



Development, Investment & Real Estate Exhibition, Congress and Trade

**GO EAST!**



**14-16 September 2006**

**Budapest, Hungary**

**Bringing You REvolutionary Projects**



The Hungarian government has initiated the idea for a project market and communication platform for Central and South-eastern Europe and offered its support for an event to be held in Budapest, Hungary.

The first REevolutio Budapest professional **expo, conference and business meeting** for international professionals in real estate and regional development, investment and project management will be held between **14 and 16 September 2006**. It is intended to become a regular event that will offer opportunities for developers and investors from Central and South-eastern Europe to meet each other and find suitable projects.

## **REAL ESTATE AND REGIONAL DEVELOPMENT**

Participants invited from Central and South-eastern Europe will present around **1,000-1,500 projects** at **150-200 stands** on an **area of more than 2,000 square metres**. Preliminary estimates show that the event will attract **around 3,000 visitors** over three days.



# REEVOLUTIO

## D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

Budapest is a suitable location to successfully host an international forum for real estate and regional development. With participants invited from neighbouring EU countries and regions (Hungary, Slovakia, Slovenia and certain regions and cities in Poland and the Czech Republic), countries that have already started the process of EU accession (Bulgaria and Romania) and potential EU members (Croatia, Serbia, Montenegro, Macedonia, Bosnia-Herzegovina, Albania and Ukraine), this complex event, similarly to MIPIM in Cannes, EXPO-REAL in Munich and EUREGIA in Leipzig, will provide unique opportunities to key players in regional development, project and real estate development and the development sector (economic development, tourism, environment and energy management, transport and logistics, and rural development) to establish contacts and organise efficient and enjoyable business meetings with end-users, facility managers, local councils, international investors, developers, consultants, agencies, academics and research institutes.

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

**REevolutio Budapest 2006** can create an ideal forum for participants to keep their fingers on the main arteries of development in Central and South-eastern Europe. It is the aim of the first real estate and regional development fair, conference and professional development and tender expo to help participants understand and see what actually happens in:

- real estate development in the region,
- regional development and the key areas of national development policy, such as economic development, rural development, transport, logistics, environmental and energy management, tourism and culture in Central and South-eastern Europe
- the countries, regions, micro-regions and cities of the Central and South-eastern European macro-region to present and “sell” their projects
- organisations directly or indirectly connected to the development sector (e.g.: real estate developers, investors, advisors, financial institutions and service providers, project managers, organisations that manage tender invitations, designers and facility operators) to introduce their organisations and services



# REEVOLUTIO

## D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

The range of events to span over several days will draw significant attention to real estate markets and development projects in new EU member countries and accession countries. The conferences, marketing events (introduction of nations, regions, cities and participants of the development sector), promotional events and investment forums will result in a highly informative programme structure, complemented by development and investment forums, a project fair, property offers and a tender forum, which will run simultaneously in the background.

Your organisation and project will get an introduction opportunity here in the company of such prominent participants and project hosts as the capitals of Central and South-eastern Europe, including Budapest, Bratislava, Bucharest, Belgrade, Kiev, Sofia and Ljubljana, their surrounding regions and regional centres, such as Novi Sad, Timisoara and Kosice, as well as the national development offices from the invited countries. As an exhibitor, you will get a unique communication opportunity that will enable you to directly promote your organisation and project in front of local and international professionals.

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

**REevolutio Budapest 2006**  
**REAL ESTATE AND REGIONAL DEVELOPMENT**  
**BUDAPEST, 14-16 September 2006**



**T A R G E T G R O U P**  
development professionals

**Introduce your organisation and bring your successful development  
projects**

**[info@reevolutio.com](mailto:info@reevolutio.com)**



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### **Invited participants and target groups of REevolutio Budapest 2006**

The governments, regions, cities and other project hosts of Central and South-eastern Europe will be invited to the event, to present projects under development to real estate developers and investors, to negotiate about thematic investment opportunities, property investment, city and regional development projects and cooperation opportunities, and to personally meet real estate development professionals, investors, bankers, financiers, development experts, advisors, national and regional decision-makers, organisations that manage tender invitations and research and academic institutions that operate in the development sector. The following countries will be in the focus of the event:

