

Status: June 2021, changes possible

Exhibitor Information

Cooperation Partners

ADM.



FRENUS
strategic market insights

ESOMAR

INFO GMBH
Markt- und Meinungsforschung

SCHLESINGER
GROUP

PAYBACK

Premium Partners

INTERROGARE

KANTAR

succeet
meet and succeed

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succeet21 Presence Event in October

New - and yet quite familiar, that's what we wanted to achieve when we started thinking about a new event for the Insights Industry in late summer 2020. The aim was to enrich proven trade show elements with new, digital formats.

The Corona pandemic provided the impetus for a hybrid trade show approach, consisting of a virtual event in April and a face-to-face event in October, 2021. We were already able to realize the virtual event from April 14 to 16, 2021 with great success, attracting more than 80 exhibitors and offering more than 60 expert presentations. And with 2,700 international participants, we have lived up to our claim of becoming the leading trade show for the Insights Industry.

Now - in the middle of the year 2021 - we are starting with the realization of part two, the presence event in October. In the meantime, there is a lot of tailwind and we are absolutely confident that we will be able to realize it: increasing vaccination rates, on-site testing opportunities, and Messe München's convincing protection and hygiene concept give enough reason for this optimism.

The decision of the Bavarian Council of Ministers on May 18, 2021 that "a resumption of trade fair operations would be possible by September 1, 2021, at the latest" also gives us the necessary planning security for the fall event.

The presence event will take place at the Munich Order Center (MOC) of Messe München on October 27 and 28, 2021 having been consistently developed in compliance with current hygiene regulations. Essentially, this means more space for visitors and exhibitors to comply with spacing regulations.

A modern visitor and admission management system helps to prevent overcrowding and ensure that contacts can be tracked.

In this document, we have described our trade show concept and offering in detail. We look forward to welcoming you to generate new leads, maintain existing contacts and see business friends again.

Let's succeet together

Heinrich Fischer
Managing Partner

Simone Waller-Klink
Managing Partner

Presence event (27–28/10/2021)

The hall layout of the presence exhibition is specially adapted to the current hygiene regulations.

The event will take place in Hall 4 of the MOC (Munich Order Center), which has a decisive advantage: it is connected via a staircase in the foyer to Atrium 4 on the first floor, where the conference rooms and the show/breakout rooms are available.

In addition to their exhibition stands, exhibitors can also hold presentations there for smaller and larger groups. All conference rooms are well ventilated and large enough to implement the required hygiene concept.

For hall 4, a stand concept was developed in cooperation with the supervisory authorities and the Munich Order Center, that guarantees compliance with the distance regulations and enables a safe meeting of the trade show participants.

These are the facts:

- Individual exhibition stands starting at 12m²
- Standard 12m² exhibition stands including stand construction
- 30 minutes live presentations in the large conference rooms
- 45 minutes intensive workshops in the small conference rooms
- Full-day booking of a conference room for your individual program
- Compliance with all required hygiene regulations

succeet21 is the International Trade Show for the Insights Industry with 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 / Evaluation and Visualization Services
- Software Providers
- Hardware Providers
- Customer Experience Research
- Business Intelligence
- Market Intelligence
- B2B Research
- Pharmaceutical Research
- POS Research
- Associations / Organizations

Please find an overview of all booking opportunities of the Presence Event here.
For details please view the following pages.

Presence Event October 27-28, 2021

Performance	Prices in EUR		
Registration Fee	500		
Exhibition Stand	Individual Stand from 20 m ² 430/m ²	Individual Stand 12 – 19 m ² 430/m ²	Standard Stand 12 m ² 3,390
Optional additional services			
Stand Construction Package	-	-	900 all-inclusive
Live Presentation	Up to 2 Presentations each 890	1 Presentation 890	1 Presentation 890
Intensive Workshop	Up to 2 Workshops 3 x 45 min. each 590	1 Workshop 3 x 45 min. 590	1 Workshop 3 x 45 min 590
Break-out Room	All day 890	All day 890	All day 890

All prices in this price list are subject to VAT at the statutory rate.
The General Terms and Conditions of Business at www.succeet.de apply.

The following formats are available for exhibitors to book.
The below booking rules apply:

For exhibitors at the presence event:

The presentation formats offered (live presentations, intensive workshops, meeting room for individual program) can only be booked in combination with an exhibition stand.

As the offer is limited

- an exhibitor can book each of these presentation formats only once
- an exhibitor with a stand area of 20 m² or more can book each presentation format twice
- Additional bookings are possible if capacities are still available after the registration deadline on 16 July, 2021

For exhibitors who booked only the virtual event in April:

If an exhibitor booked a small or large stand at succeet21 virtual in April, the costs for the exhibition space at the virtual event will be credited to the booking of a stand at the presence event in October as follows:

- For a small virtual exhibition stand:
2,200 EUR + 300 EUR (stand and registration fee)
- For a large virtual exhibition stand.
3,000 EUR + 300 EUR (stand and registration fee)
- The costs for the web presentations and the agency support services will not be credited.

