

# Exhibitor Information

Leading International Trade Show for the Insights Industry



**Booking  
Deadline:  
June 30, 2024**

**New Date! Enhanced Experience!**

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We are delighted that succet's move to Wiesbaden last year was such a great success.

The bright and modern premises of the RMCC impressively emphasise what makes a successful f2f event:

- A place where the entire Insights Industry comes together and where the industry sends a strong signal about its capabilities and self-confidence
- A place to be informed and inspired - thanks to a variety of exciting and cutting-edge topics
- A place with a fun atmosphere where you can make and maintain contacts - with the best atmosphere on both days of the tradeshow, at the happy hour and the networking formats on site

We look forward to creating this place for you again: at succet24/25 in Wiesbaden.

**The next succet will take place on February 12 + 13, 2025.**

For some time now, long-standing exhibitors have been asking us to move the trade show from Q4 to Q1. We have now succeeded in fulfilling this wish.

This means that succet will not only be the largest industry event in future, but also always the first of the year.

**Let's succet together.**



succet Trade show team: Holger Geißler, Julia Hentschel, Petra Beißwanger, Alexandra Frank, Heinrich Fischer, Simone Waller-Klink



- 
- A collage of eight photographs showing various attendees and speakers at the 'Premier' event. The images depict networking, presentations, and group photos. One photo shows a man speaking into a microphone, another shows a group of people in a meeting, and others show individuals in professional attire interacting. A banner for 'Premier' is visible in one of the photos.





**surreet23**  
wagner das magister

**26. - 28. Oktober 2022**  
**RMCC - Wiesbaden**

**Internationale Leitmesse der Insights Industry**

(Prüfungstermin: Mittwoch, 26. Oktober 2022, 9:00 Uhr bis Freitag, 28. Oktober 2022, 17:00 Uhr; Samstag, 29. Oktober 2022, 9:00 Uhr)

## MESSEGUIDE

Programm	S. 4 – 11	
CX summbi	S. 10 – 11	
Aussteller	S. 12 – 13	
Hallenplan	S. 14 – 15	



**Freies Wi.**  
 Anmeldung  
 (mit Ausweis)

Partner Partner:

**INTERROGARE**

Capline

**produkt**  
management

**messtec**

[illegible]

## List of Participating Companies

succeet24/25 is a two-day event with an extensive range of services consisting of a large exhibition and a wide variety of presentation options. It will take place on 12 + 13 February, 2025 at RheinMain CongressCenter (RMCC) in Wiesbaden.

At succeet24/25, the international Insights Industry will be presenting itself in Hall North. Around 120 **exhibition stands** between 9 and 60 m<sup>2</sup> are planned on a floor space of 4,600 m<sup>2</sup>. The **special CX summit** exhibition is planned for a separate part of the North Hall. Stand space from 9 m<sup>2</sup> can be booked there.

In addition to the exhibition stands, exhibitors can book **live presentations** (30 min) for a fee if they would like to present their current topics in more detail.

The live presentations will take place in the conference rooms directly above the North Hall on the 1st floor and are easily accessible via the stairs in the foyer. An additional staircase to the conference rooms is located at the rear of the North Hall.

As an additional presentation format, all exhibitors and start-ups can book 15-minute **short presentations**. An "Open Stage" will be set up in the North Hall for the short presentations allowing visitors to listen for as long as they like or continue.

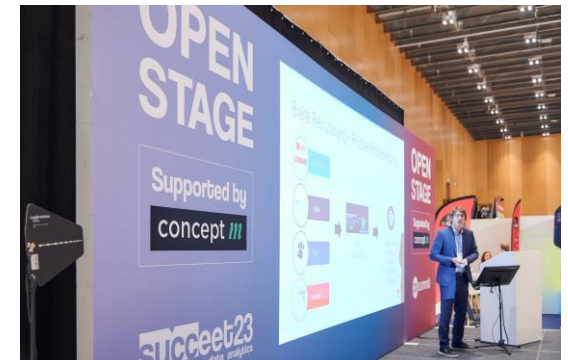
In 2025, you will have the opportunity to give a presentation directly at your stand for the first time. For these 10-minute **stand presentations**, we will provide you with mobile presentation technology for 20 people.

120 Exhibition Stands



90 Live Presentations

30 Short Presentations



## Attendee Target Groups

Current and potential clients and purchasers of projects, services and products

Insights Managers  
Corporate Insights Professionals  
Marketing Specialists  
Data Analysts  
Managing Directors  
Market Researchers from Agencies  
Product Managers  
Customer Experience Managers  
Students of Market Research/Marketing

## Exhibitor Target Groups

Market Research Agencies (Full Service)  
Fieldwork Companies  
Viewing Facilities  
Data Analytics Companies  
Online Panel Providers  
Data Collection / Visualisation Services  
Software Providers  
Hardware Providers  
Customer Experience Research  
Business Intelligence  
Market Intelligence  
B2B/B2C Research  
Associations/Organisations  
Publishing Houses/Media

## Research Fields:

Automotive, E-Commerce,  
Finance, FMCG,  
Healthcare/Pharma,  
Lifestyle, Packaging, POS,  
Environment/ Sustainability,  
etc.



