

# Exhibitor Information

Update in May, 2022 – NEW at our event:

- ✓ Open Stage – [see page 10](#)
- ✓ CX-Summit – [info here](#)
- ✓ Recruiting / HR Marketing – [info here](#)

## Your New Competent Event Partner

succeet22 — the in-person trade show für insights, data, analytics

After the successful premiere of the succeet21 in-person event, there will of course be a continuation in 2022.

The success of succeet21 in October impressively demonstrated to us that personal encounters are possible, even under strict hygiene and safety regulations. and cannot be replaced by anything.

Personal contact and the associated trust-building is and remains the basis of every stable and successful business relationship.

Thus, succeet22 will again offer what made its predecessor event Research&Results so popular: exhibition stands of different sizes where exhibitors can present themselves individually and receive their visitors. And a variety of different presentation formats such as exhibitor presentations, panel discussions, short presentations or intensive workshops.

Update in May, 2022 – NEW at our event:

- ✓ Open Stage – [see page 10](#)
- ✓ CX-Summit – [info here](#)
- ✓ Recruiting / HR Marketing – [info here](#)

Hall 3 at the MOC Munich Order Center is the ideal location for this: it offers daylight, is centrally located and has a direct stairway to Atrium 3, where the lecture rooms are located.

In this document we describe our event concept and range in detail.

Let us convince you how you can generate new leads and maintain existing contacts.

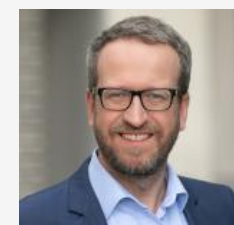
Let's succeet together!



Heinrich Fischer  
Managing Partner



Simone Waller-Klink  
Managing Partner



Holger Geissler  
Managing Director



"succeet is a worthy successor to the predecessor event Research & Results. And the feeling of having a real trade show was very good and the new start after the pandemic and the new foundation very successful. We had many good conversations and the physical networking with prospects, partners and customers was a boon..."

**Christian Thunig**, Managing Partner at Innofact

"We were very pleased that we were finally able to meet our customers in person again at succeet21 after a long time. succeet21 was a complete success for us and another important step towards normality. We are sure that next year's event will be able to match the success of previous years in terms of visitor numbers..."

**Oliver Tjarks**, SVP Sales Central Europe at CINT

"...But we had also forgotten how nice it is to have spontaneous and random conversations. And to get a lot of inspiration and meet new people, which rarely happens in a team call. Relationships are still best built in person. In this respect, succeet was a highlight of the year ..."

**Markus Küppers**, Managing Partner at september Strategie & Forschung

"We are very happy to have taken the plunge. We had great conversations with the industry, a lot of fun in the team and, last but not least, the best coffee of the exhibition at our stand. Our expectations were exceeded - a big thank you to the entire organizer team for making this class reunion possible despite many question marks. We look forward to 2022! "

**Julia Starkey**, Manager Demand Generation & Events at Confirmit.

"At the beginning of the year, we already thought about whether it would make sense for us to participate in an in-person event ... in the end, however, I have to say that participation was a complete success for us. We received a lot of interest in our presentations and workshops and were able to have many exciting conversations at our stand."

**Bastian Verdel**, Managing Partner at StraightONE



Quotes: marktforschung.de  
Photos: succeet

### The In-Person Trade Show succeet22 at MOC Munich Order Center

#### In-person trade show 20 – 21 October, 2022

succeet22 is a two-day trade show with a comprehensive range of services consisting of an exhibition, live presentations and intensive workshops.

The exhibition is located in Hall 3 of the MOC Munich Order Center.

In addition to the exhibition stands, exhibitors can book live presentations and intensive workshops for a fee in order to provide more in-depth information about their current topics.

All presentations will take place directly above Hall 3 in Atrium 3, which is accessible from the foyer in a short distance via a staircase. With a total hall area of 3,900 m<sup>2</sup>, Hall 3 is large enough to accommodate around 100 exhibition stands.

The MOC Munich Order Center is an established and attractive event location that is ideally accessible by car, train and plane.



