

"Research & Results 2012" – The Market Research Trade Show

Profile: The show "Research & Results 2012" is an exhibition for the national and international market research industry. That industry has reported revenues of over 2 billion euros in Germany in 2011. In terms of exhibitor numbers this show is the largest market research event worldwide. Its value lies in the opportunity it gives exhibitors and clients to meet and establish personal contact to decision-makers and business managers, i.e. networking. At the same time, "Research & Results 2012" contributes decisively toward a better understanding of the benefits that market research provides to a business and a better use of its potential in Germany, Europe and the rest of the world.

This is the seventh trade show in the series. For the past two years, an average of over 130 exhibitors attended Research & Results, and a similar number is expected in 2012. The event will be enhanced by workshops (presentations by exhibitors on industry topics and studies) and guided tours of the show, each devoted to a specific subject of interest.

Exhibitors 2012: more than 140

Exhibitor Profile: Suppliers of any and all services related to market research: market research agencies, focus group facilities, field organizations, software providers, data collection services, data evaluation services, and consultants. Almost all of the top ten market research agencies will be represented.

Number of attendees: an estimated 3,500 are expected (3,000 in 2011)

Visitors Profile: Current and potential customers who are active in market research in Germany or globally or are planning research in their own sphere of activity: heads of market research and marketing, heads of businesses, marketing and market research specialists, and product managers. In 2011, about 37 percent of the professional visitors were companies' representatives – no other event in Germany gathers more active market researchers and prospects than the Research & Results trade show.

Surface area: about 4,500 sq. m. (about 50,000 sq. ft.)

Admission: Professional visitors are admitted free of charge if they register online. Registration at www.research-results.com

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