- ↪ **Neighbouring countries that have joined the EU** (Next to Hungary, Slovakia, Slovenia and certain regions from Poland and the Czech Republic)
- ↪ **Countries that have already started the EU accession process** (Bulgaria and Romania)
- ↪ **Potential EU members** (Serbia, Montenegro, Croatia, Macedonia, Albania, Ukraina)

The logo features a stylized orange letter 'E' inside a black square with a white border. To the right of the square, the word 'REEVOLUTIO' is written in a large, bold, black, sans-serif font. Below 'REEVOLUTIO', the word 'DIRECT' is written in a smaller, bold, black, sans-serif font, with each letter spaced out.

# REEVOLUTIO

## DIRECT

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

The primary target groups of the investment forum and project fair are project hosts and developers, such as:

- Representatives of Central and South-eastern European countries, regions and cities, project hosts, model projects and model regions
- Real estate developers
  - Commercial real estate developers, real estate financiers, real estate investors, real estate advisors and agents, facility operators (real estate management), end-users (tenants), and corporate real estate, facility and property management organisations
- Official representatives of national and regional development:
  - representatives of ministries, professional organisations, development agencies, European professional organisations and the European Union
  - representatives of thematic development areas, such as regional and rural development, economic development, logistics, tourism and culture, and environmental and energy management
- City Developers and Architects (architect and planning offices, engineering firms, commissioning organisations, project managers and participants of city development)
- Local and international investors, financial and professional institutional investors (European and overseas investment groups)





# REEVOLUTIO

## D I R E C T

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- International advisor groups, banks, financial institutions and investment funds
- Project hosts, project developers and project management organisations
- International organisations, professional societies, consortiums and research institutions
- Developers, insurance companies, pension funds, asset management and advising companies, star architects...

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

## **REevolutio Budapest 2006**

**REAL ESTATE AND REGIONAL DEVELOPMENT**

**BUDAPEST, 14-16 September 2006**



**The annual business conference and professional event for  
development professionals**

**Introduce your organisation and bring your successful development  
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**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

## **REevolutio Budapest 2006 will include three professional events**

1. **The professional expo and project fair for real estate and regional development** where project hosts will exhibit their projects and concepts. Under the arrangements of this event, the First Hungarian Developer and Tender expo will be held, an annual professional and business meeting for the Hungarian development and investment sector.
2. **Conference and professional forum**, a thematic showcase where development organisations, national development strategies, successful projects and investors get an introduction opportunity, where various areas of the development sector meet for a professional forum, where the latest information and insider knowledge about investment and support opportunities and real estate and project development are presented along the most important development trends, and where projects, developers and investors, and the prominent institutional participants of the development sector introduce themselves.
3. **Accompanying events and professional meetings, social and protocol event**, in other words opportunities for networking, establishing contacts, marketing and PR (*private parties and special events*)  
**BANQUET**



# REEVOLUTIO

## D I R E C T

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**The event can be attended by:**

- 1. Exhibitors**, and/or
- 2. Conference guest**, and/or
- 3. Visitors**

**Promotion and advertisement opportunities:** *We offer all participants the opportunity to advertise in the events magazine and in professional magazines distributed by contracted media partners of REevolutio. You can also get involved in the organisation of the event as a supporter and sponsor.*



**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

## 1. Attendance as exhibitor

The City Council, as the host of the event, will make available the entire area around the City Hall for REevolutio Budapest 2006. Considering that the Pest County council building is directly next door, and its assembly room is a perfect venue for conferences, similarly to the event rooms of ITD Hungary, the **REEevolutio Budapest 2006** Central and South-eastern European Project Fair, Investment Forum and Tender Expo will be organised in downtown Budapest, in the heart of the city.

This will unquestionably convey the message that Budapest takes special care of introducing itself to the developers and investors to arrive from all over the world. In addition, Budapest as host will also enable others to introduce themselves, to establish new links and find actual investment opportunities.