## Advertising activities ensuring the success of the event

### Advertising

marktforschung.de, the leading German online portal is succeet24/25's main advertising partner. From the beginning of December advertising banners, special e-mail newsletters and interviews will be published there.

Thanks to marktforschung.de's wide reach in the industry, almost all potential visitors can be reached.

To reach additional target groups, adverts are also placed on other online portals such as consulting.de or special newsletters are published.

For international visitor advertising, we work together with the industry portal mrweb.com (Daily Research News Online).

### Event Website

Participants can find detailed information and services about succeet24/25 on our website.

- registration of attendees, exhibitors, press representatives
- exhibitor catalogue including short profiles and links
- session programme including infos about topics and speakers
- detailed search function to select exhibitors, topics and products

### succeet E-Mail-Newsletter

The succeet event newsletter regularly reaches around 5,900 people interested in trade fairs. The newsletter is sent out in two languages (DE + EN). Our mailing list mainly includes participants of past succeet events (succeet21, succeet22 and succeet23).

### Social Media

Our social media activities on LinkedIn are particularly pronounced. In collaboration with our cooperation partner Frenus, we have built up an extensive network that we continuously provide with information about the trade show and our exhibitors. This is supplemented by additional, targeted advertising campaigns.

### Invitations from Exhibitors with Voucher Codes

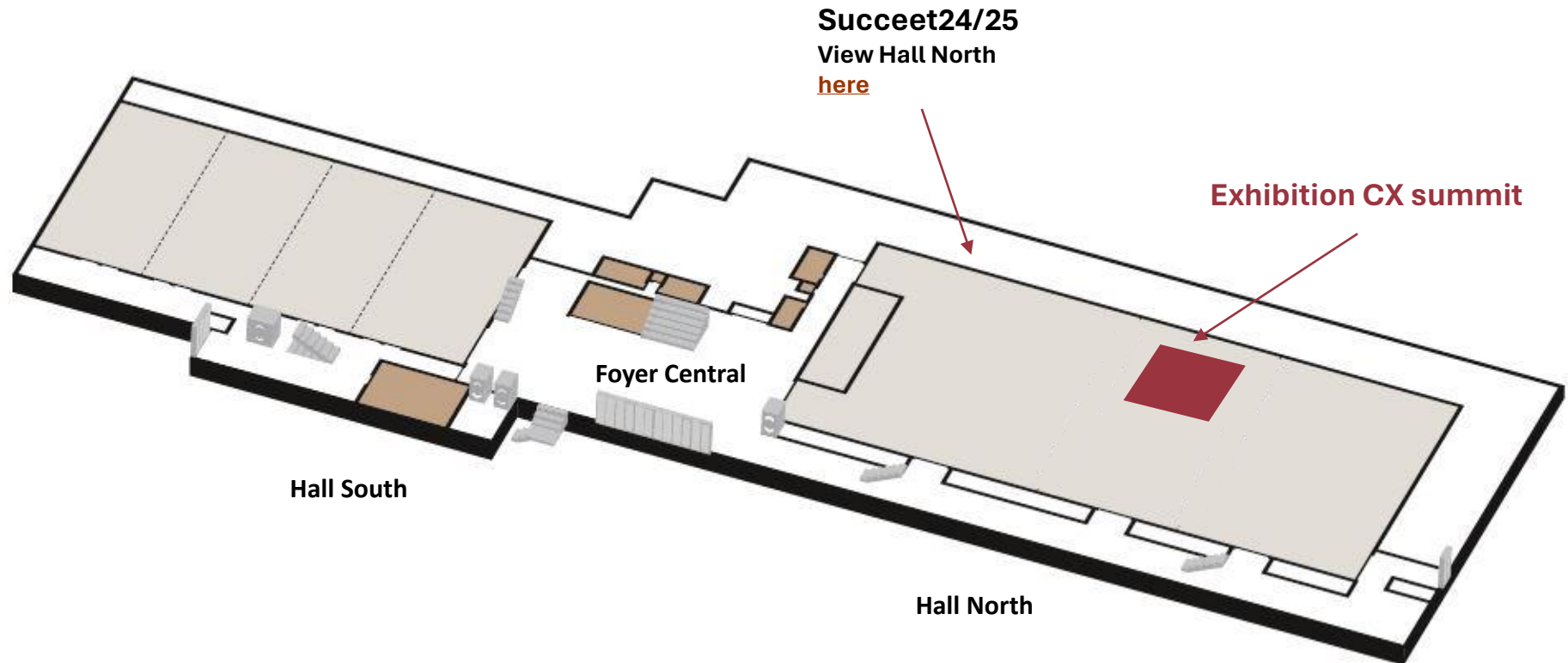
Our exhibitors receive voucher codes (catch-all codes) with which they can offer their customers and interested contacts free admission to the event. As past events have shown, this is an effective additional tool for attracting relevant target buyer groups to the trade show.



