

REAL CORP 2025

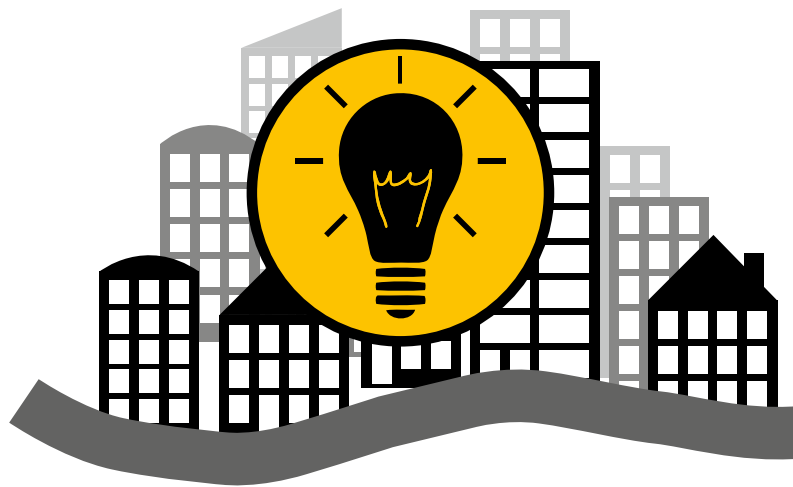
BUSINESS MARKETING

30th International Conference on Urban Planning and Regional Development in the Information Society

URBAN INNOVATION

To Boldly Go Where No Cities Have Gone Before

Medium-sized Cities and Towns
as a Major Arena of Global Urbanisation



14-16 APRIL 2025, FH JOANNEUM
GRAZ, AUSTRIA

C O R P

Kompetenzzentrum für
Stadtplanung und Regionalentwicklung



Competence Center of
Urban and Regional Planning | www.corp.at

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BUSINESS MARKETING

REAL CORP FACTS

- » Held annually since 1996 on the latest topics in urban planning and information technology
- » 200-250 participants (approx. 40 % from D-A-CH and 60 % International)
- » 100-120 expert lectures and workshops, extensive social programme
- » Experts and decision makers from business, politics, science and public administration

BUSINESS MARKETING DURING THE INTERNATIONAL CONFERENCE REAL CORP 2025

Present your business during the 30th International Conference REAL CORP 2025 in Graz, Austria, to an expert audience. REAL CORP 2025 takes place from 14 to 16 April 2025 at FH Joanneum in Graz. REAL CORP conferences offer a professional setting for your business marketing with about 200-250 international expert participants. The conference has been host for well-established companies and institutions presenting their products and services during the last years.

International Networking between Experts, Decision Makers and Planning Business

Because of the high numbers of international audience from all over the world, there will be enough space for encouraged discussions on the special challenges, topics and results of strategies, concepts, technologies and solutions for current topics from the world of planning. International experts and decision makers from business, politics, science, research and public administration have used REAL CORP as a well-established platform for the presentation of corporations, businesses and best practises operating of past, ongoing and future projects.

During the last years, REAL CORP by many corporations and institutions establish a successful exchange of scientists and business practitioners. Therefore, REAL CORP offers a business marketing and promotion.



conferences have been supported by many corporations and institutions. Their contributions helped to establish a successful exchange of knowledge and experience between scientists and business practitioners on most relevant spatial topics. Therefore, REAL CORP offers a professional place for your specific business marketing and promotion of successfully implemented solutions.

Well-known international business players such as Siemens, Kapsch, Doppelmayr cable cars, TINA VIENNA, Aspern – Vienna's Urban Lakeside, Austrian Federal Ministry for Transport, Innovation and Technology, City of Vienna – Urban Planning Department and many others have attended REAL CORP and contributed to a successful conference.

The REAL CORP business and marketing exhibition offers you and your business multiple ways for networking activities as well as presentation of past, ongoing, and future projects. Make new international business contacts, initiate project co-operations, and present your company or project to hundreds of spatial planning experts from all around the world.