### **Venue:**

The REevolutio Budapest 2006 Marketplace will be held at a potential project site, in the heart of downtown Budapest. The central location and the unique design of the exhibition space will enhance the exclusive nature of the event. Address:

**Budapest – City Hall exhibition tent**

**V. District, City Hall Park – 28-30 Károly körút**

For a detailed plan, please visit us online at: [www.reevolutio.com](http://www.reevolutio.com).

# REEVOLUTIO D I R E C T

Development, Investment & Real Estate Exhibition, Congress and Trade

The event tent to house the expo will be set up in the City Hall car park.



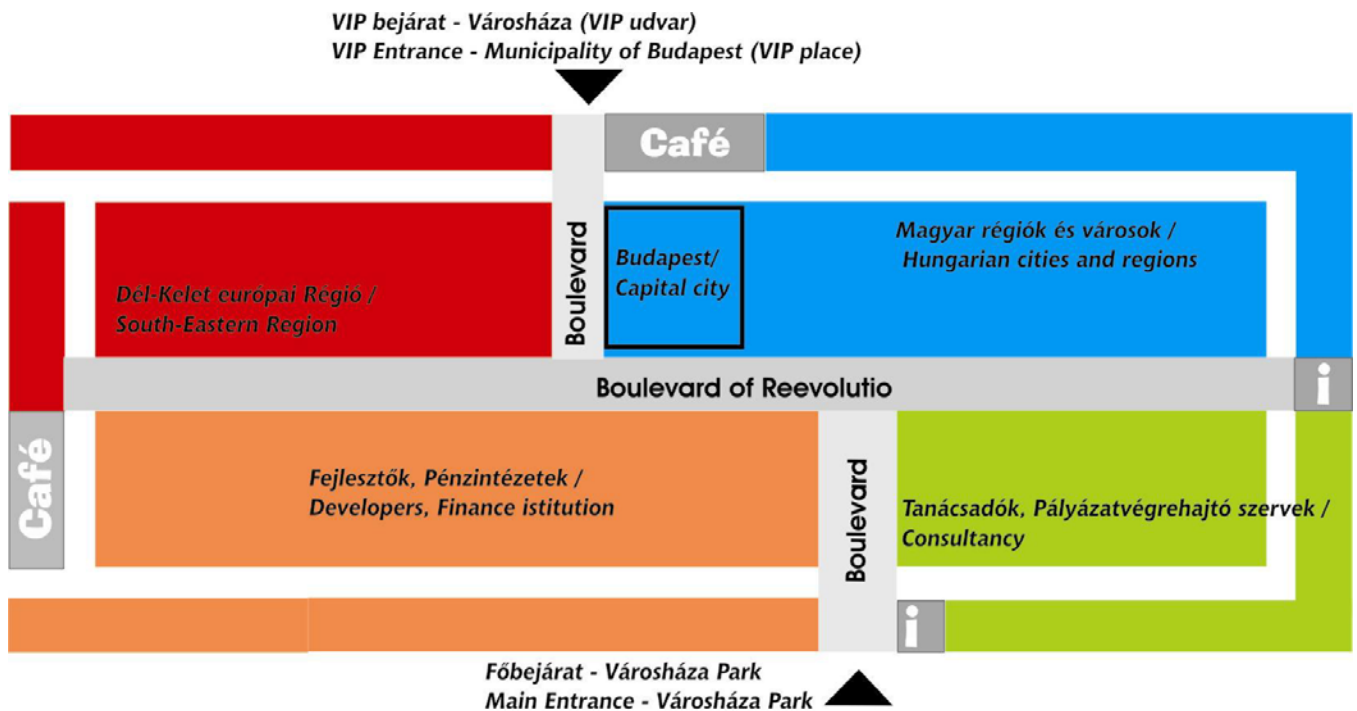
# REEVOLUTIO

## D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

### Arrangement of the exhibition space and stands:

An attempt has been made to arrange and position stands in a way that visitors will find easiest to navigate. Separate groups will be formed by stands for Hungary, the countries of the region, developers, investors and advisors.