The RMCC is virtually predestined for trade fairs and exhibitions: Two large halls connected by a light-flooded foyer offer over 10,000 m<sup>2</sup> of event space on the ground floor. Additional event rooms with modern equipment complement the available space. You can get an impression of the extraordinary trade show location in this [video](#). Particularly pleasing: sustainability is one of the central themes of the RMCC.



succeet24/25 will take place in the North Hall of the RMCC. Around 120 exhibition stands between 9 and 60 m<sup>2</sup> are planned on a floor space of 4,600 m<sup>2</sup>. A separate section of the North Hall will be reserved for the special CX summit exhibition.





**The RMCC Wiesbaden is located in the Frankfurt metropolitan region and easily accessible:**

- International visitors can reach the RMCC via Germany's largest airport, Frankfurt Airport, by local train or car in just under 30 minutes (28 highway kilometers).
- Car travelers will find the appropriate highway exit from all directions just outside Wiesbaden.
- Those arriving by train can reach the congress center in 5 to 10 minutes on foot from Wiesbaden's main train station. The main station is connected to a comprehensive regional and long-distance rail network (including some ICE connections).
- The RMCC is only a few minutes' walk from the city center. This allows trade show visitors to get to know and experience the city with its many possibilities before or after our event.
- Hotels within walking distance make the stay in Wiesbaden comfortable and pleasant for our visitors.



Abbildung: iStock

## Registration Fee

**EUR 600**

The registration fee is payable per stand for all individual stand areas and standard stand areas.

Services: entry in the event guide, proportional visitor advertising, entry in the digital event catalogue with extensive search function, *new*: Leadsan app included.

## Exhibition Space\*

**EUR 480 / m<sup>2</sup>**

Individual exhibition space can be booked from 12 m<sup>2</sup> at EUR 480 EUR per m<sup>2</sup>.

## Standard Exhibition Space (3 x 3 m = 9 m<sup>2</sup>)\*

**EUR 3.760**

## New: Kiosk stand

**EUR 4.600**

Our new "kiosk stand" format is for exhibitors who want to present themselves in an uncomplicated way without having to worry about stand building. These services are included: stand space, registration fee (worth EUR 600), lockable information counter, 2 stools, MultiWall back wall (100 x 250 cm), graphics on info counter and back wall, lighting, socket, power supply.

## NEW!

stand presentations are included free of charge:

1 stand presentation at stands 15m<sup>2</sup> and larger

2 stand presentations at stands 30m<sup>2</sup> and larger

duration: 10 minutes

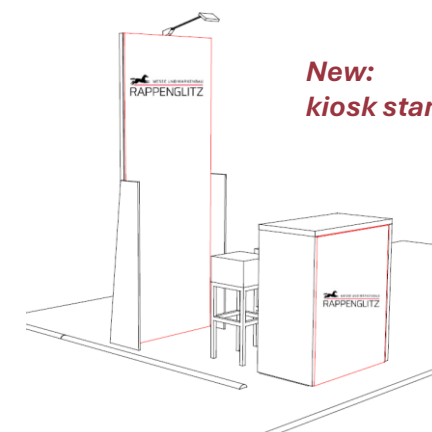
details on [page 11](#)

\*Notes: The exhibition space does not include stand construction or ancillary costs. Exhibitors are responsible for having their stands built. All legal regulations and guidelines must be observed. All details can be found in the ["General Exhibitor Conditions"](#) and the ["Technical Guidelines and Safety Regulations of the RMCC"](#). These two documents are part of the contract. Closing date for stand bookings is June 30, 2024. Bookings beyond this deadline are subject to a 10% surcharge. Exhibitors are free to choose their own stand construction partner. On request, our contractual partner Rappenglitz GmbH offers customized stand constructions or a variety of inexpensive rental systems (see [page 16](#)).

Stand construction packages can be booked for smaller stands of 9 and 12 m<sup>2</sup> (see [page 17](#))

Stand construction regulations: Stand height 2.50 m to 4.00 m, suspensions max. 5.00 m (upper edge), single-storey construction. The halls have a terrazzo floor. A separate floor covering is not required for the exhibition stands, but possible.

Prices exclusive VAT.



**New:  
kiosk stand**

### Stand presentations: new format to get in touch with interested attendees

With our new "stand presentation" format, you can inform interested visitors about your company, a new product or a new idea directly at your stand in a short 10-minute presentation.

**This new format is available free of charge as follows:**

- 1 stand presentation at stands 15 m<sup>2</sup> and larger
- 2 stand presentations at stands 30 m<sup>2</sup> and larger (1 per event day)

**Procedure:** We provide mobile presentation technology for 20 people for the stand presentation: The speaker receives a microphone and headsets are issued to the audience so that the other stands are not disturbed by the volume.

