2023.

Previous years' winners

Wilmina, Berlin (2022); Ruby Luna Hotel & Bar Düsseldorf (2021); Grand Park Hotel Rovinj (2020)/Croatia; Schgaguler Hotel, Castelrotto (2019)/Italy; QO Amsterdam (2018)/Netherlands; Bretterbude, Heiligenhafen (2017); Hotel Reichshof Hamburg CURIO Collection by Hilton (2016); Hotel Zoo Berlin (2015), Holzhotel Forsthofalm, Leogang (2014)/Austria; Radisson Blu, Nantes (2013)/France; Topazz, Vienna (2012)/Austria; 25hours HafenCity, Hamburg (2011); Roomers, Frankfurt am Main (2010); Lindner Hotel Tierpark Hagenbeck, Hamburg (2009); 25hours by Levis, Frankfurt am Main (2008); Schlosshotel Elmau, (2007); Daniel, Graz (2006)/Austria; Colosseo, Europapark Rust (2004); Hotel Amigo Brussels/Belgium & Accor Suite Hotel Hamburg (2003); Hilton Cologne (2002).



From above left clockwise:

- › Hotel Wilmina, Berlin (2022)
- › Ruby Luna Hotel & Bar Düsseldorf (2021)
- › Grand Park Hotel Rovinj / Croatia (2020)
- › Schgaguler Hotel, Castelrotto / Italy (2019)

Hospitality UPGRADE Award

196+ forum Munich and Hospitality Pioneers have been promoting young, innovative start-ups for five years. Start-ups from all over Europe are approached that make a relevant contribution to sustainability in the hotel sector with future-oriented solutions and smart technologies along the entire value chain from hotel development to operation, including the guest experience and human resources.

Out of all received applications, an advisory board will be nominating up to five start-ups in September which will pitch on the day of the event for the Hospitality UPGRADE Award. The Award will be presented to the winner by an expert jury on the conference stage at Hotel Bayerischer Hof on 6 October 2023. GNERATOR powered by Gira is our industry partner.

Conditions of participation for the Hospitality UPGRADE Award

Start-ups from Europe are being targeted in 2023 that revolutionise and sustainably improve the following aspects of the hotel trade:

- › processes and performance in operational hotel management or
- › the guest experience for both tourists and business travellers or
- › processes and materials in the real estate, energy and construction industries that may be relevant for hotels or similar hotel properties



Left: Finalists of the Hospitality UPGRADE Award 2022, from left with jury speaker Christian Fiedler | Hospitality Pioneers; Benjamin Herzog | Solaga; Johanna Maria Häupl | Circonomit; Gerhard Wasem | MiceRate Yield Management; **the Award winner Omar Ghandour | PXNEL**; and jury members Olga Heuser | DialogShift and Markus Fromm-Wittenberg | Gira

Middle: Jury Hospitality UPGRADE Award: Christian Fiedler; Andreas Martin | hotelforum management

Right: Finalist Hospitality UPGRADE Award 2022, Andreas Søgaard | Dripdrop (remote)

Previous years' winners

PXNEL(2022); GauVendi (2021); Floating Office (2020); HOTELSHOP.one (2019); Sleepero (2018); Hotelhero (2017)

Programme of the 196+ forum Munich 2023

Time	Conference programme
9:00 - 9:30	Registration & opening of the exhibition space
9:30 - 9:45	Welcome address
9:45 - 10:45	Project Showcases: News from the industry at 15-minute intervals
10:45 - 12:00	Start-up pitch (Hospitality UPGRADE Award) 5 newcomers presenting at 9-minute intervals in front of an expert jury
12:00 - 13:00	Bavarian lunch
13:00 - 14:00	CEO interview
14: 00 - 15:00	Panel discussion I
15:00 - 16:00	Coffee break
16:00 - 16:15	3 questions to...
16:15 - 17:15	Panel discussion II
17:15 - 17:45	Hospitality UPGRADE Award ceremony
17:45 - 18:00	Hotel Property Award – announcement of the 3 finalists
	Evening programme
18:00 - 19:00	Cocktail Reception
19:00 - 23:00	Gala Dinner with Hotel Property Award ceremony

Subject to modification

Additional programme - Workshop at KaSpaces

196+ forum Munich 2023 will be again extended to a two-day event. The additional programme of 196+ forum Munich and Kampmann on Saturday 7 October 2023 at KaSpaces, which is a creative event space, will be one of the highlights. We want to give our guests the opportunity to consolidate their new contacts in a particular environment. At KaSpaces, we will motivate our audience of investors, developers, hotel operators, architects and innovative minds from the hospitality industry to network and participate in interactive workshops.

