



# GOR 11

13<sup>th</sup> international conference

**GENERAL ONLINE RESEARCH 2011**

March 14-16, 2011 in Düsseldorf

**Information for exhibitors and sponsors**

### Conference Portrait

The pursuit of the General Online Research (GOR) is the discussion of fundamental research, innovative developments, and practical experiences in the field of online research. Traditionally, GOR has a strong focus on online surveys and online market research methodologies. The scope of the conference covers all methods, instruments and theories that are dealing with the collection of data via the Internet and effects of online applications and technologies on all levels of society. Since 1997 GOR delivers high quality research results important for researchers and practitioners from universities and companies who want to stay on top of new developments and learn best practices.

### This year's conference focuses on three topics:

- Social Media Research and Civil Society
- Online research methodology with a focus on data quality
- Applied market research with a focus on the advantages of the online mode and best practice case studies

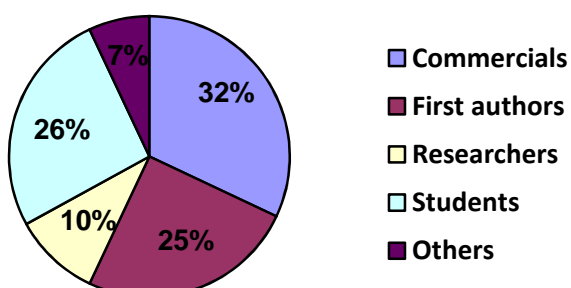
### Conference tracks are

- Online Research Methodology and Internet Surveys (track 1)
- Applied Online Market Research (track 2)
- Social Media Research and Civil Society (track 3)

### Audience

GOR 11 is a venue to exchange knowledge among academic researchers and practitioners from universities and companies. GOR is the only international conference worldwide bringing together **practitioners and researchers in the field of Internet research**. Each year more than 350 attendees enjoy the conference. Theory and practice are brought together and attract many different participants:

#### Visitors GOR10



(Source: own survey, based on Conftool)

### Düsseldorf: Bustling, urbane and classy

The conference and the exhibition will take place at the Heinrich-Heine University of Düsseldorf. Düsseldorf, the city on the Rhine, is an important international business and financial centre. Its excellent profile concerning logistics, technology and industry makes the city one of Germany's five global cities. Düsseldorf is also renowned for its fashion and trade fairs. Many top telecommunication companies are located here: important providers of Internet and mobile services have turned Düsseldorf into one of the top telecommunication centres in Germany.

How to get to Düsseldorf? The conference can be reached easily via Düsseldorf International Airport which is located 5 miles from the city centre and the long-distance train station.

You can find more information on Düsseldorf on the following website: <http://www.duesseldorf.de/en/index.shtml>

Offers for hotels nearby the conference site can also be found on our Website.

### Organizers & partners

The international conference is organized by the German Society for Online Research (Deutsche Gesellschaft für Online-Forschung, DGOF). Co-organizer of the congress is the Heinrich-Heine University of Düsseldorf.

### Schedule

Traditionally, the GOR's schedule is the following:

#### March 14, 2011:

- Workshops
- DGOF Members Meeting
- Early Bird Meeting

#### March 15, 2011:

- Conference
- Exhibition
- Party

#### March 16, 2011:

- Conference
- Exhibition

## Forms of sponsorship

1. **Sponsor levels: Platinum, Gold, Silver, Bronze or Supporter**
2. **Promotional opportunities: Increase your visibility (e.g., your name on all bags)**
3. **Extensions: Exhibition booth, more advertising, guest tickets, etc.**

### 1. Sponsor levels: Platinum, Gold, Silver, or Supporter

Choose the sponsor level that best suits your needs. Each sponsor level has its benefits. Conference sponsors receive visibility, conference tickets, advertising and some levels include the opportunity to put up brochure holders in our exhibition hall.

Level	Brochure Holder	Tickets	Advertisement in proceedings	Visibility (proceedings, website, registration desk)	Fee (EUR, excl. 19% VAT)
<b>Platinum (only 3 available, includes one promotion at party, catering, or bags)</b>	Yes	4	Full page	Yes	6.000,-
<b>Gold</b>	Yes	4	Full page	Yes	3.000,-
<b>Silver</b>	Yes	2	Half page	Yes	2.000,-
<b>Bronze</b>	-	1	Half page	Yes	1.000,-
<b>Supporter</b>	-	-	-	Yes	500,-

The names of all sponsors will be displayed in the entrance hall by the registration desk and on our conference website. Additionally, the conference proceedings name each sponsor including a logo (if provided).

All sponsors will have access to the list of registered conference attendees. A list of all pre-registered conference attendees who have agreed to share their contact details will be e-mailed two weeks in advance.

## 2. Promotional opportunities to increase your company's visibility during the conference by prominently placing your name.

Companies who do not choose a sponsorship level, will be listed as supporting sponsors. Each promotional opportunity is only available once on a first come - first serve basis.