**Services provided by the organiser:** mobile presentation technology for 20 participants, technical support by service personnel (instruction in the system, disinfection of equipment). All stand presentations will be published on the event website from December 2024, listed in the event guide and advertised in the succeet e-mail newsletter. The presenting company has the opportunity to record the personal data of participants (with their consent) using the free lead scan app.

The topics must be provided and entered in our event tool by the exhibitors/presenters by 22 November, 2024.





**The following presentation formats can be booked by exhibitors for in-depth attendee information:**

Conference rooms with different capacities are available at the event, where exhibitors can give live presentations on a rotating basis:

<b>Live Presentation XL</b> (30 min, 100 attendees)	<b>EUR 1.520</b>
<b>Live Presentation L</b> (30 min, 80 attendees)	<b>EUR 1.240</b>
<b>Live Presentation M</b> (30 min, 40 attendees)	<b>EUR 850</b>
<b>Surcharge „closed presentation“</b>	<b>EUR 240</b>

**Services provided by the organiser:** conference room, seating, lectern, presentation technology, technical support, pre-registration of participants via the organiser's website. All live presentations are listed and advertised in the event programme and in the event guide, the succeet e-mail newsletter and on the organiser's website. After the presentation the presenting company will receive the contact details (including email addresses) of all participants and interested parties.

**Booking restrictions:** The presentation offer is limited in terms of space and time. The following booking restrictions apply depending on the stand size: 9 -19 m<sup>2</sup> = 1 presentation, from 20 m<sup>2</sup> = 2 presentations. The closing date for registrations is 30 June, 2024. If presentation capacities are still available after the closing date for registrations, further presentations can be booked on request (10% surcharge).

**Further information:**

- Attendees can register for presentations on the visitor website approximately 8 weeks before the start of the event
- In the case of the “closed presentation” option, the exhibitors/speakers decide on the admission of participants.
- Exhibitors present topics of their choice and are responsible for the content.
- Unsuitable topics may be rejected by the organiser.
- The topics must be entered by the exhibitors/speakers in the trade show portal by November 22, 2024.



## Short Presentations on the „Open Stage“ – a freely accessible presentation format to approach new contacts

Where the exchange of new thoughts and ideas takes center stage, there should also be a place for spontaneous encounters: 15-minute short presentations will be held on our "Open Stage" in Hall North. Freely accessible and without pre-registration. The informal set-up with seating allows for spontaneous participation and a smooth transition. Short presentations only touch on topics that can then be explored in more depth at the exhibition stand. As they are often noticed in passing, they are particularly suitable for acquiring new customers.

**Services provided by the organiser:** Provision of an open presentation area, seating, speaker's podium, presentation technology with large screen, technical support. All short presentations are listed and advertised in the trade show programme, the event guide, the succeet e-mail newsletter and on the organiser's website.

**The 15 minutes short presentations take place on both event days on the Open Stage in the exhibition hall.**

Short presentations are recommended especially for innovations, best-practice-studies and start-ups **EUR 550**

### General information for all short presentations:

- Exhibitors/Speakers are responsible for their topics and content.
- The topics must be entered in the event portal by 22 November, 2024 at the latest.
- The organiser may reject unsuitable topics.
- The number of short presentations is limited. Each exhibitor can book one short presentation
- Registration deadline is June 30, 2024. From July 01, 2024 trade show registrations are still possible by arrangement and subject to availability (surcharge 10%).



## Happy Hour on day one

A relaxed end to the first day of the event in the exhibition hall: exhibitors offer food, drinks and/or entertainment formats at their stands on Wednesday. In an informal atmosphere, the discussions held during the day can be deepened. The trade show remains open until 7:30 pm

**Location:** Hall North, RMCC Wiesbaden

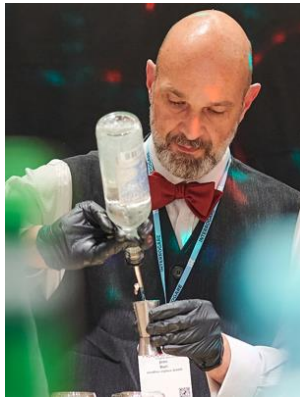
**Time:** 12 February, 2024 5:30 pm to 7:30 pm

**The option Happy Hour can be booked by exhibitors free of charge.**

### Our services:

**Enter your ideas and your offer for the Happy Hour in our event tool in „Action-Spot“ by 22 November, 2024.**

All exhibition stands with a corresponding offer will be listed and advertised in the exhibition programme, in the event guide, in the succeet e-mail newsletter and on the organiser's website





## Our offer for Start-ups

We offer start-ups an attractive opportunity to participate in succeet24/25 as an exhibitor and speaker: You can book a small exhibition stand in our Start-up Area and receive a 15-minute slot for a short presentation on our "Open Stage". This is a cost-effective and efficient format for presenting your ideas to an interested audience. You only need to bring the roll-up and your laptop with you.

