

Munich, September 13, 2016

Press Release

Networks at the Trade Fair and Online

EXPO REAL: New Blog as Social Media Core Component

- Relaunch: On Tuesday, September 13, 2016, the newly designed blog will go online at <http://blog.exporeal.net/en/>
- '#EXPO REAL' bundles social media communications dealing with the fair
- For even more communication with and within the real estate industry

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Relaunch of the EXPO REAL blog: On September 13, 2016, the new, core social media component is going online for sharing information dealing with all aspects of the trade fair and the real estate industry. The topics are also communicated intensively on Twitter & Co. The social media team will report live about the goings-on at the International Trade Fair for Property and Investment on the grounds of Messe München from October 4 to 6, 2016

"As the leading international trade fair for the real estate industry, EXPO REAL is a platform for extensive networking and intensive exchanges between industry participants at the same time," Claudia Boymanns, Exhibition Director of EXPO REAL, explained. "We want to make exchanges between all fair participants and with us even easier using social media. Consequently, the blog is to be filled with life not only during the show itself, but instead all the time continually."

The new blog is the central communications hub. Exhibition topics are introduced, industry trends examined, and numerous real estate professionals have their say. The EXPO REAL team calls attention to these contents via Twitter, Facebook, Xing, LinkedIn and YouTube and provides its customers with additional platforms to contact each other. The managed page "EXPO REAL Social" shows communication in the social web about the trade fair at a glance.

Live Event and Social Media Closely Interlinked

An editorial team will report directly from the trade fair during the fair from October 4 to 6, 2016. The main program points will also be shown on numerous

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screen pillars in the trade fair halls and on a large LED screen in the entrance area.

"With the help of our social media activities, the participants at EXPO REAL can obtain all important information without overloading their personal exhibition organizer," Claudia Boymanns explained. "They can talk to each other and enhance their networks and consequently also fill the largest European industry network for real estate and investments with life in the social web."



Relaunch – You can find the new blog of EXPO REAL at <http://blog.ex-poreal.net/en/>

You can also find what is said about EXPO REAL by others on the social web bundled on the managed page 'EXPO REAL Social': <http://blog.ex-poreal.net/en/socialwall>

About EXPO REAL

EXPO REAL, International Trade Fair for Property and Investment, is the trade fair for networking when it comes to cross-sectoral and transnational projects, investments and financing. It encompasses the entire spectrum of the property industry and offers an international networking platform for the important markets of Europe, via Russia and the Middle East to the USA. The comprehensive conference program with around 400 speakers provides a solid overview of current trends and innovation in the property, investment and financing market. In 2014 the International Trade Fair for Property and Investment, which is staged annually at the Messe München site, was attended by 37,857 participants from 74 countries and 1,707 exhibitors from 33 countries. The next EXPO REAL will be held from 4 to 6 October 2016.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.