

Organizer:

succeet GmbH
Im Baumstückerle 45, 71334 Waiblingen
Managing Partners: Heinrich Fischer,
Holger Geißler, Simone Waller-Klink

**succeet21 – The New Event of the Insights Industry**

27 and 28 October, 2021 · MOC Munich Order Center, Munich, Germany
www.succeet.de/en/

Important Exhibitor Information

To help you prepare for your trade show performance, please find some important information below:

1. Stand Construction:

Please note that the price of your exhibition space does not include stand construction and equipment. The exhibition space you have booked does not have back or side walls or carpeting.

As a minimum requirement, the installation of rear and side walls (height 2.50 m) is mandatory.

The hall floor has a mastic asphalt covering, so the installation of a carpet is recommended. Basically, we advise you to commission an exhibition construction company with the stand construction.

If you wish, the company MEPLAN GmbH - a subsidiary of Messe München - can offer you a wide range of reasonably priced rental system stands and furniture. You can use the MEPLAN company's [stand configurator](#) to put together the stand of your choice.

Contact:

MEPLAN GmbH, Olof-Palme-Straße 1, D-81829 München
Ms Simone Birk Email: simone.birk@meplan.de

Phone: +49 89/540 267 842

2. Exhibitor Service Booklet 2021

The [Exhibitor Service Booklet 2021](#) is of central importance for the preparation of your trade show performance.

Please pay particular attention to the "Important Information" chapter on pages 1 and 2: This chapter contains topics such as stand design, construction heights, advertising heights, fire protection and many more.

Please order all ancillary services directly from the MOC Munich Order Center or the service providers listed on the forms using the forms included in the [Exhibitor Service Booklet 2021](#), such as:

1.2	Catering registration	3.1	Main electrical connection
6.1	Telecommunication lines (telephone, internet, WLAN)	7.1	Stand cleaning / waste disposal
8.1	Parking spaces	9.1	Stand guarding
11.2	Rental plants	13.1	Audio / video / PC / lighting
14.1	Catering services	16.1	Liability insurance for exhibitors

If you have any questions, please contact the MOC Munich Order Center directly:

Messe München GmbH, MOC Veranstaltungszentrum, Lilienthalallee 40, 80939 München

Mr. Manfred Sandner

Email: manfred.sandner@messe-muenchen.de

Phone: +49 89/3 23 53-480

3. Set-up Times:

Set-up: Tuesday, October 26, 2021, 8:00 a.m. to midnight.

Stand construction must begin by 12.00 noon at the latest, otherwise the stand is at the free disposal of the organizer. The organizer must be notified in advance of later set-up times.

Early set-up day: Monday, October 25, 2021, 8:00 a.m. to 6:00 p.m., cost per exhibitor 200 EUR, advance registration with the organizer at info@succeet.de.

Dismantling: Thursday, 28 October 2021, 5.30 p.m. to midnight. No dismantling activities may be initiated during the opening hours of the event.

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**4. Information on Hygiene and Infection Protection**

[Framework concept for trade shows and exhibitions of the Bavarian State Ministry \(in German\)](#)

[Health and safety concept of Messe München](#)

[Additional guidelines for stand construction](#)

[FAQ for exhibitors](#)

[Checklist for implementing the hygiene and infection prevention measures at the stand](#)

5. Further Notes

- Exhibitor and stand staff registration is through our website <https://www.succeet.de/en/attendees> or via this direct link. There, you can also order the "EventCheckIn" app for a fee to record your leads on the stand. With the app, you can conveniently and securely scan the QR codes of the visitor badges with your own iOS smartphones/iOS tablets or rental devices from our partner XFAIR. After the event, you will receive an overview of all visitors who have checked in at your stand. The price of the reporting licence is EUR 150 per exhibitor. The app licence per end device is an additional 95 EUR. You can use your own devices as well as rental devices from XFAIR (75 EUR each). WIFI must be available on the stand. All prices plus VAT.
- There is a charge for visitor tickets this year. However, all exhibitors will receive an unlimited quota of free tickets in the form of an individual voucher code that should be passed on to potential visitors. In this way, you can give your most important customers and target customers free admission to the event. The voucher code has already been sent to you.
- For the entire program (live presentations, intensive workshops, panel discussions, start-up presentations), there will be an online pre-registration for potentially interested parties. As an exhibitor/speaker, you can view the pre-registrations in advance and (in case of overbooking, for example) make a selection of participants.
- Upon request, we will provide you with (digital) recordings of your live presentations, which will be available for retrieval on our trade show website after the event. The retrieval will be made possible for the interested party only if a lead form is filled in, which we will forward to you. We will charge you 250 EUR per recording.
- To record your leads at the exhibition stand, we provide a corresponding app for a fee. This allows you to conveniently and securely scan the QR codes from the visitor badges with your own smartphones or tablets. The price of the license is 150 EUR plus 95 EUR per (provided) end device. The download option will be available about 3-4 weeks before the event.

6. Fair Play:

Please ensure that your stand does not cause any disturbance to other exhibitors - especially due to excessive volume.

Accordingly, the use of amplifiers and loudspeakers is only possible after approval by the organizer. Radio and television sets as well as tape recorders and other playback devices are to be set to room volume. The use of wireless headphones is recommended for presentations.

7. Contact:

For inquiries, please contact the trade show sales team: Tel. +49 7151 90 383 90

Petra Beißwanger: petra.beisswanger@succeet.de

Alexandra Frank: alexandra.frank@succeet.de

Waiblingen, 04 October, 2021

Subject to changes / additions