

# Research & Results 2012

## THE MARKET RESEARCH SHOW

Trade Show for the  
Market Research Industry

24 - 25  
October



**M,O,C,**  
Convention Centre  
Munich · Germany

### Exhibitor Information

Opening towards  
**Europe and beyond**

Meet **clients**

**3,000** participants

**140** stands

**90** workshops



One of the  
**top**  
**market**  
**research**  
events  
worldwide

[www.research-results.com](http://www.research-results.com)



# Research & Results 2012

## THE MARKET RESEARCH SHOW

Show Your True Colours!

According to the statistics published by the US industry analysts 'Inside Research', the market research trade show Research & Results has evolved and flourished to become the world's largest, and is now definitively confirmed as an obligatory event for the national and international market research industry.

Maintaining this excellent success of recent years, the seventh Research & Results show shall be taking place on the 24 and 25 October 2012.

There are numerous good reasons to be present as exhibitor at this year's trade show.

The central point of the event – as it is every year – is the **exhibition**. With an exhibition booth of suitable size you can present your company. It is a contact point for your clients and prospective customers; a true centre for information and presentation. And – if you so require – it is also a centre for hospitality and well-being. Use this possibility to convey to your business associates an unforgettable impression of your enterprise!

Market research and presentation – two terms which belong intuitively together! In addition to an exhibition booth, **workshops** also offer you the possibility of presenting your central topics in detail to a highly motivated audience. We shall provide a fully equipped conference room, including all appropriate communications equipment.

Should you prefer to keep things more concise: then simply book a **guided tour**.

Whatever your individual commitment may be – you will definitely be confronted with a highly motivated audience which is interested in meeting new contacts, maintaining existing business relationships and informing themselves about new topics and trends.

As the organizers, we shall once again give our absolute best in order to offer all exhibitors and visitors a maximum of service.

We are looking forward to seeing you!



Hans Reitmeier



Heinrich Fischer



Martin Sippel



## 2011: The facts

Convincing!

### Internationalisation

The internationalization introduced last year certainly bore fruit: almost 10 % of the visitors and over 20 % of the exhibitors came from abroad.

### Exhibitor record

With 147 exhibitors from 18 countries, the Research & Results Show 2011 achieved an absolute exhibitor record.

### Visitors with decision making authority

The predominant majority of the visitors (81 %) belong to the decision makers of the market research industry.

### Satisfied visitors

The visitors gave us top marks: 81 % were (very) satisfied, and 84 % are intending to visit the Research & Results 2012 trade show again.

### High attendance

The hard core of approximately 3,000 market research professionals document the continuing high appeal of the event.

# Fees and Services



## Exhibition

### Registration Fee

The registration fee is EUR 630.- for exhibitors and EUR 500.- for every co-exhibitor and includes the following services: 1,000 individual show invitations, entry into the show catalogue, entry on the website with short descriptions and links, list of all visitors and proportionate acquirement of visitors.

### Exhibition Space

Exhibition spaces starting at a size of 6 m<sup>2</sup> (64.5 ft<sup>2</sup>) can be booked at EUR 410.- per m<sup>2</sup>. Co-exhibitors are charged a flat rate of EUR 1,360.-. These prices cover only the exhibition space and do not include stand components or additional costs. Each exhibitor is responsible for their own stand set-up. The only requirement is that stands have side and back walls with a height of 2.5 m (8.2 ft). Details can be gathered from the Terms and Conditions as well as the "Exhibitor-Service-Booklet 2012". These are an integral part of the contract and can be downloaded from the website [www.research-results.com](http://www.research-results.com) or can be requested beforehand.

### Newcomers Offer

Companies with less than EUR 500,000.- annual turnover receive a 15 % discount on the exhibition space.

### Stand construction

Any exhibitor is free to assign a company of their choice with the construction of their stand. The company Meplan GmbH (a subsidiary of the Munich International Trade Fairs) offers a number of competitively priced pre-fabricated stands, which can easily be configured to your individual wishes and ordered at [www.research-results.com](http://www.research-results.com) (Menu "Trade Show/Exhibitor Information"). The price is for two exhibition days and includes set-up and dismantling of all delivered materials.

## Exhibitor statements 2011

"Congratulations to the successful show!"

"The market research show has established itself as an important European industry meeting."

"My impression was that the quality had once again increased even more – be it the workshops, the visitors, or the discussions."

"I think it was your best so far."

