

# 11 EIRE

EXPO ITALIA REAL ESTATE



The real estate meeting & convention  
The real estate matchmaking  
The real estate investors' days

**5<sup>th</sup> - 7<sup>th</sup> June 2012**  
**fieramilano**

[www.italiarealestate.it](http://www.italiarealestate.it)  
[www.eire.mi.it](http://www.eire.mi.it)



## **EIRE 2012: A NEW CONCEPT FOR THE REAL ESTATE COMMUNITY**

EIRE is the privileged location where the Italian and international Real Estate Community can meet, get to know each other and build relationships.

### **THE REAL ESTATE MEETING&CONVENTION**

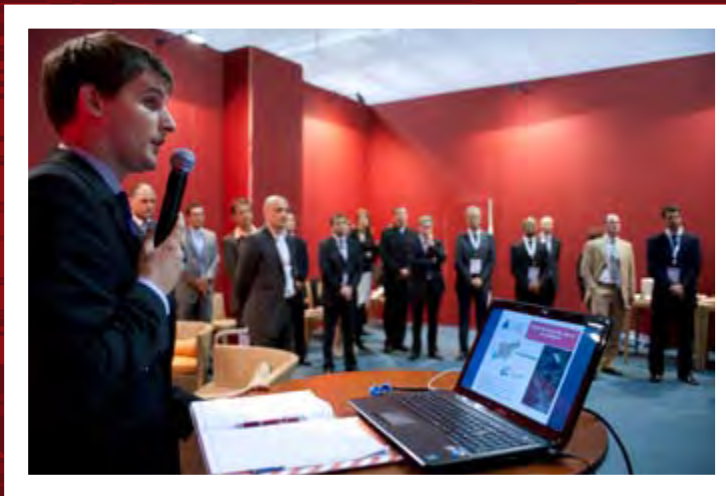
- The perfect context for the big Real Estate themes.
- Analyses: themed conferences, seminars, events in the stands and educational courses for the Public Administration.
- Summary points and strategic information on the development of the market and the various real estate sectors.

### **THE REAL ESTATE MATCHMAKING**

- A fundamental appointment to activate and develop business relations.
- Professionals and experts come together and create dialogue, combining their respective knowledge and skills.
- The opportunities and projects presented become transparent proposals for the Community.

### **THE REAL ESTATE INVESTORS' DAYS**

- International investors encounter principal opportunities in the Italian public and private system.
- The "Book of opportunities and professionalism" with the publication of exhibitors' projects, sent 2 months days prior to the event to international investors who will confirm their presence.
- One-to-one meetings with over 100 participating international investors: assessment and analysis of proposed opportunities.



## FIGURES FROM THE LAST EDITION

- 35,000 sq.m. of exhibition area
- 504 operators and institutions
- Over 14,000 visitors
- More than 100 conferences, seminars and events in the stands
- *Social Housing Exhibition*: 3,600 sq.m. of exhibition space, over 90 participants, over 70 projects presented, 8 dedicated Funds
- 328 registered journalists

## THE EIRE COMMUNITY

ENTERTAINMENT/LEISURE  
LOGISTICS / INDUSTRY  
RESIDENTIAL  
RETAIL  
HEALTH/HOSPITALS  
SOCIAL HOUSING  
TOURISM REAL ESTATE/  
HOSPITALITY  
OFFICE

DEVELOPMENT  
INVESTMENT / FINANCE  
PROJECT MANAGEMENT / CONSTRUCTION  
BROKERAGE  
ASSET / PROPERTY MANAGEMENT

PUBLIC ADMINISTRATION  
END USER  
RETAILER  
INVESTOR



## INTERNATIONAL PRESENCE



## THE GRAND REAL ESTATE NETWORK

- Innovative multimedia communication tools and an updated version of the website.
- Online communication sent all year round and on a weekly basis to a Community consisting of approximately 15,000 Italian and approximately 4,000 international operators.
- Partnerships with the media, associations and industry information networks.
- Meetings and analyses throughout the year for selected divisions.
- The EIRE Forum: an area on the EIRE website dedicated to the analysis and discussion of latest industry issues and themes.
- **EIRE ONE TO ONE:** the virtual tool for exhibitors and visitors for direct contact with registered participants at the event; **available also on AppStore and on the website [mobile.italiarealestate.it](http://mobile.italiarealestate.it).**





## DATE AND TIME

From 5<sup>th</sup> to 7<sup>th</sup> June 2012 from 9.00 am until 6.30 pm.

Fieramilano Pav. 2 and 4,  
Milan - Italy

## PARTICIPATION COSTS

VAT not to be applied to professional operators resident in foreign countries\*

## EXHIBITION AREA

€390 / sq.m.

## FEE FOR REGISTRATION AND ONLINE CATALOGUE

€350

\*DPR 633/72 Art. 7 quinquies

## REPRESENTATIVE COMPANIES / COLLECTIVE BOOTHS

€280 per each company represented.

## EXHIBITOR PACKAGES

Customised solutions including exhibition area, booth set-up, conference room, inclusion of project in "Book of Opportunities and Professionalism", focus meetings and dedicated communication and marketing activities.

## TO VISIT

Visits to the trade fair event, reserved to EIRE Community members only, incur a cost of €255.

Exhibitors are given the chance to buy exclusive entrances' packages to register their own guests.



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Fieramilano, Milan - Italy

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