REAL CORP 2025 PARTNER PACKAGES

REAL CORP PLATINUM PARTNER

EUR 10,000.-

BENEFITS

- » Advertisement at the conference reception (banner, logo, flag, roll-up)
- » Advertisement in the main auditorium (banner, flag, roll-up)
- » Advertisement during opening of REAL CORP 2025 (logo, banner in background)
- » Public mentioning of Platinum Partner during every social event of the conference REAL CORP 2025
- » Exhibition space
- » Keynote Presentation/keynote speech during main programme, nomination of conference speakers (20 min.)
- » Logo placement in all publications (print, online) of REAL CORP 2025
- » Supplements to the conference bag (brochure, infos etc.)
- » Sponsoring of the digital proceedings
- » Web link on REAL CORP 2025 web portal
- » Conference participation for your company and selected customers (max. 8 persons)
- » Participation in evening receptions

REAL CORP GOLDEN PARTNER

EUR 7,000.-

BENEFITS

- » Advertisement at the conference reception (banner, logo, flag, roll-up)
- » Advertisement in the main auditorium (banner, flag, roll-up)
- » Advertisement during opening of REAL CORP 2025 (logo, banner in background)
- » Exhibition space
- » Presentation/speech during main programme, nomination of conference speakers (20 min.)
- » Logo placement in all publications (print, online) of REAL CORP 2025
- » Supplements to the conference bag (brochure, infos etc.)
- » Web link on REAL CORP 2025 web portal
- » Conference participation for your company and selected customers (max. 5 persons)
- » Participation in evening receptions

**MEET AND DISCUSS WITH PLANNERS, ARCHITECTS AND
MANY OTHER EXPERTS FROM THE PLANNING REALM**

BUSINESS MARKETING

REAL CORP 2025 PARTNER PACKAGES

REAL CORP SILVER PARTNER

EUR 4,000.-



BENEFITS

- » Advertisement in one of the auditoriums (banner, flag, roll-up)
- » Exhibition space
- » Presentation/speech during main programme (20 min.)
- » Logo placement in all publications (print, online) of REAL CORP 2025
- » Supplements to the conference bag (brochure, infos etc.)
- » Web link on REAL CORP 2025 web portal
- » Conference participation for your company and selected customers (max. 3 persons)
- » Participation in evening receptions



REAL CORP PARTNER

EUR 2,000.-



BENEFITS

- » Advertisement in one of the auditoriums (banner, flag, roll-up)
- » Presentation/speech during main programme (20 min.)
- » Logo placement in all publications (print, online) of REAL CORP 2025
- » Supplements to the conference bag (brochure, infos etc.)
- » Web link on REAL CORP 2025 web portal
- » Conference participation for your company and selected customers (max. 2 pers.)
- » Participation in evening receptions

REAL CORP 2025 WORKSHOP PACKAGES



REAL CORP 2025 IS THE IDEAL SPACE TO HOST YOUR WORKSHOP

You make profit from the REAL CORP conference infrastructure (registration, information mailings, coffee break catering, auditorium equipment, internet connection, conference helpdesk, ...). We do the organisation, you deliver the content. Within this co-operation we offer you the possibility to share your project results, your ideas, your know-how with a wide range of experts from all over the world.

**A REAL CORP 2025 WORKSHOP IS THE OPTIMUM SOLUTION
FOR PROJECT DISSEMINATION!**

SINGLE WORKSHOP SLOT

EUR 3,000.-



BENEFITS

- » Single workshop slot in one conference auditorium
- » Chairperson for workshop
- » Workshop announcement in programme folder (half page)
- » Free entrance to workshop for employees of your company or your institution (workshop is included in standard conference fees)
- » Web link on REAL CORP 2025 web portal
- » Placement of poster, roll-up or similar in the conference venue
- » Chairs arranged in theatre seating (other seating arrangements possible at extra charge)
- » Supplements to the conference bag (single leaflet or folder)