"We could hold numerous good discussions at the stand, and therefore our participation this year was very worthwhile."

"The R&R event was so successful for us that I am still trying to catch up with everything!"



## Workshops

Included in the fair grounds are seminar rooms in which workshops of 45 minutes will be held hourly. These workshops can be booked for a fee by exhibitors. The exhibitor is responsible for the content of the workshops.

The main idea is for companies to present their subject-oriented research topics and their own corresponding services.

**Proposed topics can be submitted to the organiser by 4 June 2012.**

Similar or identical topics will be chosen on a first-come, first-serve basis. The organiser reserves the right to decline inappropriate topic proposals.

Any exhibitor can book up to 3 workshops\*.

**The registration deadline is 31 May 2012.** The number of workshops is limited.

### Fees

For exhibitors EUR 1,550.- | For non-exhibitors EUR 4,650.-

### Services

- Seminar rooms with space for a minimum of 50 people
- Presentation time: 45 Minutes
- Full technology set-up including technical support
- Posters at the entrance
- Workshop description on the wall charts in the foyer, in the show catalogue, in show's brochures (visitor promotion) as well as on the show's website
- Announcements over the show's PA system
- Reception and digital registration of the participants by a host/hostess
- List of participants via e-mail within 3 weeks after the show's end



## Guided Tours

Topic-specific guided tours for groups of maximum 30 visitors take place in the exhibition hall and include stops at 3 to 5 booths. For a fee, exhibitors can register their booth for participation.

Prior to the booking, every company shall decide on a specific tour topic and is committed to focus on this topic during the presentation.

The topics are defined by the organiser. If the number of bookings for a topic exceeds the maximum number of possible tour stops, the time of booking shall be decisive. Depending on the demand, the organiser reserves the right to combine suitable topics into one tour even after a booking.

### Fees

Per booth/per tour: EUR 370.-

### Services

- Provision of microphone/headset equipment
- Reception of participants at the meeting point
- Organisation and implementation of the tour according to the tour plan
- Tour guide with market research expertise
- Presentation time: 8 minutes + 2 minutes as extra time and/or for questions
- Announcement of the guided tours in the trade show program (visitor promotion)
- Detailed announcement including the names of the exhibitors on the trade show website, in the show catalogue and on trade show boards
- Announcement of the tour at the trade show through loudspeakers

“**Research & Results 2012**“ is a two-day show offering several different kinds of services: an exhibition, workshops and guided tours. All industry professionals are exempt from entrance fees for both days after registering on the website.

## Concept of the Show



### Target Group – Visitors

Current and potential future clients for projects, services and products, such as:

- Directors and project managers of market research departments
- Marketing directors and marketing specialists
- Executives
- Product managers
- Agency market researchers

### Marketing

**A comprehensive and effective marketing campaign will be launched 4–8 weeks before the beginning of the show:**

**The program booklet** will be published and disseminated as an insert in leading trade journals for Market Research, Marketing and Advertising, such as Research & Results, abatzwirtschaft, werben & verkaufen, Horizont, Lebensmittelzeitung, acquisa, Media Spectrum, etc. with a planned overall circulation of approx. 200,000 copies.

**Invitations by exhibitors:** Each exhibitor will receive 1,000 – 3,000 copies of individualised invitations upon request, to disseminate amongst their business partners inviting them to the show, thereby achieving a high market penetration. Planned circulation: approx. 100,000 copies. In addition, each exhibitor will receive a digital version of the invitation card.

**E-mail and Social Media Marketing:** the trade show programme, current topics and invitations shall be communicated to the target audience and trade show visitors of previous years via a trade show newsletter and social media.

**Direct mailing:** The show programme will be sent off to numerous relevant target groups, including the trade show visitors from previous years. Planned circulation: approx. 15,000 copies.

**A focused public relations campaign** was commenced at the beginning of this year with the aim of announcing the show to the relevant industry media, including extensive previews in the magazine Research & Results.

**Trade show website:** The website [www.research-results.com](http://www.research-results.com) contains all relevant information for exhibitors, visitors and representatives of the press such as an exhibitor catalogue with brief descriptions and links, workshop programme, registration forms, downloadable documents for exhibitors and the electronic stand configurator.

### Date

24 and 25 October 2012

### Place

M,O,C, Convention Centre in Munich: an established trade show location which can be easily reached by exhibitors and visitors alike by car, train or plane.

