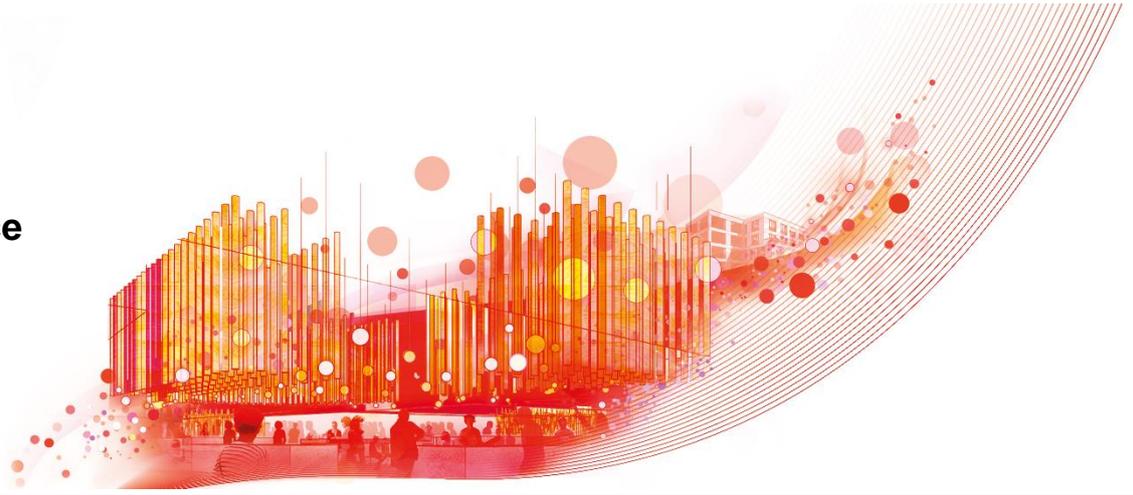


Grand Plaza The retail marketplace



Trade fair for the real estate industry.

Retail marketplace

Working and Networking—this is the recipe for success at EXPO REAL, which once again led to an increase in exhibitor and visitor numbers. 39,100 participants from 77 countries used the trade fair for real estate and investment to launch new projects, initiate future business, and make contact with decision-makers.

One of the main areas of focus is the retail industry, which has its own stage—the Grand Plaza. This provides retailers, project developers, investors, and retail industry partners with the ideal location to hold discussions, expand their networks, and launch joint projects. Welcome to the Grand Plaza.



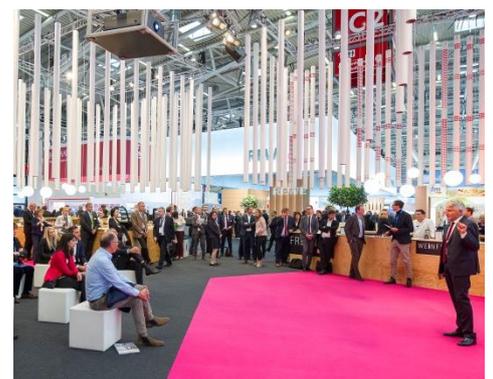
Retail in focus

Its stage? The Grand Plaza.

The name says it all: The size of the retail industry is apparent at the Grand Plaza. Around 5,000 trade fair participants visited the newly designed stage for retailers, project developers, investors, and retail industry partners on its debut in 2016.

The marketplace features exhibitor stands, a wide range of catering concepts, and a dedicated conference program of talks, discussions, and networking events.

Spread over an area of 500 m², the Grand Plaza provides the ideal location for fresh inspiration and constructive discussions with current and future business partners. This all takes place in an atmosphere that is both open and conducive to partnerships—and where a high concentration of individuals involved in the retail industry and retail real estate meet. Exhibitors from within the retail segment and other related areas present themselves in the entire surrounding areas of the Grand Plaza.



Our services. Your benefits.

- ✓ **Image transfer:** via a stand in the area immediately surrounding the Grand Plaza
- ✓ **Presence:** of your target group at the central marketplace
- ✓ **Networking:** in a targeted manner with industry decision-makers and industry insiders
- ✓ **Knowledge boost:** with a retail-specific conference and events program
- ✓ **Exposure:** through associated marketing, press, and social media campaigns

Exhibitors surrounding the Grand Plaza 2016:



The Grand Plaza from the exhibitors' point of view:

“The Grand Plaza is exactly what EXPO REAL had been missing. Many of my business partners have been enthusiastically telling me what a great asset to all the key players involved in retail real estate it is. From day one, the catering and event-oriented marketplace was a popular meeting place and venue for discussions, which contributed to a much greater number of business contacts being made in the hall compared to previous years. It is now impossible for me to imagine EXPO REAL without the Grand Plaza.”

Stephan Koof, REWE GROUP, Head of National Retail Expansion, Germany

“KiK has taken part in the fair for the first time. The Grand Plaza was a great success and it helped personal networking. At this ‘miniature retail summit’ we discussed in depth with other leading representatives of the retail sector on strategies, expansion plans, and current sector developments. No other trade fair in Germany offers a comparable collection of companies from the sector. All the movers and shakers are here.”

Patrick Zahn, CEO, KiK Textilien und Non Food GmbH, Germany

Facts and figures

Date

October 4–6, 2017
Wednesday to Friday

Location

Messe München, Germany

Opening times

Wed., Thu. 9:00 – 19:00
Fri. 9:00 – 16:00

Deadline for applications for exhibitors

March 31, 2017

Your contacts



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Registration closes: March 31, 2017

- > We recommend securing your place at the trade fair right away by applying online at:
www.exporeal.net/application