**USE THE REAL CORP CONFERENCE INFRASTRUCTURE
FOR YOUR OWN WORKSHOPS**

ACME

*the world's leading
example company*

**This is an example for a half page advertisement
as it could be shown in the conference programme.**

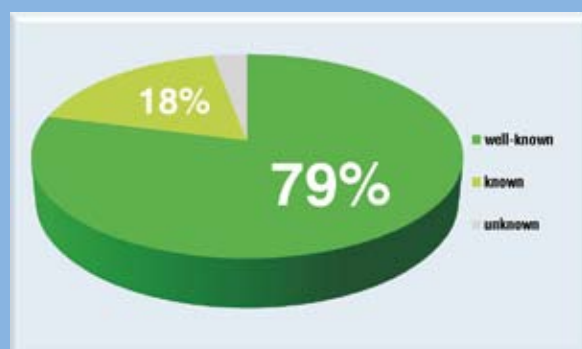
Your benefits:

- » An advertisement like this is an eye-catcher
- » You can use your own corporate identity, logos, fonts, images
- » Some hundred experts, planners and scientists will read this content

**A half page advertisement like
this is available for € 450.- only!**

Full page ad: € 750.- only!

97% know us!



WWW.ACME.COM

DOUBLE WORKSHOP SLOT (½ DAY)

EUR 5,500.-



BENEFITS

- » Double workshop slot in one conference auditorium (two connected morning slots or two connected afternoon slots, not over lunch time)
- » Chairperson for workshop
- » Workshop announcement in programme folder (full page)
- » Free entrance to workshop for employees of your company or your institution and for your project or collaboration partners (workshop is included in standard conference fees)
- » Web link on REAL CORP 2025 web portal
- » Placement of poster, roll-up or similar in the conference venue
- » Chairs arranged in theatre seating (other seating arrangements possible at extra charge)
- » Supplements to the conference bag (single leaflet or folder)

SHARE YOUR PROJECT EXPERIENCE WITH THE WORLD

REAL CORP 2025 WORKSHOP PACKAGES

WHOLE DAY WORKSHOP

EUR 8,000.-

BENEFITS

- » Whole day rent of one conference auditorium for your workshop
- » Chairperson for workshop
- » Workshop announcement in programme folder (full page)
- » Free entrance to workshop for employees of your company or your institution and for your project or collaboration partners or workshop is open to the public (free admission for everyone) (workshop is included in standard conference fees)
- » Web link on REAL CORP 2025 web portal
- » Placement of two posters, roll-ups or similar in the conference venue
- » Chairs arranged in theatre seating (other seating arrangements at no extra charge)
- » Supplements to the conference bag (single leaflet or folder)



TWO DAY WORKSHOP

EUR 12,000.-

BENEFITS

- » Two day rent of one conference auditorium for your workshop
- » Chairperson for workshop
- » Workshop announcement in programme folder (full page)
- » Free entrance to workshop for employees of your company or your institution and for your project or collaboration partners or workshop is open to the public (free admission for everyone) (workshop is included in standard conference fees)
- » Web link on REAL CORP 2025 web portal
- » Placement of two posters, roll-ups or similar in the conference venue
- » Chairs arranged in theatre seating (other seating arrangements at no extra charge)
- » Supplements to the conference bag (single leaflet or folder)

JOIN OUR EVENING NETWORKING EVENT

BUSINESS MARKETING

REAL CORP 2025 SPECIAL ACTIONS

AUDITORIUM BRANDING

EUR 1,400.-



BENEFITS

- » One of the conference auditoriums is not only named by its number (e. g. "Auditorium 1", "Auditorium 2", ...), but it will bear your company name.
- » The name (or logo) of your company will be shown in the conference programme in the title bar of each presentation session in the selected auditorium.
- » The name (or logo) of your company will be shown on each signpost guiding to the selected auditorium.
- » The name (or logo) of your company will be shown on the entrance door(s) to the selected auditorium.
- » Inside the auditorium your company logo will be placed with a roll-up, poster, banner, or similar.
- » Additionally, you have the possibility of a presentation slot (15 min.) in your branded auditorium.
- » Supplements to the conference bag (brochure, infos etc.)