# REEVOLUTIO D I R E C T

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Exhibitors can choose from two types of exhibition space:

 **Open exhibition space:**<sup>1</sup>

Project hosts can present their projects at custom-built stands occupying their required size of exhibition space. The exhibitor will have to rent the amount of space (by square metres) that is occupied by their exhibit.

Rent for the open exhibition space is 200 Euro/m<sup>2</sup>

 **Stands**<sup>1</sup>:

- **Standards stands:** Exhibitors can rent standard stands to present their projects. Stands in various sizes are available for rent
  - The price for a basic standard stand<sup>2</sup> is net 230 Euro/m<sup>2</sup>
- **Custom-made stands:** Individually designed and built stands, assembled on the site.

Exhibitors that have their custom-made stands can bring these and set them up at the site.

We can provide furnishings for the open exhibition space and for the stands, as well.

Upon demand, we can prepare custom-fit offers and alternative offers

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<sup>1</sup> A minimális bérelhető terület mindkét esetben 9m<sup>2</sup>!

<sup>2</sup> A bérstand ára a szabad tér (kiállítóhely) bérleti díjából és a standállítás díjából tevődik össze!

<sup>4</sup> Figyelem! Az árak minden esetben nettó árak és euróban értendők! A PR cikkek és a reklámok leadásának határideje 2006. szeptember 1. „Későn ébredőknek” lehetőségük van a katalógusban behúzással megjelenni.





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*For both types of stands, prices include overnight security guarding, free entry depending on the size of the stand, inclusion of introductory information in the REevolutio Budapest 2006 Magazine and Fair Catalogue (company name, logo, contact details, introduction in maximum 50 words), one copy of every official publication printed for the event (Magazine and Fair Catalogue, Programme Guide), preferential advertisement opportunity in the Magazine and Fair Catalogue and in the professional magazines of Springer Media, and one ProjektREevolutio CD at discounted price.*

### **Poster advertisements**

Organisations that do not want to have their individual stand can also introduce themselves and their reference projects and services on posters presented in the open exhibition area, the conference sites or along the routes leading to these sites. They can place flyers next to the posters (at size 100x70 cm).

**The fee for poster advertisement is 800 Euros net.**



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## 2. Attendance as conference guest

Conferences will be held at 5 locations during the 3-day event.

You can attend the conference either as a presenter or as a member of the audience.

As a presenter, you can introduce your organisation or project in 20-30 minutes or you can have an exclusive reception to invite your potential partners to.

The city festival will be another excellent promotional opportunity (see in detail in the advertisement and promotion chapter), under the arrangement of which developers and investors will be taken for special sightseeing trips and they will get introduced to Budapest's most important project locations, including your projects.

<b>Conference type</b>	<b>Duration</b>	<b>Price</b>
Symposium	30 minutes	800 euros + VAT
Roundtable discussion	20 minutes	400 euros + VAT
Exclusive Party/Awards Ceremony	60 minutes	1300 euros+ VAT
Reception	-	1700 euros+ VAT
City Festival	Price and duration are calculated after coordination with clients	



# REEVOLUTIO

## D I R E C T

Development, Investment & Real Estate Exhibition, Congress and Trade

Day One – 14 September

Day of Challenges (Out of the Blue)