### „Start-up Package“

**EUR 1.370**

### upgrade option: Live Presentation

If you prefer to present in detail and need more time you can book a 30 minutes live presentation:

**surcharge Live Presentation M (40 attendees)**

**EUR 300**

**surcharge Live Presentation L (80 attendees)**

**EUR 690**

**surcharge „closed presentation“**

**EUR 240**

Please find further details on [page 12](#).

Registration deadline is June 30, 2024. From July 01, 2024 trade show registrations are still possible by arrangement and subject to availability (surcharge 10%).

### Services:

- information counter, lockable, approx. 1 metre wide
- 2 bar stools
- 1 socket incl. power
- lighting/spotlights
- digital print of the company logo on the info counter
- exhibitor entry on the event website and in the hall plan
- 15-minute short presentation on the Open Stage



## Stand building partner Rappenglitz GmbH

Exhibitors are free to choose their own stand construction partners. On request, our contractual partner Rappenglitz GmbH can offer you customized, high-quality stand solutions or a variety of inexpensive system stands. Here you can get an overview and contact the supplier. You will then receive a customized offer with a sketch.

### system stands:

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



contact: Ms Cecilia Gonzales de la Cotera  
phone: +49 8141 22835-24  
mobile: +49 151 44163363  
email: [Cecilia.Gonzales@rappenglitz.de](mailto:Cecilia.Gonzales@rappenglitz.de)  
address: Max Rappenglitz GmbH,  
Frauenstr. 50, 82216 Maisach

### individual stand building:

[rappenglitz.de/messebau/individuell](http://rappenglitz.de/messebau/individuell)



## Stand building packages

For smaller exhibition areas of 9 m<sup>2</sup> and 12 m<sup>2</sup>, convenient stand building packages can be booked that include everything you need for a successful trade show appearance.

If you bring your own pop-up stand, banners or roll-ups, we recommend our standard Octanorm package.

If you would like to order high-quality wall graphics (printed on fabric banners) we recommend the MultiWall premium package

### Standard Package Octanorm

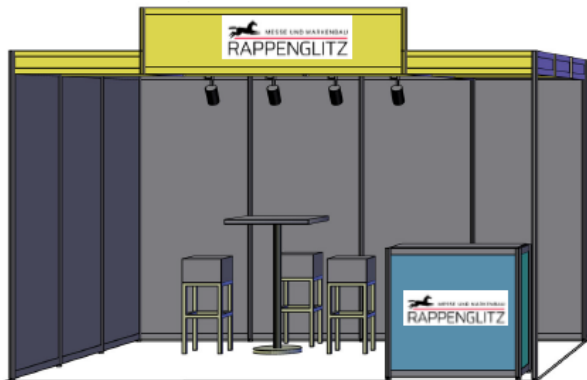
services included: white side and rear walls, construction height 250 cm (Octanorm), lighting, socket, power supply, panel with the company logo above the stand, lockable information counter with stool, graphic on counter front, high table with 2 stools. Floor covering: terrazzo floor. Incl. assembly and dismantling.

**9 m<sup>2</sup> stand:**

**12 m<sup>2</sup> stand:**

**EUR 1,330**

**EUR 1,540**



**stand building system Octanorm**

### Premium Package MultiWall

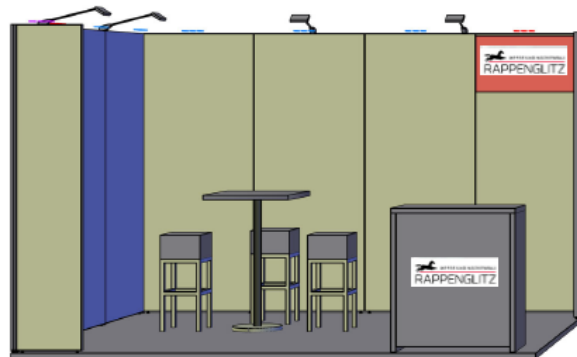
services included: MultiWall system side and rear walls, white, overall height (250 cm), lighting, socket, power supply, premium lockable information counter with stool, graphic on counter front, high table with 2 stools. Floor covering: terrazzo floor. Incl. assembly and dismantling

**9 m<sup>2</sup> stand:**

**12 m<sup>2</sup> stand:**

**EUR 1,670**

**EUR 1,990**



**stand building system MultiWall**

### additional Items

Book your wall graphics directly with our partner Rappenglitz (+ 185 EUR per running meter + 200 EUR service charge).

Furthermore, tables, brochure racks, chairs, shelves, carpet, etc. can be booked at Rappenglitz.

[Contakt Rappenglitz](#)

Registration deadline is June 30, 2024. From July 01, 2024 trade show registrations are still possible by arrangement and availability (surcharge 10%).