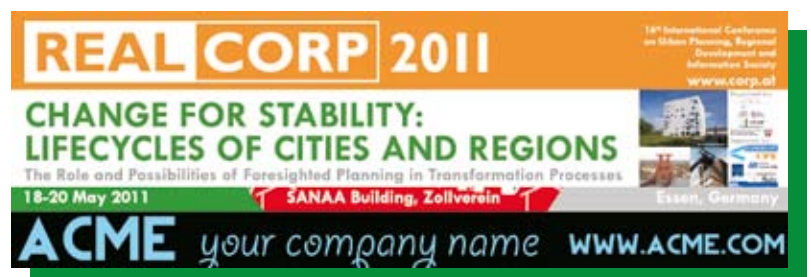
BANNER BRANDING

EUR 400.- per banner



BENEFITS

- » Inside the REAL CORP venue there are large banners showing the conference title, the conference logo and little logos of the main conference organisers and partners. These banners have a size of 3 square meters. The action "banner branding" gives you the possibility to place your company logo over 1/3 of the whole banner (bottom line or aligned to left or right edge, placement depends on the proportions of the delivered graphics). So your logo will be shown in large size at a prominent place within the conference venue.
- » Supplements to the conference bag (single leaflet or folder)



**PRESENT YOUR PRODUCTS, SOLUTIONS AND
SERVICES TO AN INTERNATIONAL AUDIENCE**

REAL CORP 2025 SPECIAL ACTIONS

ADVERTISEMENT IN THE PROGRAMME HALF PAGE COVER PAGES (except page 1)

EUR 750.-
EUR 450.-
EUR 1,200.-



BENEFITS

- » The conference programme is printed in an edition of some 500 pieces. It will be handed out to each conference participant and the remaining copies will be used for promotion purposes in future years so that your contribution to this year's REAL CORP will also be brought to potential participants, sponsors and partners of upcoming REAL CORP conferences.
- » Supplements to the conference bag (brochure, infos etc.)



ROLL-UP PLACEMENT



BENEFITS

- » You can bring along your promotion roll-ups and place them anywhere in the conference area: in auditoriums, in the coffee break area, near the reception desk, ...
- » These roll-ups will be visible to every participant and also show up in the background of lots of conference photos which will be published after the event.
- » Supplements to the conference bag (single leaflet or folder)

EUR 300.- per roll-up

**USE THE CONFERENCE LOCATION TO PRESENT
YOUR PRODUCTS, SOLUTIONS AND SERVICES**

BUSINESS MARKETING

REAL CORP 2025 SPECIAL ACTIONS

EXHIBITION PACKAGE



from EUR 1,500.-

BENEFITS

- » REAL CORP traditionally offers exhibition area for partners, companies, and other institutions which are willing to meet local, regional, and international stakeholders from all fields of planning.
- » As needs, scope and goals of each company or institution are quite different, we would like to create an individual exhibitor's package for you and your company or institution. Factors which influence the price could be like the following:
- » Size of exhibition space
- » Equipment needed (electricity, internet connection, screen, tables, chairs, ...)
- » Number of persons at the exhibition area and number of persons actively participating in the conference
- » Supplements to the conference bag (leaflets or folders)

» Example package: exhibition space 5 m², 1 unmanned table, 1 active conference participant, 1 folder in conference bag: EUR 1,000.- excl. VAT.



ANY OTHER IDEAS?

EUR ???



Feel free to contact us for any customised way to promote your company or institution together with REAL CORP 2025. We will be happy to discuss your ideas and visions towards a successful collaboration.

E-Mail: office@corp.at

Tel: +43 664 854 43 90

EXHIBIT ON REAL CORP 2025 AND
REACH LOCAL AND INTERNATIONAL STAKEHOLDERS

REAL CORP 2025

**REAL CORP 2025
14-16 APRIL 2025
GRAZ, AUSTRIA**

BUSINESS MARKETING



SEE YOU AT

REAL CORP 2024

**KEEP ON PLANNING FOR
THE REAL WORLD**

**Climate Change calls for
Nature-based Solutions and Smart Technologies**

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