



THE SYNERGY HOTEL

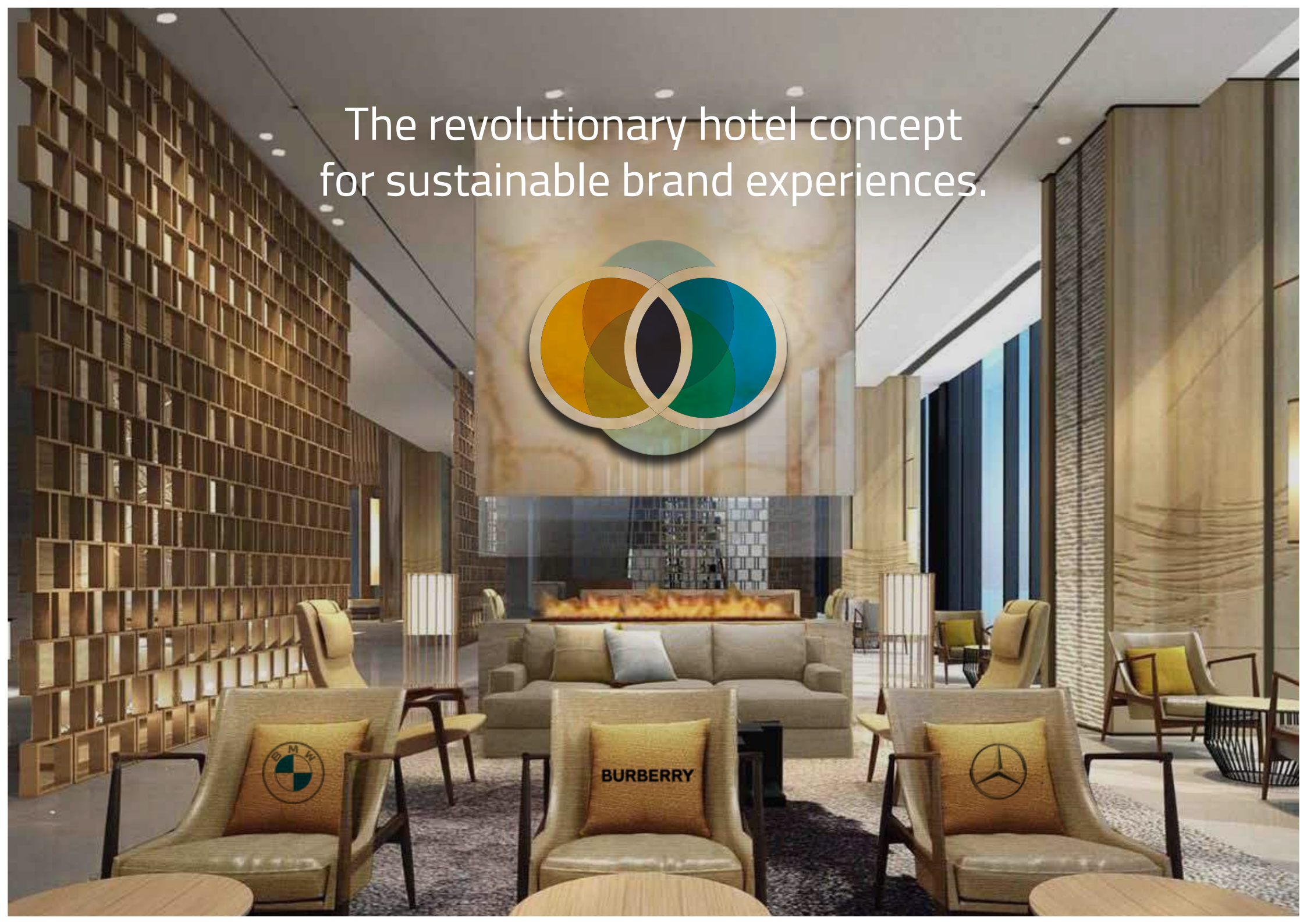


The revolutionary hotel concept
for sustainable brand experiences.