## Customer Experience at succeet24/25: CX summit

Of the 120 exhibitors at succeet23, 67 had the topic of CX/Customer Experience in their portfolio.  
20 exhibitors even cited CX/customer experience as a "top skill".  
A total of 27 live presentations were held on the topic of customer experience - with over 1,300 visits in total (an average of 49 participants per session).  
The large panel discussion on "How much market research goes into customer experience management" even attracted 71 participants.  
Due to the great interest shown by our expert audience last year, we will be organising the **CX summit** again this year and expanding it even further:



**In Hall North, we group CX suppliers in a separate exhibition area on request. Stand space from 9 m<sup>2</sup> can be booked there. Exhibitors can also book live presentations and short presentations. A detailed description of the costs can be found on pages 12+13.**

Dr Peter Pirner, publisher of the best-known German CX podcast "CX-Talks" and co-editor of the CX section at marktforschung.de, will once again be providing expert advice at the CX summit. A panel discussion on the topic of CX, hosted by Dr Peter Pirner, is also planned again.



Expert advice at the CX summit: Dr. Peter Pirner

We invite all vendors and service providers who deal with the topic of customer experience (CX) and CX research and offer new, innovative solutions in the following areas:

### Technology and Software

- CX platforms (customer feedback, voice of the customer, community management, DIY)
- customer journey analytics and orchestration
- multi-channel dialog and management (chat bots, social media & review management)

### Analytics

- customer segmentation and customer value analysis
- touchpoint analytics and marketing mix modeling
- image, text and voice analysis, web analytics (eye tracking, semantic analysis, emotion analysis, observation)

### Consulting & Insights

- CX strategy and transformation (CX mindset, VoC system development)
- information systems/KPI systems (NPS, customer effort, customer satisfaction, process data, dashboarding)
- employee experience and organizational development
- qualitative methods (UX, insights communities)

**As an exhibitor, book the CX summit option if you would like to present a corresponding offer. We will coordinate the positioning of your stand with you. All CX presentations will be marked accordingly in the event catalogue and can be selected on the visitor website.**

services	prices in EUR (valid until registration deadline June 30, 2024 <sup>1</sup> )				More details
<b>Registration fee</b>	600	600	-	-	
<b>Exhibition stand</b>	Individual Stand from 12 m <sup>2</sup> 480/m <sup>2</sup>	Standard Stand 9 m <sup>2</sup> 3,760 package price	Kiosk Stand 4,600 package price	Start-up-Stand 1,370 package price	<a href="#">page 10, 15</a>
<b>Optional additional services (only in conjunction with an exhibition stand)</b>					<b>More details</b>
<b>Live Presentation XL<sup>2</sup> 100 attendees</b>	1,520	-	-	-	<a href="#">page 12</a>
<b>Live Presentation L<sup>2</sup> 80 attendees</b>	1,240	1,240	1,240	690 surcharge	<a href="#">page 12</a>
<b>Live Presentation M<sup>2</sup> 40 attendees</b>	850	850	850	300 surcharge	<a href="#">page 12</a>
<b>Option Closed Presentation</b>	240	240	240	240	<a href="#">page 13</a>
<b>Short Presentation<sup>2</sup></b>	550	550	550	incl.	<a href="#">page 15</a>
<b>Stand Building Package Octanorm</b>	1,540 <sup>3</sup>	1,330	-	-	<a href="#">page 17</a>
<b>Stand Building Package MultiWall</b>	1,990 <sup>3</sup>	1,670	-	-	<a href="#">page 17</a>
<b>Option Happy Hour (free of charge)</b>	yes	yes	yes	yes	<a href="#">page 14</a>
<b>Option CX summit (free of charge)</b>	yes	yes	yes	yes	<a href="#">page 18</a>
<b>New: Option Stand presentations (free of charge)</b>	From 15m <sup>2</sup> : 1 free of charge From 30m <sup>2</sup> : 2 free of charge	-	-	-	<a href="#">page 11</a>

## Notes:

- <sup>1</sup>: Registration deadline for trade show participation is June 30, 2024. From July 01, 2024, trade show registrations and booking of presentation formats are still possible by arrangement and subject to availability (surcharge 10%).
- <sup>2</sup>: The presentation offer is limited in terms of space and time. The following booking restrictions apply depending on the stand size: 9 -19 m<sup>2</sup> = 1 live presentation, from 20 m<sup>2</sup> = 2 live presentations. Short presentations: 1 short presentation per stand.
- <sup>3</sup>: Stand building packages are only available for 12 m<sup>2</sup> stands

## Organiser

The succeet24/25 trade show is organised by succeet GmbH for the Insights Industry. The organisation team has many years of experience in the market research, media and marketing industry and has already worked for the former Research & Results trade show. Since 2021, the succeet team has been actively supported by its cooperation partner marktforschung.de.

succeet GmbH  
Im Baumstückle 45  
71334 Waiblingen

cooperation partner:



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

Managing Directors: Heinrich Fischer, Holger Geißler, Simone Waller-Klink

## Opening Hours

Wednesday, 12 February 2025, 9 am to 6:30 pm + Happy Hour until 7:30 pm  
Thursday, 13 February 2025, 9 am to 5:30 pm

## Set-up

Monday, 10 February, 2025, 7 am to 10 pm  
Tuesday, 11 February, 2025, 7 am to 10 pm

## Dismantling

Thursday, 13 February, 2025, 5:30 pm to 10 pm  
Friday, 14 February, 7 am to 10 am (only departure/pick-up)

## Stand Booking, Sponsoring, Advertising

Get in touch with our sales team if you would like to book a stand space and/or presentation.  
Please also ask for our attractive sponsorship and advertising offers.

