

**Supplementary
Exhibitor Information**

**HR Marketing /
Recruiting**

Note:

Please find all information about exhibition stands,
live presentations, intensive workshops and short
presentations in our

[Exhibitor Information](#)



Successful HR marketing and recruiting at succeet22

Trade shows such as succeet22, at which all exhibitors present themselves primarily as corporate brands in order to make their products and services accessible to interested buyers, can of course also be used to recruit new employees for the company and to present oneself as a potential and career-promoting employer.

Among the visitors to succeet22, there will be a large number of professionals who are willing to change jobs and who need to be provided with employer information and current job offers. And, of course, they can be won over for a personal meeting on site.

Yet not only the professionals, but also numerous students of market research, media research, consumer psychology, marketing and related disciplines will be represented at succeet22: we invite them to visit the event via the lecturers at the universities – with whom we have had the best connections over the years. Last year, for example, we were able to attract more than 150 students to visit our event, and we are sure that we will be able to increase this number considerably with a strong recruiting offer.

We have come up with a number of ideas to offer your future employees an informative and inspiring trade show experience and to support you as a future employer in your search for talents.

We will be very pleased if our offer convinces you and you participate in the recruiting programme with your company.

Let's succeet together!



Heinrich Fischer
Managing Partner



Simone Waller-Klink
Managing Partner



Holger Geissler
Managing Director

1. Big job market on our website

A few weeks before our event you will be able to publish your current job advertisements for specialist/executive staff, training and internship positions on our succeet22 event website. The aim for the individual exhibitor should be to arrange as many job interviews as possible at the event.

Our services:

- Unlimited number: the more job ads are available, the more interesting it will be for the visitors
- Upload option: the job ads are uploaded to our event website as PDF files by the participating exhibitors themselves
- Each job ad can be branded with your own company logo
- There are various selection options for searching job ads (e.g. career status, place of employment, type of employment)

Price: 330 EUR

Sample: Job ads
with download options
photos: profairs



2. Recruiting – short presentations

Exhibitors who would like to present themselves as future employers can introduce themselves to interested visitors by means of a short presentation.

Our services:

15-minute company presentation in which you can introduce your company as a future employer.

Presentation location: the short presentations take place in the new presentation area "Open Stage". Due to the casual equipment with seating and bar tables, a spontaneous participation and a flowing change of visitors are possible. Presentation technology with a large screen is available.

The short presentations take place on the 2nd day of the event - the day when most students are present (October 21).

Price: 330 EUR

Please find further information in our [exhibitor information](#) on page 10

3. Poster contest

Show your colors! With a clear commitment to "We're Hiring."

Design a creative poster with the key message that your company is looking for new employees and managers. We will present this poster in a poster exhibition in Atrium 3 during the entire event. In addition, there will be a poster competition in which every visitor can participate: the three best posters will be awarded prizes. The winning posters will be presented on marktforchung.de after the trade show. Three attractive prizes will be raffled among the participating visitors.

Realization:

- The participating exhibitor will provide a poster template as a printable PDF in A0 format (84.1 x 118.9 cm).
- Submission of the artwork to our service provider Rudolf Lang GmbH by October 5, 2022
- Printing and mounting of the posters on the support walls will be carried out by the company Rudolf Lang GmbH

Price: 330 EUR



Package price for all 3 formats: 790 EUR



Photos: mywebsite.com

Target group / marketing

We do our utmost to ensure that you will find an interested visitor audience of insights industry professionals and students of market research, media research, consumer psychology, marketing and related disciplines at succeet22:

- Publication of the recruiting programme on the website and in the exhibition catalog (print)
- Publication of the recruiting programme in several issues of the succeet newsletter
- Intensive cooperation with the universities: the recruiting programme is communicated to students via the universities' teaching staff and students are invited to visit the event. Last year, larger groups from the universities of Pforzheim, Hof, Augsburg, Aalen as well as the TH Köln and the HFT Stuttgart were on site.
- Identification of stands that participate in the recruiting programme in the trade show catalogue and on the website
- Topic-specific advertising banners and stand-alone newsletters in the online portals marktforschung.de and consulting.de
- Social media campaign explicitly focused on the topic of jobs in the insights industry
- At the event: workshop for students: how do I present myself properly in an interview? Facilitated by a renowned HR expert.

Information + booking:

Contact our sales team:



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As of: May, 2022, subject to change, Prices subject to VAT