These are the facts:

**Individual exhibition stands from 12 m<sup>2</sup>**

**Standard 9 m<sup>2</sup> exhibition stands**

**15-minute short presentations**

**30-minute live presentations in large conference rooms**

**45-minute intensive workshops in smaller conference rooms**

**Full-day booking of a meeting room for your individual programme**

Links:

[Plan Hall 3](#)

[Plan Atrium 3](#)



**succeet22 addresses the following target groups:**

### Visitor target groups

**Current and potential clients and buyers of projects, services and products:**

- Insights Managers
- Corporate Market Researchers
- Marketing Specialists
- Data Analysts
- Managing Directors
- Agency Market Researchers
- Product Managers

### Exhibitor target groups

- Market Research Agencies (full service)
- Field Organizations
- Viewing Facilities
- Data Analytics Companies
- Online Panel Providers
- Data Collection / Analysis and Visualization Services
- Software Providers
- Hardware Providers
- Customer Experience Research
- Business Intelligence
- Market Intelligence
- B2B Research
- Health Care Research
- POS Research
- Associations / Organizations
- Publishers / Media

## Promotional activities ensuring the success of the event

### Advertising

The leading online portal marktforschung.de is our main advertising partner.

A focused advertising campaign will start there at the beginning of September. With the high reach of marktforschung.de into the industry, almost every potential participant can be provided with all information about succeet22, such as exhibitor list and agenda.

In order to reach additional target groups, advertisements are also placed in other online portals such as new-business.de, markenartikel.de, wuv.de or consulting.de. For international visitor advertising, we work with the industry portal mrweb.com (Daily Research News Online).

### Event Website

All information and services concerning succeet22 are available on our event website:

- Registration of participants, exhibitors and press representatives
- Exhibitor catalogue with short profiles and links
- Agenda with topics and speaker information
- Extensive thematic search function to easily find exhibitors, topics and products

### succeet Email Newsletter

Our trade show newsletter regularly reaches around 3,300 people interested in the event. The subscribers are mainly participants at past succeet events (virtual succeet21 and presence event succeet21).

### Social Media

We are very active on LinkedIn. In collaboration with our cooperation partner Frenus, we have built up an extensive network that is constantly supplied with information about the event and our exhibitors. This is supplemented by further, targeted advertising campaigns.

### Invitations by exhibitors with voucher codes

Each exhibitor will receive their own voucher code. With this code they can offer their customers and interested parties free admission to the event. As the past event has shown, this was an effective additional tool to bring relevant buyer target groups to the trade show.

## Costs and Services at a Glance:

The following table provides an overview of all booking options for the in-person event. A detailed description of the individual services can be found on the following pages.

| Services         | Prices in EUR  |   |  |
|------------------|--|---|--|
| Registration Fee | 500  |   |  |
| Exhibition Stand | Individual Stand starting at 20 m <sup>2</sup><br>430/m <sup>2</sup> | Individual Stand 12 - 19 m <sup>2</sup><br>430/m <sup>2</sup> | Standard Stand 9 m <sup>2</sup><br>3.390 package price |

Optional additional services (can only be booked in combination with an exhibition stand)

|  |   |  |                                       |
|--|---|--|---------------------------------------|
| Stand Construction Package                       | -   | 1.190<br>Available only for 12 m <sup>2</sup> stands | 990<br>for 9 m <sup>2</sup>           |
| Live Presentation XL<br>100 attendees            | Up to 3 Live Presentations XL, L or M*<br>1.290 | Up to 2 Live Presentations XL, L or M*<br>1.290      | -                                     |
| Live Presentation L<br>70-80 attendees           | 1.090   | 1.090  | 1 Live Presentation L oder M<br>1.090 |
| Live Presentation M<br>50 attendees              | 890   | 890  | 890                                   |
| Intensive Workshop<br>2 Slots, 25 attendees each | Up to 2 Intensive Workshops<br>690              | 1 Intensive Workshop<br>690                          | 1 Intensive Workshop<br>690           |
| Extra charge for Closed Presentation             | 190   | 190  | 190                                   |
| Short presentation (1st day)                     | 490   | 490  | 490                                   |
| Recruiting short presentation 2nd day**          | 330   | 330  | 330                                   |
| Recruiting poster competition**                  | 330   | 330  | 330                                   |
| Recruiting job offers**                          | 330   | 330  | 330                                   |
| Break-Out-Room                                   | 890   | 890  | 890                                   |
| Early set-up day                                 | 250   | 250  | -                                     |

Live presentations XL and M also bookable for [CX-Summit](#)

Further info about recruiting available [here](#)

VAT is not included in above prices.

\*Due to the limited availability only one Live Presentations XL and one Live Presentation L can be booked by exhibiting company.