EXPOTEL

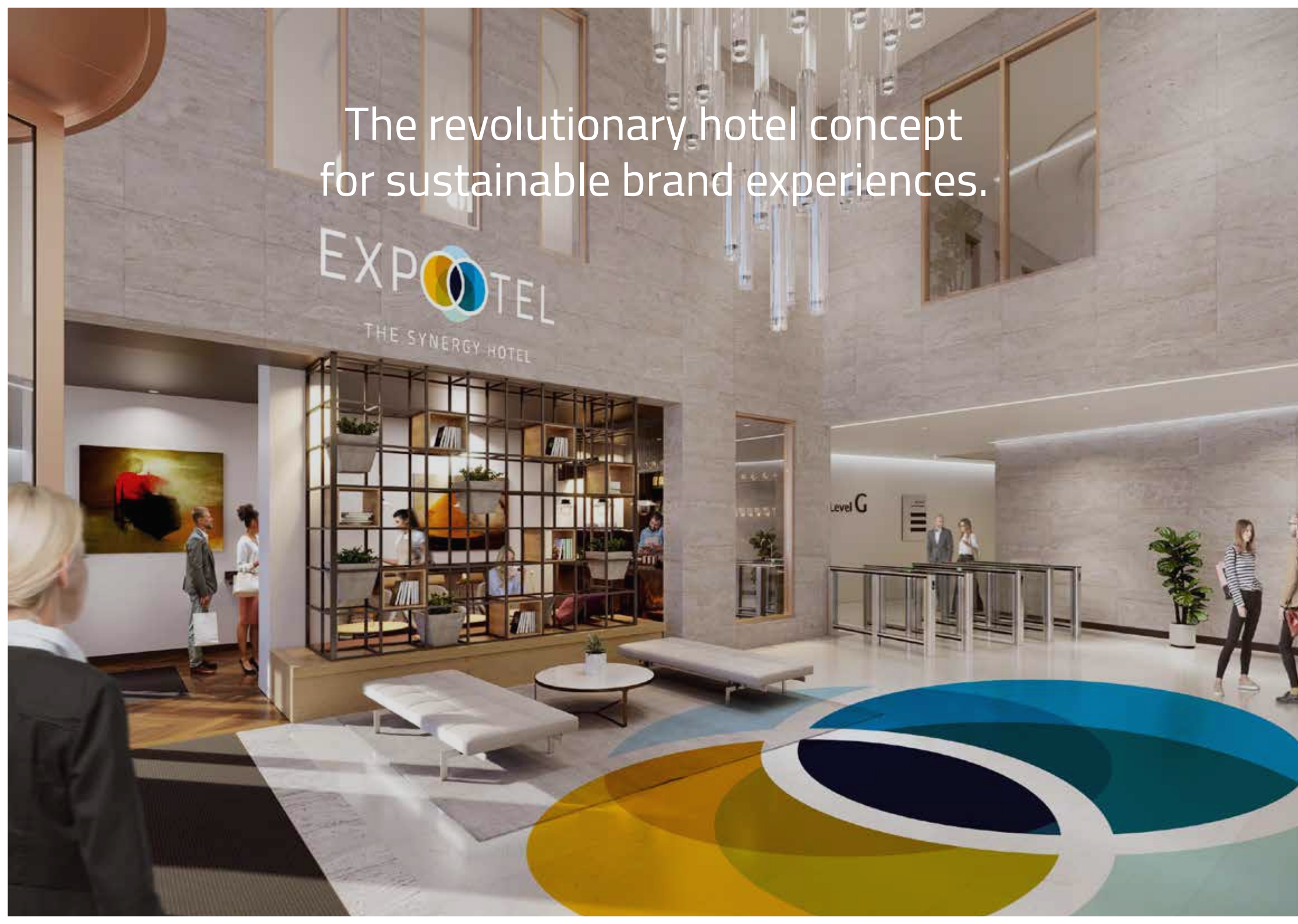
The image shows a modern hotel building at dusk. The building features a large, dark, cantilevered roof structure supported by thick concrete pillars. The interior of the building is warmly lit, and the name 'EXPOTEL' is displayed on the facade. In the foreground, there is a large, rectangular swimming pool that reflects the building and the sky. The sky is a mix of blue and orange from the setting sun. The overall atmosphere is serene and modern.