**DAY OF CENTRAL AND SOUTH-EASTERN EUROPEAN COUNTRIES AND DECISION-MAKERS**

	City Hall	County Hall	ITDH Hall	Events Room I.	Events Room II.
10:00	10:00-10:50 Official Welcome and Opening Ceremony	-	-	-	-
11:15	Coffee Break				
11:30	11.30-13:15 Keynote Speeches – Introduction of NFTs	-	11:30-13:15 Developments in Logistics and Integrated Logistic Centres	11:30-13:15 Valuation in the Region	11:30-13:15 Regional Development – Competition Between European Regions for Growth Potential: Investment, Population and Image
13:00	13:15-14:15 Lunch break Press Conference / Discussion				
14:30	14:15-16:10 State Investment - Promotion - Policies	14:15-16:20 Investment Capitals I. -Budapest -Bratislava -Belgrade -Bucharest	14:15-16:00 Logistic Servicing Centres and Developments	14.15 -16:10 Property Cycles in the Region	14:15-16:10 Research Results, Methods I.
16:10	Coffee Break				
16:30	16:30-18:20 State as Developer or a Developer's Dream – Investment-promotion	16:30-18:10 Guest regions: - Central Hungary - Western Transdanubia - Vojvodina	16:30-18:10 Investment Projects in Logistics and Transport  (optional, only upon sufficient demand)	16:30-18:20 International Advisors and Services  (optional, only upon sufficient demand)	16.30-18:20 Research Results and Methods II.
19:30	G R A E L A P A R T Y ( r e c e p t i o n )				



# REEVOLUTIO

## D I R E C T

Development, Investment & Real Estate Exhibition, Congress and Trade

Day Two – 15 September

Day of Possibilities (Pink Day)

**DAY OF INVESTORS AND LOCAL COUNCIL DECISION-MAKERS**

	City Hall	County Hall	ITDH Hall	Events Room I.	Events Room II.
<b>9:30</b>	9:30-11:00 Central and South-Eastern Europe – The Boom in Real Estate Development	9:30-11:15 Investment Capitals II. - Ljubljana - Zagreb - Skopje/Kiev - Sofia	9:30-11:15 Tourism Development – Development Trends	9:30-11:00 Economic Development I.	9:30-11:00 The Role of Development Companies in State, Local Council and Private Development
<b>11:15</b>	Coffee Break				
<b>11:30</b>	11:30-13:00 Special Investor Market Trends	11:30-13:15 Guest Country I - Romania 12:00 Poles of Development I. Cities of Knowledge – Poles of Development	11.30 – 14.00 Central and South-eastern Europe – Successful Projects in Tourism	11:30-13:15 Economic Development II.	11:30-13:15 International Financial Investors and Market Providers
<b>13:15</b>	13.15-14:15 Lunch break Press Conference / Discussion				
<b>14:15</b>	14:15-16:10 Investments and Services	14:15-16:10 Poles of Development II. Cities of Knowledge – Poles of Development	14:15-16:10 Developments and Projects in Thermal Spa Tourism	14:15-16:10 Sustainable Energy Policy	14:15-16:20 International Investment Funds and International Development Banks
<b>16:10</b>	Coffee Break				
<b>16:30</b>	16.30-18:00	16.30-18:20 Success Projects	16.30-18:20 Development, Investment and Projects in Tourism	16.30-18:20 Investment in Environmental and Alternative Energy Projects	16.30-18:20 Introduction of Private Companies, Projects and Services  <i>(optional, only upon sufficient demand)</i>
<b>19:00</b>	<b>R E e v o l u t i o A w a r d</b>				