**Promotion at (a) party, (b) conference bags and (c) catering are exclusively available for platinum sponsors. All platinum sponsors will additionally be mentioned on the front cover of the proceedings.**

### a) **Platinum sponsor party**

Sponsoring of the legendary GOR party is an outstanding option as the party is one of GOR's highlights and the name of your organization will be closely connected with it: The party sponsor will be mentioned on the cover page of proceedings as well as on our website and in advertising.

Benefits: The party sponsor is the talk of the evening. As a platinum sponsor your name will be prominently placed on the front cover of the proceedings.

Costs: Included in the platinum sponsoring package.

### b) **Platinum sponsor catering**

Benefits: Your logo will be printed on all shirts of the catering staff or the menu vouchers. As a platinum sponsor your name will be prominently placed on the front cover of the proceedings.

Costs: Included in the platinum sponsoring package.

### c) **Platinum sponsor conference bags**

Benefits: Your logo will be printed on all bags together with the GOR logo. As a platinum sponsor your name will be prominently placed on the front cover of the proceedings.

Costs: Included in the platinum sponsoring package.

**The following promotional opportunities are open to all:**

#### ■ **Name badges (all but students)**

Benefits: Your name or logo is printed on every name badge, except for students.

Handling: DGOF produces the badges.

Costs: EUR 1000,-

#### ■ **Name badges for student participants**

Support students' participation by helping DGOF maintain the reduced student fee.

Benefits: Your name will be printed on every students' name badge.

Handling: DGOF produces the badges.

Costs: EUR 500,-

### ■ **Conference flash drives (USB-Stick with program)**

Benefits: Your name will be printed on every stick which is included in the conference bag.

Handling: The company provides and delivers the promotional material.

Costs: EUR 500,-

### ■ **Lanyard keychains**

Benefits: Your name will be printed along the lanyard keychains.

Handling: The company provides and delivers the promotional material.

Costs: EUR 500,-

### ■ **Notepads**

Benefits: Your logo will be printed on every page.

Handling: The company provides and delivers the promotional material.

Costs: EUR 500,-

### ■ **Ballpoint pens or pencils**

Benefits: Your logo will be printed on each piece.

Handling: The company provides and delivers the promotional material.

Costs: EUR 500,-

### ■ **Print of proceedings / daily program update**

Benefits: Mentioning in imprint and Logo on daily updates

Costs: EUR 1000,-

### ■ **Keynote, Tuesday morning, George Terhanian, Toluna: The Future of Online Market Research**

Benefits: Your powerpoint presentation (1-4 slides) will be shown before the keynote starts.

An additional single slide will indicate the keynote sponsorship after the talk.

Costs: EUR 1.000,-

### ■ **Keynote, Wednesday morning, Joe Walther, Michigan State University: Interpersonal Communication in the Social Web**

Benefits: Your powerpoint presentation (1-4 slides) will be shown before the keynote starts.

An additional single slide will indicate the keynote sponsorship after the talk.

Costs: EUR 1.000,-

### ■ Conference track 1, 2, or 3

The conference consists of three tracks of sessions for two days. Each track may be sponsored. Conference-Tracks are

- Online Research Methodology and Internet Surveys (Track 1)
- Applied Online Marketing Research (Track 2)
- Social Media Research and Civil Society (Track 3)

Benefits: Sponsors may put up displays and leaflets in the room where the track takes place in addition to a powerpoint presentation which will be shown during all breaks indicating the track sponsoring on the first slide.

Costs: EUR 1.000,-

### ■ Internet access

Benefits: Your logo will be printed on each leaflet which informs participants about the details of how to connect to the Internet during the conference.

Costs: EUR 500,-

### ■ Best Practice Award

Benefits: Explicit thanks to your company during the award ceremony.

Costs: EUR 1.000,-

### ■ Poster Award

Benefits: Explicit thanks to your company during the award ceremony.

Costs: EUR 500,-

## 3. Exhibition booth

Companies who do not choose a sponsorship level, will be listed as supporting sponsors.

■ Additional fee for exhibition booth (6-8 m<sup>2</sup>): EUR 500,-

■ Additional fee for exhibition booth (12 m<sup>2</sup>): EUR 800,-

Booking an exhibition booth includes the following services:

Exhibition space and electricity

Storage of exhibition equipment over night

Internet access (W-LAN; WLAN-Cards for PCs and Laptops are not included)

20% discount on conference tickets.

Due to the scarcely measured exhibition space is the reservation of additional exhibition space not possible. The assignment of the specific location of a booth will follow the chronological order of reservations.

#### 4. Additional advertisement, guest tickets, etc.

The following (limited) extensions are available to all sponsors. They can also be purchased in addition to a sponsor package.

- Full page ad in the conference proceedings: EUR 1500,-
- Half page ad in the conference proceedings: EUR 800,-
- Upgrade from half to full page ad: EUR 300,-
- Additional charge for positioning the ad on cover page 2, 3 (full page only): EUR 150,-
- Additional charge for positioning the ad on backcover p. 4 (full page only): EUR 200,-
- One ad in the daily print version of the conference program overview (b/w): EUR 700,-
- Supplement to conference folder: EUR 400,-

The price refers to a flyer with the maximum size of 2 DIN A4 pages. For additional pages 50,- EUR are charged per page.