The revolutionary hotel concept
for sustainable brand experiences.



The revolutionary hotel concept
for sustainable brand experiences.

EXPOTEL
THE SYNERGY HOTEL



EXPOTEL

THE SYNERGY HOTEL

Idea

Our vision is to revolutionize the way brands interact with their customers by creating a unique brand experience, providing an immersive environment where guests can experience the brand in a whole new way, creating a win-win situation for brands and guests and setting a new standard in the hotel and advertising industry.



EXPOOTEL

THE SYNERGY HOTEL

Idea

Our idea is for the brands to design their rooms in their CD and CI, thus turning them into a real immersive experience. Guests pay dynamically adjusted room rates based on their social media engagement, incentivizing them to immerse themselves fully with the brand and share their experiences online. We want to create a platform that enables brands to build a deeper connection with their customers through this gamified experience. With our innovative advertising platform, EXPOOTEL, we aim to go beyond the boundaries of traditional advertising and set a new trend in the advertising and hotel industry by leveraging the power of social media engagement and influencer marketing.





THE SYNERGY HOTEL

Idea

BRANDS

Individually designed rooms offer a unique experience thus promoting an intensive connection to the brand.

GUESTS

Experience your brand intensively and become fans and brand ambassadors.

A disruptive hotel concept that redefines marketing and customer loyalty and offers attractive benefits for brands and guests.



THE SYNERGY HOTEL

What we offer you

Welcome to our unique hotel, where brand advertising and guest experience merge seamlessly.

Individually designed rooms:

- Design your room according to your CD and CI and offer your guests a unique ambience.
- This individuality creates an immersive environment in which your guests can experience your brand up close.

Experience the difference and immerse yourself in a world in which brands are not only advertised, but also lived.





THE SYNERGY HOTEL

What we offer you

We would like to invite you to become part of our revolutionary hotel concept: EXPOTEL

Our USP for you: Dynamic pricing model based on social media activity

- Your brand is not only advertised, but also lived.
Guests can stay in your individually designed rooms free of charge.
- This globally unique concept guarantees cross-media coverage and offers a unique platform to experience your brand up close and personal.