# REEVOLUTIO

## D I R E C T

Development, Investment & Real Estate Exhibition, Congress and Trade

Day Three – 16 September

Day of Solutions

**DAY OF CREATIVES – DAY OF TENDERS AND BIDDERS – FORUM FOR TENDER PARTNERSHIP**

	City Hall	County Hall	ITDH Hall	Events Room I.	Events Room II.
9:30	9:30-11:15 Development Programmes and Plans for 2007-13	9:30-11:15 International Forum of Architects and City Developers I.		9:30-11:15 Interreg + CADSES 2007-13	9:30-11:15 Role of Local Development Advisors in State, Local Council and Private Development Projects
11:15	Coffee Break				
11:30	11:30-13:15 Development Programmes and Plans for 2007-13 II.	11:30-13:15 International Forum of Architects and City Developers II.		11:30-13:15 Poles of Development II. Cities of Knowledge – Poles of Development	11:30-13:15 Investment-oriented Project Development
13:15	13.15-13:45 Lunch break Press Conference / Discussion				
14:15	14:15-16:10 Development Programmes and Plans for 2007-13 III.	14:15-16:10 Regional and Investment Marketing and Project Promotion I.		14:15-16:10 Tender Preparation and Financial Planning	14:15-16:10 Successful Project Management
16:10	Coffee Break				
16:30	16.30-18:20 Development Programmes and Plans for 2007-13 IV.  Norwegian and Swiss Fund	16.30-18:20 Regional and Investment Marketing and Project Promotion II. -		16.30-18.20 Banks – Special Bank Offers to Applicants and Project Hosts II. <i>(optional, only upon sufficient demand)</i>	16:30-18:20 Introduction of Companies Offering Services for the Preparation of Tenders <i>(optional, only upon sufficient demand)</i>
18:30	<b>ANNUAL DEVELOPERS AND TENDER ORGANISATIONS PARTY/BANQUET</b>				

**Attendance to VISITORS is offered at a discount on this day.**



# REEVOLUTIO

## D I R E C T

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### 3. Attendance as visitor

If you decide to attend the REevolutio Budapest 2006 event as a visitor, you can choose between three-day passes or day tickets. Three-day passes enable the holder to attend all the events of REevolutio Budapest 2006 on each of the three days. Visitor tickets enable the holder to visit the fair and events that take place on the day.

<b>3-Day Passes</b>		
	<b>Early Bird Until 21 August</b>	<b>Late Booking After 21 August</b>
	<b>Price (Euro, net)</b>	<b>Price (Euro, net)</b>
<b>1 person</b>	200 Euros + VAT	300 Euros + VAT
<b>2 persons</b>	380 Euros + VAT	500 Euros + VAT
<b>3 persons</b>	500 Euros + VAT	700 Euros + VAT
<b>Additional Persons</b>	100 Euros + VAT	125 Euros + VAT
<b>1-Day Tickets</b>		
<b>1 person</b>	150 Euros + VAT	
<b>2 persons</b>	250 Euros + VAT	
<b>3 persons</b>	350 Euros + VAT	
<b>Additional Persons</b>	65 Euros + VAT	

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

**REevolutio Budapest 2006**

**REAL ESTATE AND REGIONAL DEVELOPMENT**

**BUDAPEST, 14-16 September 2006**



**The annual business conference and professional event for  
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## **Social and Protocol Events for All Participants**

### **14 September – Get-together Party – Opening Cocktail Party**

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The Hungarian government as the initiator of the event and the Budapest City Council as host will open the conference with a reception.

### **15 September – Awards Ceremony – REevolutio Award**

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A professional jury will evaluate exhibited projects and awards will be granted. A formal event will be organised which will be attended by representatives of the media and awards will be given in the following categories

- The most suitable projects for EU financing
- The best greenfield investment
- The best regeneration project
- The most individual stand is honoured by a special award based on participants' vote.





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### **16 September – Developers and Tender Applicants Party/Banquet**

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The first Hungarian Developer and Tender Party/Banquet will be the closing event of REevolutio Budapest 2006, open to all pass holders and day-three ticket holders, as well as to colleagues working in the developer and tender sector, friends, family members and guests.

We aim to create an annual event for all participants, which will also function as a celebration of development professionals.

The **REevolutio Developer Awards**, granted in three categories by a jury of renowned professionals, will be handed out at the Developer and Tender Banquet. Awards will be handed out in the following categories:

1. Most successful and productive
  - a. tender management organisation
  - b. micro-region and/or local council
2. Most successful and innovative development project completed in the given year in two categories:
  - a. large or flagship project
  - b. small project (under total investment value of HUF 400 million)
3. Recognition of successful development work by non-profit, state, civil, or private organisations.