As the number of attendees for the workshops will be limited, we kindly ask you to decide in advance for participation.

Don't miss the opportunity and get together with global interactors of the hospitality sector and exchange solution-oriented ideas.

The programme will be announced shortly.

Location	KaSpaces, Schleissheimer Strasse 93B, 85748 Garching
Capacity	100 attendees
Time	9:30 – 14:00



Sponsorship packages for 196+ forum Munich 2023

	Patron	Gold	Silver	Bronze
Complimentary delegates for the Conference	5	3	2	1
Participation at Gala Dinner	5	3	2	1
Discount for additional tickets (clients & contacts of sponsor)	✓ (10%)	✓ (10%)	✓ (10%)	X
Exhibition space for small company booth (2m²) at the Hotel Bayerischer Hof	✓ (Atrium/ CL)	✓	✓	X
Introduction of the company in special edition of the 196+ events newsletter	✓	X	X	X
Promotion through social media	✓	✓	X	X
Logo on other printed material for the event	✓	✓	✓	✓
Logo on event website, ticket registration page and event app	✓	✓	✓	✓
Logo on home screen of registration & event app	✓	X	X	X
Download link on event app to the sponsors own website	✓	✓	✓	✓
	€ 12,000*	€ 9,000*	€ 6,000*	€ 3,000*

* All prices are net plus the statutory VAT

Package discounts for multiple 196+ forum events in the same year	two events 5%, three events 10 %			
Package discounts for multiple years of same 196+ forum event(s)	two years 5%, three years 10%, four years 15%, five years 20%			
Special package Patron plus (upon request, limited offer)				
Stage presence at the conference or evening programme	✓	X	X	X
Breakout session according to the programme line; with social media support.	✓	X	X	X
Workshop Cinema Lounge (max. 35) according to the programme line; with social media support	✓	X	X	X

Special sponsor packages

Get all benefits of the gold or patron sponsor packages and enjoy one of our limited special add-ons to present your company in an exclusive way at 196+ forum Munich!

Gold + table package

Upgrade your gold sponsorship package up to seven additional tickets for a total of ten seats on one table and host your most important clients at the Gala Dinner. With this package you will enjoy all benefits that are included in the gold sponsorship package.

€ 14,000

Patron + table package

Invite your most important clients to the Gala Dinner with five additional tickets for a total of ten seats on one table. € 15,000

Patron + sponsor of Cocktail Reception

Highlight your company to all participants of the 196+ forum Munich as sponsor of the Cocktail Reception before the festive Gala Dinner. Expect a great networking gathering to build up long-lasting business relationships. € 15,000

Patron + sponsor of Gala Dinner

This is the most exquisite way to present your brand to all 196+ forum guests. We will organise a spectacular dinner in your name. Your brand will be prominent on the invitation, menu cards etc. Additionally, a representative of your company can greet the guests in a short welcome address. € 18,000

Patron + sponsor of "Hotel Property Award" 2023

In occasion of the 196+ forum Munich we evaluate and present the "Hotel Property Award" 2023. This award can be powered and named by your brand. € 18,000

Sold out!

Tickets

Ticket	Time frame	Price*
Onsite ticket – early bird	24 April – 30 June 2023	€ 1,200
Onsite ticket – regular	1 July – 13 August 2023	€ 1,500
Onsite ticket – last minute	14 August – 6 October 2023	€ 1,800

Note:

* All prices are net plus the statutory VAT

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Confirm your sponsorship for the 196+ forum Munich on 6 October 2023

We would like to confirm the following package for the Conference in October 2023 (please tick the relevant box):

☐

Patron € 12,000

☐

Gold € 9,000

☐

Silver € 6,000

☐

Bronze € 3,000

☐

Special sponsor package: _____ Value € _____

All prices are net plus the statutory VAT. We reserve the right to change dates and locations.

The parties to this agreement consent to treat all information resulting from the cooperation confidentially and to protect them from access by third parties to the best of their ability.

We hereby agree to the above conditions:

Company

Date

Signature,
Company Stamp

If you are interested in finding out more
about the sponsorship opportunities or how
to get involved, please contact:

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