☎ +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)

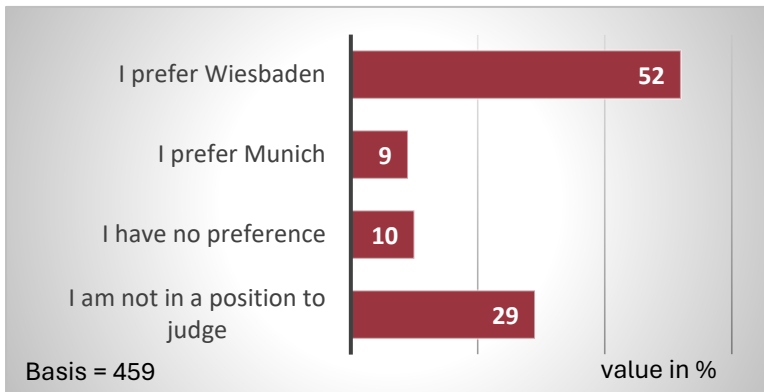
## Trade Show Funding (for companies headquartered in Germany)

succeet24/25 is listed in the [MesseGuide Deutschland](#) of the Association of the German Trade Fair Industry (AUMA). This may be a prerequisite for your trade fair participation to be subsidised by the federal states. Find out whether your federal state offers funding [here](#)

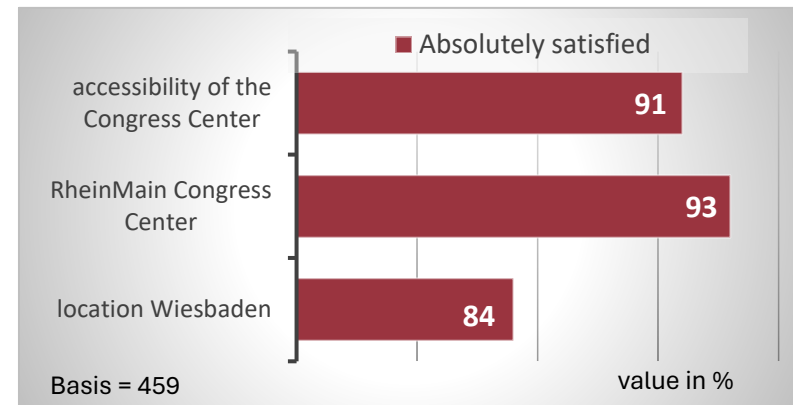


The move of succeet from Munich to Wiesbaden has been an outstanding success. More than half of the visitors prefer the Wiesbaden location. In contrast, only 9% found the Munich location better. 29% were unable to rate the Munich location - which suggests that this group of people was visiting succeet for the first time. The Wiesbaden location and the exhibition halls of the RMCC received broad approval.

### How do you rate the Wiesbaden location in comparison to Munich?



### How satisfied were you with ... ?

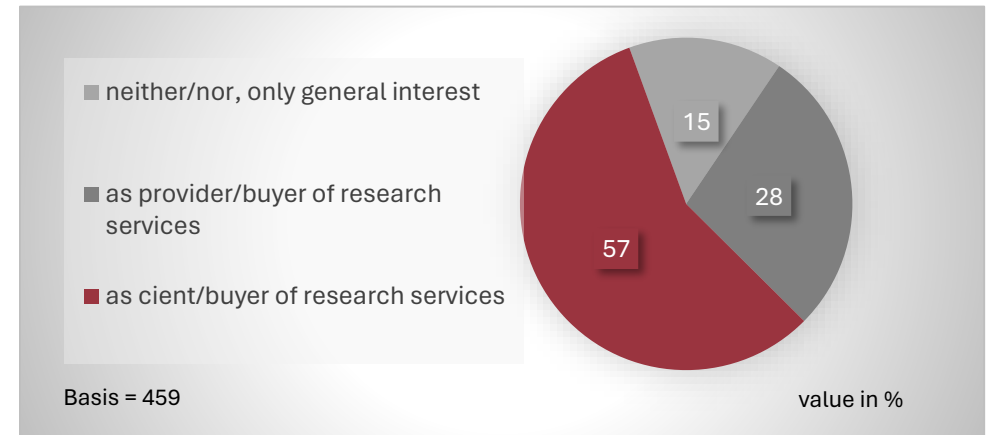


➔ **29 % of attendees of succeet23 were new attendees**

The vast majority of visitors to succeet23 are potential clients: 57% of visitors are clients/buyers of research services.