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

**REevolutio Budapest 2006**

**REAL ESTATE AND REGIONAL DEVELOPMENT**

**BUDAPEST, 14 – 16 September 2006**



## **PROMOTION AND SPONSORSHIP**

**The annual business conference and professional event for  
development professionals**

Introduce your organisation and bring your successful development projects

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## Promotion and Advertisement Opportunities

### **Exclusive Party / Special Award**

*Our proposal for the theme:*

Your company can grant special awards to the best projects (in areas where you feel your company can perform best or areas most important from the point of your company's marketing) or projects that stand close to your profile. The award and the awards ceremony can be accompanied with marketing and PR schemes in order to present your company's mission and to make the participants understand your company's role.

*Our proposal for the formal arrangement and its advantages:*

- The awards ceremony can be combined with a Promotional reception and it can be turned into a PR event (depending on the visual features of the project) including presentations about projects held in the Kempinsky/Four Seasons Hotel
- A PR article can be published about the event in the REevolutio 2006 Magazine and Fair Catalogue



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### **Budapest Project Visit Tours, "City Festival"**

The three-day REevolutio Budapest 2006 event also includes a city festival. We would like to offer the opportunity to participants to see some of the most significant project sites of Budapest and at the same time establish marketing and communications channels.

A special sightseeing event will be organised to present the main poles of development in Budapest to investors. At each of the locations we visit, local professionals will describe the concrete development plans for the site including details and possibilities for cooperation in order to facilitate private capital investments in projects that will make the city more attractive and liveable.

*(The concept for city festivals has considerable traditions in countries west of Hungary. For instance the city leaders of Berlin regularly organise sightseeing roundtrips for investors. Similar events spanning over several days regularly take place in Hamburg, the former Hansa city of the North Sea.)*

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

## I. Theme Trips

- ↪ a bus trip visiting several “registered” sights that belong to a common theme, assisted by 1 or 2 professional “guides”. Brochures (prepared from CBRE, DTZ, OC, etc. materials) including background information and describing the concept of the tour are handed out to all participants.

Proposed Theme Trips – registration will be accepted in each category

- retail trade
  - logistics, industrial parks
  - offices
  - flats
- ↪ The Dynamics of Budapest - (includes a "Tour of the River Danube": Kopasz embankment, Danube Woodlands, Csepel Island Peak, Palace of the Arts-Trigránit with the Gizella loft in the background – and with a focus on the development opportunities in northern areas: Hajógyár Island, Marina, Gas Factory – as the final destination – with Budapest panorama)

## II. Shuttle Service

Investors and developers act as sponsors at the sites to be visited, offering receptions and catering. Visiting the most dynamically developing areas of Budapest together with sites for development will provide affirmation and create a context for the presented sites.

REevolutio flags will be displayed at each of the sites visited and a programme leaflet will be handed out to all participants.

The 5-6 development sites planned to be visited can also be “festival” sites where developers (possibly with the cooperation of the local councils) can stage events that attract large audiences.



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### **PR Opportunity**

The REevolutio Budapest 2006 Investment Forum and Project Fair, Professional Development and Tender Expo and its connected events will provide unlimited opportunities to promote your company by presenting advertisements and your company's logo. Don't forget that this will be a place and event where some of the most prominent players of the local and international development sector and real estate profession can learn first-hand about your company, its services, products and projects.

The official publications of the event (Magazine and Fair Catalogue, Programme Guide) will be handed out free of charge to all exhibitors, conference guests, presenters and visitors. Each exhibitor will get the opportunity to publish introductory information free or charge in maximum 50 words in the Magazine and Fair Catalogue. In addition, everyone can publish PR articles, advertisements and company logos. The "News" section of the event's web site will function as a news portal for REevolutio Budapest 2006. All the latest information updated several times daily, interviews and company news will be featured here, plus a highlight of events for the following day.

In addition to the official publications for the event, we offer you the opportunity to place advertisements at discounted rates in all Springer Média publications.



# REEVOLUTIO

## D I R E C T

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### **Press**

Prior to the event, some of Hungary's most important dailies, professional magazines and economic and real estate magazines will carry PR articles reporting about the upcoming event and inclusion in these articles is possible for all partners. The press conference at the closing of the conference will be attended by representatives of the most important electronic and printed media to inform professionals and the general public about the events that took place at the conference.