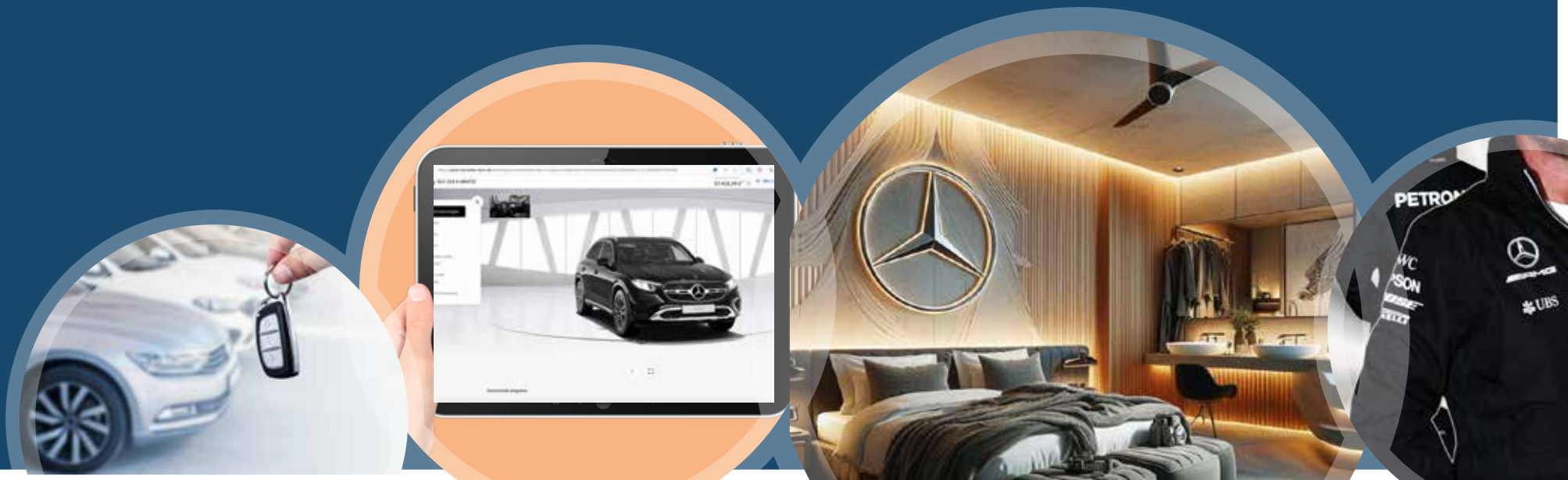
THE SYNERGY HOTEL

What we offer you

We would like to invite you to become part of our revolutionary hotel concept: EXPOTEL

Our USP for your brand: Deep brand loyalty

- This globally unique concept enables you to build a deeper bond with your customers by integrating them in this unique environment.
- Customers become fans and brand ambassadors who actively support and recommend your brand.
- Present not only your products but also show your best side as an employer.





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What we offer you

We would like to invite you to become part of our revolutionary hotel concept: EXPOTEL

Our USP for your brand: Win-win situation for brands and guests

- Your brand benefits from a unique advertising platform that goes far beyond conventional advertisements.
- At the same time, your guests enjoy an incomparable experience that brings your brand to life.





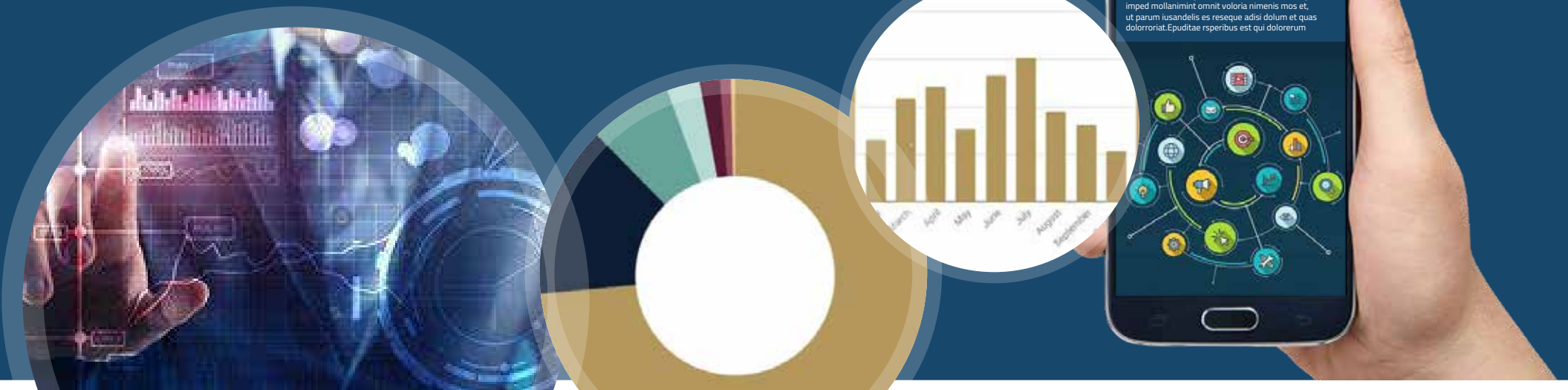
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What we offer you

We would like to invite you to become part of our revolutionary hotel concept: EXPOTEL.

Our USP for your brand: Data-driven marketing

- Digital surveys, brand and product tests can be carried out in our pleasant and relaxed atmosphere.
- High-quality data collection enables you to gain valuable insights into your target group.





Our value proposition for your brand

Additional benefits for you:

1. personal use of the rooms:

- Brands can use the room they have rented for up to 40 days per year themselves.
- This offers a great opportunity to receive customers, entertain guests or reward employees.