Registration fee

Services: Entry in the trade show catalog, proportional attendee advertising, entry in the digital search catalog

EUR 500

Exhibition Stands:

Individual Stands can be booked from a size of 12 m²:

Price per m² stand space

EUR 430

Standard Stands with 12 m²

Price

EUR 3.390

Stand construction package

EUR 900

The standard stand areas have a width of 3 meters and a depth of 4 meters. As a rule, these cannot be designated as corner stands due to legal requirements. On request, a stand construction package can be booked at 900 EUR, which includes the following services: Side and rear walls white, overall height 250 cm, carpeting anthracite, 1 power socket, 1 conference table with transparent protective wall, 4 upholstered chairs black, 1 brochure stand, fascia 150 x 30 cm (incl. 15 letters), standard power (3kW), assembly and disassembly.

General notes: The price refers to the pure exhibition space and does not include stand construction or additional costs. Each exhibitor is responsible and liable for the stand construction. All legal regulations and guidelines must be observed. Upon request, our contractual partner MEPLAN GmbH offers a variety of inexpensive rental systems (www.meplan.de). All details can be found in the Conditions of Participation and in the "Exhibitor Service Booklet 2021". These documents are an integral part of the contract and are available for download on the website www.succeet.de or can be sent on request.

General notes for all presentations:

- Attendees must register in advance for all presentations. The decision on the admission of attendees is made by the exhibitor.
- The exhibitor has the opportunity to present topics of his choice.
- Proposals for topics must be submitted to the organizer by 11/08/2021
- The organizer can reject unsuitable topics
- The exhibitor is responsible for the contents of his presentations.

Presentations:

Exhibitors can book the following additional presentation formats for in-depth attendee information:

Live Presentation (duration 30 min)

EUR 890

Three conference rooms, each approximately 250 m², are available at the trade show, in which live presentations can be held in rotation. Each conference room can accommodate about 40 to 50 people, subject to the rules of distance.

Services provided by the organizer: Conference room (incl. seating, presentation technology, technical support), pre-registration via the organizer's website, application in the exhibition catalog

Intensive Workshop (3 lectures of 45 min in a row)

EUR 590

A sufficiently large number of smaller conference rooms (break-out rooms), each with a size of approximately 69 to 75 m², are available at the trade show, in which live presentations can be held in rotation. Each conference room can accommodate about 10 to 15 people, subject to the rules of distance. The Intensive Workshop format is defined by 3 presentations of 45 minutes each in succession, which can be booked either in the morning or in the afternoon. The total usage time of the conference rooms is 3 hours.

Services of the organizer: seminar room incl. tables and seating, pre-registration via the organizer's website, application in the exhibition catalog.

Meeting Room for Individual Program (per day)

EUR 890

At the event there are a sufficient number of conference rooms (break-out rooms), each with a size of about 69 to 75 m², which can be used by exhibitors to present an individual program. These conference rooms can be booked by the exhibitors on a daily basis. Each conference room can accommodate about 10 to 15 people, subject to the rules of distance. Services provided by the organizer: seminar rooms incl. tables and seating, pre-registration via the organizer's website, application in the exhibition catalog.

All prices subject to legal value added tax

Venue

Messe München GmbH
MOC Munich Order Center
Lilienthalallee 40
80939 Munich - Germany
www.moc-muenchen.de

The MOC Munich Order Center is a division of Messe München. Under one roof there are attractive exhibition halls, conference and event rooms. Maximum flexibility and functionality, the unique ambience, the central location, the exemplary infrastructure, service and professional teams characterize the MOC. The MOC has everything it takes to give an event exclusivity and guarantee exhibitors a coherent trade show appearance.

The MOC Munich Order Center is easy to reach:
by car via the direct freeway connection to the A9
(1,500 underground parking spaces are available in the building)
by cab 20 minutes from Munich airport
by subway twelve minutes from the city center

Event date

October, 27 and 28, 2021

Opening hours for attendees

Wednesday, 27 October, 2021 from 9.00 to 18.30

Thursday, 28 April, 2021 from 9.00 to 17.30

Admission fees

For trade show attendees, admission is free of charge on both days of the event.

Exhibition halls and conference rooms

The exhibition takes place in hall 4

The conference rooms are located in the foyer of hall 4 and in atrium 4 on the 1st floor

Set-up times

Tuesday, 26 October, 2021, 8.00 to 24.00 h

Dismantling times

Thursday, 28 October, 2021, 17.30 to 24.00 h

The trade show succeet21 is organized by succeet GmbH for the insights industry. The owner team - Heinrich Fischer and Simone Waller-Klink - has many years of experience in market research, media and marketing. Heinrich Fischer was a co-organizer of the trade show Research & Results and Simone Waller-Klink worked for it for many years.

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