### The Event

The exhibits are located in the halls 1 and 2 with an overall hall area of 4,500 m<sup>2</sup> (48,438 ft<sup>2</sup>). We are expecting approx. 140 exhibition stands of between 6 and 50 m<sup>2</sup> (64.5 ft<sup>2</sup> – 538 ft<sup>2</sup>) in size, totalling to a stand surface area of 1,800 m<sup>2</sup> (19,375 ft<sup>2</sup>). The average stand size is approx. 13 m<sup>2</sup> (140 ft<sup>2</sup>).

Workshops are taking place in separate conference rooms and rotate every hour. Exhibitors can book these workshops to present their research results and/or services to visitors.

In the exhibition hall, topic-specific guided tours are held. Exhibitors can register their booth as a tour station including an eight-minute presentation before the group.

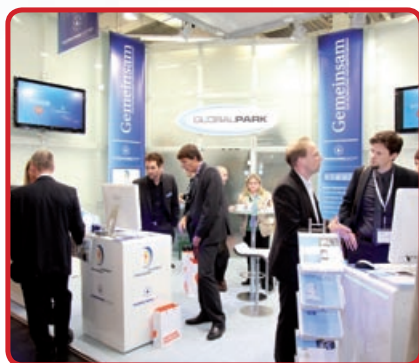
### Expected Number of Participants

Over 3,000 participants

### Target Group – Exhibitors

Market research relevant service providers, including

- Market research agencies (Full Service)
- Fieldwork companies
- Test studios
- Software providers
- Hardware providers
- Data collection and analysis organisations
- Market research consulting companies
- Trend research agencies
- Online panel providers
- Social Media
- Associations/Organisations
- Publishing houses/Media



## General Information

### Venue

Messe München GmbH  
M,O,C, Veranstaltungszentrum  
Lilienthalallee 40  
80939 Munich  
Germany  
[www.moc-muenchen.de/en](http://www.moc-muenchen.de/en)

### General Information about the M,O,C, Convention Centre

The M,O,C, Convention Centre is a division of the Munich International Trade Fairs. Fair grounds, conference rooms and event venues can be found all in one building. The M,O,C, is distinguished by a high level of flexibility and functionality, a unique ambience, a central location, an exemplary infrastructure and professional service teams.

Easy to reach: direct highway access to the A9, 20 minutes from the Munich airport by car and 12 minutes from the city centre by metro. A subterranean on-premises parking garage provides 1,500 parking spaces.

### Date

24 and 25 October 2012

### Opening Times for Visitors

Wednesday, 24 October 2012,

9.00 a.m. to 6.30 p.m.

Thursday, 25 October 2012,

9.00 a.m. to 6.00 p.m.

### Entrance Fees

All industry professionals are exempt from entrance fees for both days after registering on the website [www.research-results.com](http://www.research-results.com)



### Stand bookings:

**Heinrich Fischer**  
**Lange Straße 64**  
**71332 Waiblingen**  
**Germany**  
**Phone +49 (0)7151/27 08 89**  
**Fax +49 (0)7151/27 08 90**  
**[fischer@research-results.com](mailto:fischer@research-results.com)**



### Set-Up Times

Tuesday, 23 October 2012, 8.00 a.m. to 12.00 midnight

### Dismantling Times

Thursday, 25 October 2012, 6.00 p.m. to 12.00 midnight

### Halls / Conference Rooms

Exhibition: Halls 1 and 2

Workshops: The workshop rooms are located in the foyer and in the halls.

### The Host

The host of the trade show „Research & Results 2012“ is Reitmeier Input Management Services GmbH, the publishing house of Research & Results, Magazine for Media, Market and Advertising Research. Strong industry knowledge and close relationships to clients and suppliers are the best competences to arrange a trade show.

The publishing capacities of the magazine provide the organiser with a considerable leverage to support the marketing of the event while the strong interest and expertise in the current topics of the industry assure an attractive framework. Furthermore, the owners and publishers of Research & Results call upon longstanding experience in the branches of research, media and marketing.

Reitmeier Input Management Services GmbH

Haldenbergerstraße 28

80997 Munich · Germany

Phone +49 (0)89/1 49 02 79-0

Fax +49 (0)89/1 49 02 79-29

E-mail [info@research-results.com](mailto:info@research-results.com)

[www.research-results.com](http://www.research-results.com)

Managing Directors:

Heinrich Fischer, Hans Reitmeier, Martin Sippel