Our value proposition for your brand

Additional benefits for you:

2. free use of conference rooms:

- Additional added value for you.
- Our conference rooms are available free of charge for meetings, presentations or workshops.





Our value proposition for your brand

Additional benefits for you:

3. employer branding:

- We offer the option of recruitment by our own specialist staff. We carry out a pre-screening of all applicants directly on site according to your specifications.
- An opportunity to position your company as an attractive employer and recruit qualified employees.





Our value proposition for your brand

Additional benefits for you:

Data analysis and address lists:

Our monthly provision of four address lists provides you with valuable insights and an optimal basis for targeted marketing strategies:

1. Registration list:

- Contains all people who have registered on our booking page
 - > Potential guests who have already shown an interest in our hotel.





Our value proposition for your brand

Additional benefits for you:

Data analysis and address lists:

Our monthly provision of four address lists provides you with valuable insights and an optimal basis for targeted marketing strategies:

2. Hotel guest list:

- Records all people who have stayed at our hotel
 - > A valuable target group for future offers and promotions.



Our value proposition for your brand

Additional benefits for you:

Data analysis and address lists:

Our monthly provision of four address lists provides you with valuable insights and an optimal basis for targeted marketing strategies:

3. Interessentenliste:

- Includes people who have shown interest in a room of your brand, even if it was already taken.
 - > Potential customers who have shown interest in your brand in advance.

Use this high-quality data to refine your marketing strategies and build a deeper bond with your customers.



Who can rent a room?

In principle, anyone can book a room at our hotel, but there are certain restrictions:

- A credit card is required for booking, which is checked once in the booking process for creditworthiness (an amount of €1000 is requested and immediately released again).
- The guest agrees on the booking platform via the terms and conditions that all participating brands will receive their personal data for advertising purposes.
- Guests can enjoy discounted or even complimentary overnight stays based on our dynamic pricing model, which adjusts room rates in real-time according to their level of social media engagement and influence during their visit. The more content they share and the larger their following, the greater the discounts or potential for a free stay through our „Influencer Premium“ tier.





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ROI

ROI for participating brands

ROI		Year 1	Year 2	Year 3	Year 4	Year 5
Set-up room	50.000 €	50.000 €				
Rental cost	8.000 €	96.000 €	96.000 €	96.000 €	96.000 €	96.000 €
Salary sales associate	4.500 €	65.880 €	65.880 €	65.880 €	65.880 €	65.880 €
40 days use of room	250 €	10.000 €	10.300 €	10.609 €	10.609 €	10.609 €
140.000 addresses / year	0,35 €	47.906 €	47.906 €	47.906 €	47.906 €	47.906 €
Revenue / guest	45 €	24.638 €	24.638 €	24.638 €	24.638 €	24.638 €
		2.423 €	52.723 €	53.032 €	53.351€	53.678€
Accumulated		2.423 €	55.147 €	108.180 €	161.531 €	215.210 €

Additionally:

Extensive exposure through social media (guests post on Instagram, tik tok, Facebook etc.)



Three reasons why you should be part of this success:

Here are the three main reasons why brands should rent a room at the EXPOOTEL:

1. Exclusive brand presence

- The individually designed rooms allow you to present your brand identity and message in a unique way.
- Guests experience your brand up close and become active ambassadors.



Three reasons why you should be part of this success:

Here are the three main reasons why brands should rent a room at the EXPOTEL:

2. Free use of conference rooms

- You benefit from additional resources by using our conference rooms free of charge.
- Meetings, presentations, and workshops can take place in an inspiring environment.



Three reasons why you should be part of this success:

Here are the three main reasons why brands should rent a room at the EXPOOTEL:

3. Data-driven marketing

- Monthly address lists provide valuable insights and allow you to target your audience.
- Brands can use high-quality data to optimize their marketing strategies and build deeper connections with their customers.



**We cordially invite you
to become part of this
unique synergy.**



Thank you for your attention.

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