\*\* Package price for all 3 recruiting formats: 790 EUR (instead of 990 EUR). Limited to one package per exhibitor

### Registration Fee

EUR 500

The registration fee is payable per stand for all individual exhibition spaces and standard stands. Services: Entry in the event catalog, proportional visitor advertising, entry in the digital search catalog. A list of all participants (contact details without email addresses) is provided after the event

### Individual exhibition space starting from 12 m<sup>2</sup>

per m<sup>2</sup> EUR 430

### Standard exhibition space, 9 m<sup>2</sup>

package EUR 3.390

The price refers to the exhibition space only and does not include stand construction or ancillary costs. Each exhibitor is responsible for stand construction. All legal regulations and guidelines must be observed. All details can be found in the Conditions of Participation and the "Exhibitor Service Booklet 2022". These documents are part of the contract and are available for download on our website [www.succeet.de](http://www.succeet.de) or can be sent on request. Each exhibitor is free to choose his stand construction partner. Upon request, our contractual partner Rappenglitz GmbH offers a variety of reasonably priced rental systems.

### Stand Construction Package

for 9 m<sup>2</sup> EUR 990

for 12 m<sup>2</sup> EUR 1.190

For stand spaces of 9 m<sup>2</sup> and 12 m<sup>2</sup>, stand construction packages can be booked on request, which include the following services: White side and rear walls, height 250 cm, anthracite carpeting, 1 power socket, 1 meeting table with transparent protective pane, 4 black upholstered chairs, 1 brochure stand, 150 x 30 cm fascia (incl. 15 letters), standard power (3KW), assembly and dismantling.

### Early set-up day

EUR 250

Exhibitors who commission an external stand builder can book an additional set-up day on Tuesday, 18/10/2022, 2pm to 12 pm, in addition to the regular set-up day. Not necessary if our contractual partner Rappenglitz GmbH is commissioned.

### Stand Construction

Selection of inexpensive system stands, individual furniture, walls and floor coverings and high-quality, individual stand solutions. Here you can get an idea and contact the supplier. You will then receive your individual offer with sketch:

Furniture Rental: [shop.rappenglitz.de](http://shop.rappenglitz.de)

Exhibition stands: [shop.rappenglitz.de/stand-packages](http://shop.rappenglitz.de/stand-packages)

Contact: Cecilia Gonzales de la Cotera

Phone: +49 8141 22835-24

Mobile: +49 151 44163363

E-Mail: [Cecilia.Gonzales@rappenglitz.de](mailto:Cecilia.Gonzales@rappenglitz.de)



VAT is not included in above prices



### Presentations

For more in-depth visitor information, exhibitors can book the following additional presentation formats:

#### Live-Presentation (30 min)

Conference rooms with varying capacities are available in the atrium, where exhibitors can hold 30-minute live presentations on a rolling basis:

#### Live Presentation XL\*

**100 attendees** **EUR 1.290**

#### Live Presentation L\*

**70-80 attendees** **EUR 1.090**

#### Live Presentation M

**50 attendees** **EUR 890**

**Option: extra charge for Closed Presentation\*\*** **EUR 190**

**Services provided by the organizer:** conference room, seating, lectern, presentation technology, technical support, pre-registration of participants via organizer's website. All live presentations are listed in the agenda and advertised in the exhibition catalog, the succeet email newsletter and on the organizer's website. The presenting company will receive full contact details (including email addresses) of all participants and parties registered to their presentation.

\*Due to the limited availability only one Live Presentations XL and one Live Presentation L can be booked by exhibiting company.

\*\*the exhibitor can approve or decline interested parties

#### Intensive Workshop

**2 x 45-minutes presentations in sequence**

**EUR 690**

There is a sufficiently large number of smaller conference rooms (break-out rooms) with a capacity of approx. 25 attendees in which the intensive workshops are held in continuous rotation. The Intensive Workshop format is defined by 2 presentations of 45 minutes each in sequence. The total duration is 2 hours. Both presentations must be identical.

**Services provided by the organizer:** conference room, seating, lectern, presentation equipment, technical support, pre-registration of participants via the organizer's website. All intensive workshops are listed in the agenda and advertised in the trade show catalog, the succeet email newsletter and on the organizer's website. The presenting company will receive full contact details (including email addresses) of all participants and parties registered to their workshop.

#### Break-Out Room

**For your individual programme**

**per day EUR 890**

Smaller conference rooms (break-out rooms with approx. 70 m<sup>2</sup>) can be booked by exhibitors for the presentation of their individual programmes on a daily basis.

**Services provided by the organizer:** Conference room without furnishing and presentation technology. For individual furnishing please contact our service partners Rappenglitz and BTL (see exhibitor service booklet). **This format is not listed in the agenda.**

#### General information regarding all presentation formats:

- Participants must register for all live presentations and intensive workshops on the event portal in advance.
- The exhibitor can choose between an open and closed event (+ 190 EUR).
- Each exhibitor presents a topic of his choice
- Topics must be submitted to the organizer no later than 15/08/2022
- The organizer can reject topics that are not suitable
- Each exhibitor is responsible for the content

VAT is not included in above prices

### New format: short presentations at the "Open Stage"

We are pleased that by lifting all covid restrictions it is again possible to offer a freely accessible and barrier-free meeting and presentation format at succeet22:

### Short presentations (15 min)

Where the exchange of new thoughts and ideas is the focus, a place for spontaneous encounters should not be missing: In our "Open Stage" - as a supplement to the 30-minute live presentations and the 45-minute intensive workshops - 15-minute short presentations are now also possible: freely accessible and without pre-registration.