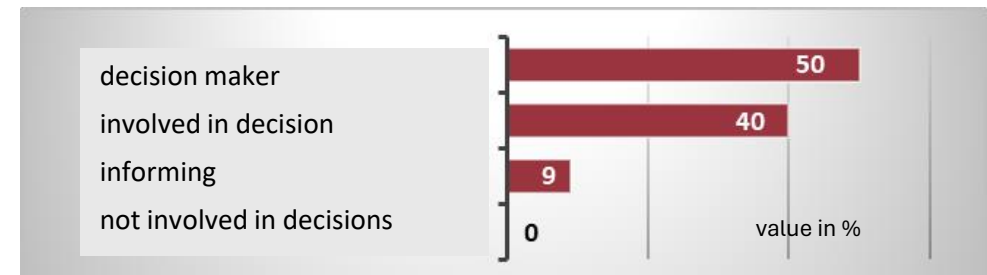
And: this visitor group has a very high level of decision-making authority: 50 % are decisive and a further 40 % are co-decisive..

## In what capacity did you visit succeet23?



→ **57 % of visitors to succeet23 were clients or purchasers of research services**

## To what extent are you involved in the purchase of research services?



Basis = 260, clients, buyers of research services

→ **Of these, 90 % are decision-makers**

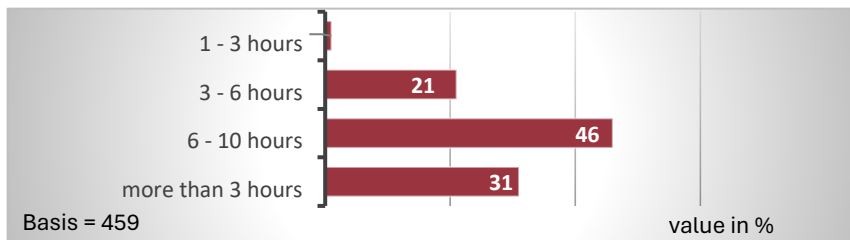
succeet23 is by far the leading market research event in Germany:  
7 out of 10 visitors stated that they had only attended succeet23 and  
no other market research events.  
Only 3 out of 10 attended additional events

→ **69 % of visitors to succeet23 were reached exclusively  
through succeet**

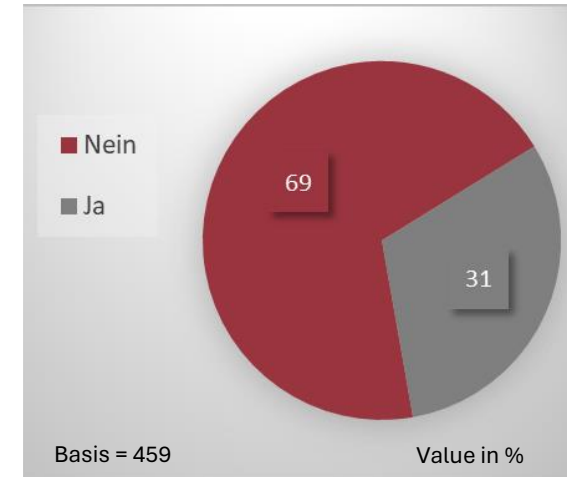
Visitors take a lot of time to visit the event and take advantage  
of the wide range of offers: almost 8 out of 10 people stay for  
6 hours or longer.

→ **77 % of attendees spent more than 6 hours at the event**

### How much time did you spend at the event?



### Have you attended other market research events this year?



### Share of attendees that also attended the following events:

WdM23 (Online Event)	7 %
IIEEX Europe 2023	1 %
ESOMAR Congress	4 %
Quirk's Events	2 %
Qual 360 Europe	1 %
Insights23 (planung&analyse)	8 %
Sonstige	16 %

Basis = 459 Multiple answers



Visitors to succeet23 are looking for innovations: The main reason for visiting the event is to find out about new topics and trends - according to 83% of all visitors. And it's about making or maintaining new and old contacts. Presentations only come in fourth place, which are therefore by no means the main reason for attending our event.

This is also shown by another figure:

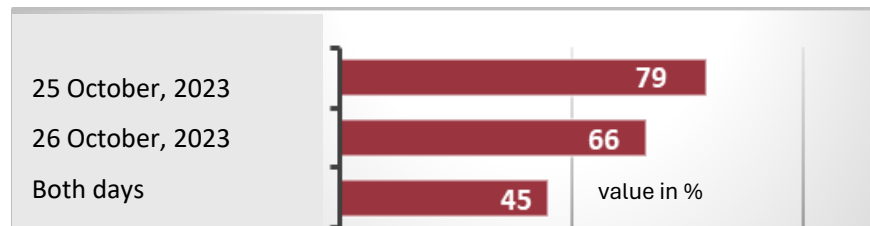
### Why did you decide to visit succeet23?



➡ 71 % of all visitors attended a maximum of 5 presentations

➡ 45 % of all visitors attended succeet on both event days

### On which days did you attend succeet23?



### How many sessions did you attend?

