

“Research & Results 2018” – The Market Research Trade Show

- Profile:** The show “Research & Results 2018” is an exhibition for the national and international market research industry. 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 2018” 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. For the past two years, over 180 exhibitors attended Research & Results, and a similar number is expected in 2018. The event will be enhanced by workshops (presentations by exhibitors on industry topics and studies) and by the Innovation Area (open forum of 30 concise presentations on the most cutting-edge issues in the industry).
- Exhibitors 2018:** 191
- 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:** 3,300 are expected
- 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 2017, about 36 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 5,200 sq. m. (about 55,972 sq. ft.)
- Admission:** Professional visitors are admitted free of charge if they register online. Registration at www.research-results.com
- Host:** Reitmeier Input Management Services GmbH,
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- Additional:
Information** www.research-results.com