Two publications will be directly connected to the event.

*You have the opportunity to place advertisement on either of these publications.*

*These publications will be read by to all exhibitors and participants.*

### **REevolutio Budapest 2006 Magazine & Fair Catalogue**

The REevolutio 2006 Magazine & Fair Catalogue will introduce the event as a development expo and project fair for Central and South-eastern Europe. In addition to professional articles and real estate market information, it will include the list of exhibitors with company info and logos, plus holders of pre-booked tickets will get a chance to publish company information (name, description in maximum 50 words, contact details) in the catalogue.



# REEVOLUTIO

## D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

In addition/instead of basic information, advertisements and PR articles can be published in the magazine. It will be published in 3,000 copied and will be handed out free of charge to all exhibitors, conference guests and visitors.

List of advertisement tariffs in the REevolutio 2006 Magazine & Fair Catalogue

Type	Size	Dimension (mm)	Price <sup>4</sup>
<b>Introduction:</b>	¼ page	91 x 130	400 Euros
<b>PR articles, ads:</b>	1/1 page (~5500 characters)	187 x 266	1.200 Euros
	½ page	187 x 130 or 91 x 266	800 Euros
	Strip on the cover	35 x 266	2990 Euros
	Strip inside		1190 Euros
	Band 100x420		3990 Euros
	B4		3000 Euros
	B2		2500 Euros
	B3		2500 Euros





**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

### **REevolutio Budapest 2006 Programme Guide (Programme & Exhibition) – Magazine Supplement**

The programme guide lists all the events of REevolutio Budapest 2006 in daily breakdown; locations and presenters are listed for all conference events, a map is included about the exhibition areas, showing the name and nationality of each exhibitor. This publication will be printed in 5,000 copies and will be handed out free of charge to all exhibitors, conference guests and visitors. Company logos can be printed in square shapes sized 50x50 mm on the map pages, the price of which is 250 Euros + VAT / logo.

### **Registration, Welcome Package**

All visitors will get a registration package when they first enter the event. Information materials can be attached to the registration package in line with preliminary arrangement with the organisers. Price: 750 Euros + VAT / information material.

### **Appearance in Other Media**

Offered in every magazine published by Springer Média: Mélyépítés (Civil Engineering), Építőmester (Master Builder), Facility Management, Alaprajz Magazin (Floor Plan Magazine).

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

## **Electronic Media: Digital News Service (The News Online)**

The NEWS section on the event's website will function as the "news service" of REevolutio 2006 Budapest. All the latest news will appear here updated several times daily. In addition to daily events, interviews, company news and highlights of the following day will be included in this section.

**The website** will also include **banners** and PR materials, and company information can be published on microsite pages, the price of which depend on the form of publication and starts at 390 Euros + VAT.

## **Logo/banner on [www.reevolutio.com](http://www.reevolutio.com)**

Prior to the event, during and after the event, advertising is available at the REevolutio official website at the following rates

Type of Advertisement	Rate (net in euros/month)
Large banner at bottom	210+VAT
Standard banner at bottom	175+VAT
Small banner at bottom	150+VAT
Logo at bottom	125+VAT

# REEVOLUTIO D I R E C T

**D**evelopment, **I**nvestment & **R**eal Estate **E**xhibition, **C**ongress and **T**rade

Since three months prior to the event, **television** reports, interviews and paid commercials ("spots") have been promoting REevolutio Budapest 2006 in economic and magazine programmes on several TV channels. During the event on 14-16 September, one television company will have exclusive rights to broadcast summary reports about each day in 200 minutes and other television channels will buy programme time and broadcast news reports.

The role of **commercial radio stations** will be primarily to focus on promotional tasks prior to the event.

REevolutio Budapest 2006  
info@reevolutio.com

**Regisztráljon most!**



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A **REevolutio Budapest 2006** az első nemzetközi vásárfórum a **Közép- és Délkelet-Európai Régió** piacépes projektjeinek és befektetési lehetőségeinek megismerésére és bemutatására

**www.reevolutio.com**