



Meet & Succeed Loyalty Program – Terms & Conditions

1. Organizer

The organizer of the Meet & Succeed Loyalty Program (“Program”) is the operator of the participating hotels (hereinafter “Organizer”). The Program applies exclusively to the hotels listed on the Meet & Succeed conference website.

2. Purpose of the Program

The Meet & Succeed Loyalty Program is a voluntary customer loyalty program for business clients. Its purpose is to incentivize recurring room and event bookings by awarding a Loyalty Bonus in accordance with these Terms & Conditions.

There is no legal entitlement to participate in the Program or to receive a bonus.

3. Eligibility

Eligible participants are exclusively:

- Entrepreneurs as defined by § 14 of the German Civil Code (BGB)
- Corporate clients booking events in their own name

Private individuals, consumers (§ 13 BGB), and bookings for private purposes are excluded from participation.

4. Qualifying Events

For the purposes of this Program, qualifying events are exclusively those that:

- Are booked directly with the respective hotel (**Direct Booking**),
- Are confirmed as binding,
- Are fully executed, and
- Are properly billed by the hotel.

Events

An event under this Program is defined as a group booking at the hotel for at least 10 persons, with or without overnight stay.

Direct Bookings

Direct bookings are exclusively events that are:

- Booked directly through the hotel, or
- Booked via the hotel’s central sales channel.



Bookings that do **not** count as direct bookings include, in particular:

- Bookings via third-party platforms or portals,
- Bookings via agencies if these are commission- or fee-based,
- Bookings without direct invoicing by the hotel.

Agency Bookings

Agencies are eligible to participate in the Meet & Succeed Loyalty Program only if:

- The agency itself acts as the contractual partner for the event, or
- The corporate client acts as the contractual partner and the agency only acts as intermediary.

Commission-based agency bookings are excluded from the Program.

If an agency is involved in a qualifying event:

- There is no entitlement to commission or fees in connection with the Loyalty Bonus,
- In particular, no commission is payable on cashback amounts.

Exclusions

Non-qualifying events include, in particular:

- Cancelled or postponed events,
- No-shows,
- Complimentary or fully discounted events,
- Bookings with 100% goodwill discounts,
- Bookings where agency fees or commissions are claimed on the Loyalty Bonus.

The execution date of the event is decisive for qualification.

5. Counting Period

- The counting period is 12 months.
- The period starts on the date of the first qualifying event.
- Within this period, three qualifying events must usually be fully executed.

After the end of the counting period, any unearned bonus entitlement will lapse without replacement.

6. Loyalty Bonus

After completion of the third qualifying event, the participant can select **one (1) bonus option**. There is no entitlement to multiple or combined bonus options.

The selection must be made after the event has taken place. If no selection is made within 30 days, the bonus entitlement will expire.



7. Bonus Options

7.1 Option 1 – Cashback

- 5% cashback on the net final invoice of the third event
- Payment is made only after full receipt of payment
- No cash payment, no interest
- Non-transferable

7.2 Option 2 – Double Loyalty Points

- Credit of double the regular points in the respective hotel loyalty program (depending on hotel brand: Marriott Bonvoy, IHG Business Rewards, or All Meeting Planner)
- Points are based exclusively on the revenue of the third event
- A valid membership is required
- The Organizer is not liable for point allocation by the external loyalty program

7.3 Option 3 – Complimentary Overnight Voucher

- Voucher for two (2) consecutive nights for two (2) persons, including dinner for two, at a participating Meet & Succeed hotel of choice
- Voucher valid for 12 months from date of issue
- Redemption subject to availability
- Non-transferable, non-cashable, non-replaceable
- Partial redemption not allowed
- No liability for unavailability on desired dates

8. Exclusions & Restrictions

- Only one bonus per booking participant per 12-month period is allowed
- The Program cannot be combined with other cashback, bonus, or special offers
- Existing corporate rates or special conditions remain unaffected

9. Misuse & Manipulation

The Organizer reserves the right to exclude participants suspected of misuse, circumvention, or manipulation from the Program. Already granted bonus benefits may be reclaimed in such cases.

10. Changes & Termination of the Program

The Organizer expressly reserves the right to:

- Change the Program, in whole or in part, at any time,
- Suspend or terminate the Program.

Confirmed bonus entitlements already earned remain unaffected.

11. Liability

The Organizer is liable only for intent and gross negligence. Liability for lost profits, indirect or consequential damages is excluded to the extent permitted by law.

12. Data Protection

Processing of personal data takes place exclusively in accordance with applicable data protection regulations. Details can be found in the Organizer's respective privacy policy.

13. Legal Venue & Jurisdiction

Legal recourse is excluded.

Only the law of the Federal Republic of Germany applies.

The place of jurisdiction, where permissible, is the registered office of the Organizer.

14. Severability Clause

Should individual provisions of these Terms & Conditions be wholly or partially invalid, the validity of the remaining provisions shall remain unaffected.