- Guest tickets: You can invite guests to the conference. Guest tickets can be purchased in packages of 5 and 10 tickets at the following rates and count as a full conference ticket (including the party):

Five guest tickets: 1000,-

Ten guest tickets: 1800,-

Guests do not need to be members of the purchasing company or be part of the programme. The number of guest tickets one sponsor may purchase is limited to 20 tickets.

**Please note:** All listed costs are net prices in Euro, VAT not included.

In case your company is a corporative member of the DGOF you are eligible to a **20% discount on all upgrades and extensions**. The membership fee for companies is 970,- EUR for one year.

A **subleasing of the conditions** is not allowed.

**All promotional material and supplements (500 pieces) have to be delivered to the conference location in Düsseldorf not later than February, 28th 2011.**

If you have questions concerning a DGOF membership or any additional requests, please contact the DGOF office.



Contractual partner is the German Society for Online Research - DGOF e.V.

**Contacts:**

Prof. Dr. Martin Welker (DGOF Chairman)  
DGOF Office

**Contact details:**

German Society for Online Research (Deutsche Gesellschaft für Online Forschung – DGOF e.V.)

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Fax: (+49) – 2233 – 9988111

<http://www.dgof.de>

<http://www.gor.de>

(Via FAX: (+49) – 2233 – 99881111)

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone/Mail: \_\_\_\_\_

We're interested in the following services (Please tick corresponding items!):

<b>Exhibition booth</b>		
Exhibition booth 6-8 m <sup>2</sup>	(500 EUR)	<input type="checkbox"/>
Exhibition booth 12 m <sup>2</sup>	(800 EUR)	<input type="checkbox"/>
20 % allowance for corporate DGOF members		<input type="checkbox"/>
Additionally: 5 guest tickets	(1000 EUR)	<input type="checkbox"/>
Additionally: 10 guest tickets	(1800 EUR)	<input type="checkbox"/>
<b>Ad in program: 1/2 page (b/w)</b>	(700 EUR)	<input type="checkbox"/>
<b>Ad in proceedings: 1 full page</b>	(1.500 EUR)	<input type="checkbox"/>
+ad placement on cover pages 2 or 3 (full page only)	(150 EUR)	<input type="checkbox"/>
+ad placement on cover page 4 (backcover, full page only)	(200 EUR)	<input type="checkbox"/>
+1/2 page	(800 EUR)	<input type="checkbox"/>
<b>Supplement to the conference folder</b>	(400 EUR)	<input type="checkbox"/>

Special requests / questions:

All prices plus legal value added tax.

(Via FAX: (+49) – 2233 – 9988111)

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Mail: \_\_\_\_\_

We're interested in the following services (Please tick corresponding items!):

<b>1. Levels</b>		
Platinum select your promotional item: <input type="checkbox"/> party, <input type="checkbox"/> bags or <input type="checkbox"/> catering	(6.000 EUR)	<input type="checkbox"/>
Gold	(3.000 EUR)	<input type="checkbox"/>
Silver	(2.000 EUR)	<input type="checkbox"/>
Bronze	(1000 EUR)	<input type="checkbox"/>
Supporter	(500 EUR)	<input type="checkbox"/>
Optional: exhibition booth		
Size: 5-8 m <sup>2</sup>	(500 EUR)	<input type="checkbox"/>
Size: 12 m <sup>2</sup>	(800 EUR)	<input type="checkbox"/>
Optional: upgrade to full-page ad	(300 EUR)	<input type="checkbox"/>
Optional: ad positioning cover page 2,3 (full-page only)	(150 EUR)	<input type="checkbox"/>
Optional: ad positioning cover page 4 (backcover, full-page only)	(200 EUR)	<input type="checkbox"/>
Optional: supplement to conference folder	(400 EUR)	<input type="checkbox"/>
Optional: guest tickets	(1000 EUR)	
<input type="checkbox"/> 5 guest tickets, <input type="checkbox"/> 10 guest tickets	(1800 EUR)	
<b>2. Promotional activities</b>		
Promotional activity: _____	(500 EUR)	<input type="checkbox"/>
Promotional activity: _____	(1000 EUR)	<input type="checkbox"/>
<b>3. Individual sponsorship</b>		
Sponsoring of one conference track	(1000 EUR)	<input type="checkbox"/>
Favoured track: <input type="checkbox"/> 1, <input type="checkbox"/> 2 or <input type="checkbox"/> 3		
Sponsoring of Internet access	(500 EUR)	<input type="checkbox"/>
Sponsoring of print of proceedings	(1.000 EUR)	<input type="checkbox"/>
Sponsoring of Best Practice Award	(1.000 EUR)	<input type="checkbox"/>
Sponsoring of Poster Award	(500 EUR)	<input type="checkbox"/>