Thanks to the loose arrangement of seating and standing tables, spontaneous participation and a flowing changeover is possible. Depending on capacities will set up the "Open Stage" in the exhibition hall or in Atrium 3.

Short presentations only touch on topics that can then be further explored at the booth. As they are often perceived in passing, they are particularly well suited to attracting new customers.

Services provided by the organizer: Provision of an open presentation area, seating/standing tables, speaker podium, presentation technology with large screen, technical support. All short presentations are listed in the exhibition program and advertised in the exhibition catalog, the succeet email newsletter and on the organizer's website.

### General notes for all short presentations:

- Exhibitors are responsible for their topics and contents
- Topics must be submitted to the organizer by 15 August, 2022 at the latest
- The organizer may reject topics that are not suitable

### Short presentations take place on both event days with different topics:

#### Thursday, 20 October, 2022 (1st event day)

Presentations of current research topics, innovations and Best Practice surveys → **Price: EUR 490**

#### Friday, 21 October, 2022 (2nd event day)

Recruiting presentations: exhibitors present their companies as future employers (info [here](#)) → **Price: EUR 350**

The number of short presentations is limited. Each exhibitor can book a maximum of 2 short presentations (one per event day) Prices subject to VAT

### Update in May, 2022 – NEW at our event:

- ✓ Open Stage – [see page 10](#)
- ✓ CX-Summit – [info here](#)
- ✓ Recruiting / HR Marketing – [info here](#)

### Venue:

Messe München GmbH  
MOC Veranstaltungszentrum  
Lilienthalallee 40  
80939 München / Munich · Germany  
www.moc-muenchen.de

The MOC Munich Order Center is a division of Messe München. Attractive exhibition halls, conference and event rooms are located under one roof. Maximum flexibility and functionality, the unique ambience, the central location, the exemplary infrastructure, service and professional teams characterize the MOC. The MOC Munich has all the prerequisites to give an event exclusivity and guarantee exhibitors a coherent trade show presentation.

The MOC is easy to reach:

- by car via the direct motorway access to the A9 (1,500 underground parking spaces are available in the building)
- by cab 20 minutes from Munich Airport
- by subway 12 minutes from the city center

### Event date: 20 and 21 October, 2022

#### Opening hours for visitors:

Thursday, October 20, 2022 from 9:00 a.m. to 6:30 p.m.  
Friday, October 21, 2022 from 9.00 a.m. to 4.30 p.m.

#### Exhibition halls and conference rooms:

The exhibition will be held in Hall 3.  
The conference rooms are located in Atrium 3 on the 1st upper floor

#### Set-up times:

Tuesday, October 18, 2022, 2.00 p.m. to 12.00 p.m. (subject to a fee)  
Wednesday, October 19, 2022, 8.00 a.m. to 12.00 p.m.

#### Dismantling times:

Friday, October 21, 2022, 4.30 p.m. to 12.00 p.m.



### Organizer

The event succeet22 is organized for the insights industry by succeet GmbH. The organizational team has many years of experience in the market research, media and marketing industry and was already active for the former event Research & Results. Since the beginning of 2021, the succeet team has been actively supported by our cooperation partner marktforschung.de.

succeet GmbH  
Im Baumstückle 45  
D-71334 Waiblingen  
Germany

+49 7151 903839-0  
[info@succeet.de](mailto:info@succeet.de)  
[www.succeet.de/en/](http://www.succeet.de/en/)

### Managing Partners:

Heinrich Fischer, Holger Geissler, Simone Waller-Klink

As of: May 2022

Subject to modifications.

The General Terms and Conditions, available at [www.succeet.de](http://www.succeet.de), apply.

### Stand booking, sponsoring, advertising

To book a stand please contact our sales team. And please do not hesitate to ask for our attractive [sponsoring and advertising opportunities](#).

Phone +49 7151 903839-0



Petra Beißwanger  
Sales DACH  
[petra.beisswanger@succeet.de](mailto:petra.beisswanger@succeet.de)



Alexandra Frank  
Sales International  
[alexandra.frank@succeet.de](mailto:alexandra.frank@succeet.de)