



# G.O.R.06

## 8th International Conference GENERAL ONLINE RESEARCH

Bielefeld, Germany

21<sup>st</sup> and 22<sup>nd</sup> of March, 2006

sponsored by



**Information for  
exhibitors and sponsors**

## General information

The 8th international conference GENERAL ONLINE RESEARCH 2006 (GOR06) will take place in Bielefeld, Germany from 21st until 2nd of March 2006.

GOR06 supports the discussion of innovative developments and practical experiences in the fields of internet, online, and mobile communications research. GOR06 improves the exchange of knowledge between researchers and practitioners, universities and companies engaged in Internet research. For current information on GOR06 visit the conference website:

[www.gor.de](http://www.gor.de)

There will be about 400 visitors from all over the world attending the conference. During the two conference days more than 100 lectures about research or applied topics will be given. Based on information from delegates of former GOR conferences we expect over 40 percent of the visitors to be marketing research decision makers. **GOR is the only international symposium worldwide bringing together practitioners and researchers in the field of internet research.**

The conference is organised by the **German Society for Online Research (DGOF e.V.)**. Main sponsor of GOR06 is **TNS Infratest**.

Companies and institutes again have the opportunity to present themselves and their own products and services on this year's conference with an **exhibition stand**. Alternatively or additionally we are offering attractive **promotion and sponsoring options**. The enclosed information contains all the details, which are relevant for your decision.

Already in the current state of affairs everything points to the fact that GOR 06 will reach a **very high resonance in the public and in the media**. For that reason, we recommend to book an exhibition stand space or sponsoring packages as soon as possible. In case of further questions, please don't hesitate to contact us. We would be pleased to welcome you and your company at GOR 06.

Yours sincerely

Dr. Olaf Wenzel

Chairman of the German Society  
for Online Research – DGOF e.V.

Dr. Uwe Matzat

Vice President of the German Society  
for Online Research – DGOF e.V.  
Chair of the program committee  
Eindhoven University of Technology

## Participation options

GOR06 basically offers companies and institutions the following forms of participation:

- Exhibition stand (with additional options for exhibitors).
- Supplement to conference folder.
- Ad in the programme.
- Ad in the reader of abstracts.
- Several forms of sponsoring.

## Location

For the first time the GOR-Conference is not organized in collaboration with an university and on an university campus but is supported by TNS Infratest (main sponsor) and located at a professional conference center, the historical Ravensberger Spinning Company.

If you would like to take a closer look or receive some deeper information, please visit the following links.

- Information about hotels und general information about Bielefeld can be found here (this page is available in english language):

<http://www.bielefeld.de/en/index.html>



The Ravensberger Spinning Company

- Information about the location Ravensberger Spinning Company can be found here:

<http://www.die-veranstaltungs-profis.de/ambiente/ambiente.html>



The main hall, designated for the exhibition

- Location's adress:  
Ravensberger Park Veranstaltungen GmbH  
Ravensberger Park 6  
33607 Bielefeld  
fon +49-521 9 66 88-0  
fax +49-521 9 66 88-10  
[info@ravensberger-park.de](mailto:info@ravensberger-park.de)



The party zone

**Due to the limited amount of exhibition capacities an early booking is strongly recommended!**

## Services and costs\*

### Exhibition stand

Booking an exhibition stand includes the following services :

- Exhibition space (12 sqm) incl. chairs, partition walls, table and electricity.
- Storage of exhibition equipment over night.
- Three tickets for the whole conference. In case more than three tickets are needed, exhibitors can purchase additional tickets to a special price (20% discount) of 312,- EUR .
- Internet access (HotSpot / W-LAN)

Costs for this basic equipment: **2.300,- EUR**

For **additional exhibition space** we will charge

**300,- EUR per square meter.**

**In case your company is a corporative member of the DGOF you will receive a 20% discount on the exhibition booth. The membership fee for companies is 970,- EUR for one year.**

If you have questions concerning this kind of DGOF membership or any additional requests, please contact the DGOF office (see contact).

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\* The subsequently listed costs are net prices, VAT not included.

## Optional offers for exhibitors

### Guest tickets

Exhibitors have the opportunity to invite guests to their stand and the conference. For these guests we offer tickets at a discount.

**Five guest tickets: 900,- EUR**

**Ten guest tickets: 1550,- EUR**

Guest tickets can only be purchased in packages (packages of 5 or 10 tickets). Guests are not members of the exhibiting company. The number of guest tickets of one and the same exhibitor cannot exceed 20 tickets at maximum.

### Advertising package for exhibitors

Bundled with an exhibition stand exhibitors are being given the chance to obtain an advertising package at a special price. This package includes:

- 1 supplement to the conference folder (Flyer DIN A4, 2 pages) (unit price 400,- EUR)
- 1 ad in PDF- and print version of the conference programme (unit price 800,- EUR)
- 1 ad in the print- and online version of the reader of abstracts (unit price 1.500,- EUR)  
(ads in full page format/ four-colour print each)

**Advertising package: 2.300,- EUR**

(Sum of unit prices: 2.700,- EUR)

Extra charges for the special placement of ads are not included in this package.

## Forms of advertising

### Supplement to conference folder

Costs for a supplement to the conference folder:

**400,- EUR**

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

The supplements (500 pieces) have to be delivered to the conference location in Bielefeld not later than 15th of March 2006..

### Advertisements\* in the print-version of the programme

1 full page	<b>800,- EUR</b>
Additional charge cover page 2, 3 (full page only)	<b>100,- EUR</b>
Additional charge cover page 4 (full page only)	<b>150,- EUR</b>
1/2 page	<b>450,- EUR</b>

### Advertisements\* in the reader of abstracts (printed and online version)

The reader of abstracts contains summaries of all conference contributions and – like the final programme – will be handed out to all the participants. It will also be available online.

1 full page	<b>1500,- EUR</b>
Additional charge cover page 2, 3 (full page only)	<b>150,- EUR</b>
Additional charge cover page 4 (full page only)	<b>200,- EUR</b>
1/2 page	<b>800,- EUR</b>

The print versions of programme and reader of abstracts will also be published online.

**\* Choice of colours for ads in the programme and reader of abstracts is optional.**

## Sponsoring

GOR06 would like to offer an interesting and informative conference, which should also become as comfortable as possible for the participants. To raise the scientific attraction of the conference, prominent researchers and representatives from the economy have been engaged as **keynote speakers**. The **prizes for best posters** serve, above all, to foster the quality of online-research.

The informal and relaxed information exchange between science and economy as well as contacts between exhibitors and conference participants shall be enhanced among other things by an **evening event** in a comfortable social setting. Amenities on site are guaranteed above all by good service.

The different forms of sponsoring shall support the illustrated amenities of the conference. Every contribution is highly appreciated.

## Forms of sponsoring

### **A: Partial or complete bearing of costs for concrete activities:**

- Travel expenses and fees for keynote-speakers (total charges approx. 6.000,- EUR)
- Mentoring project: Financing the participation of students at the conference
- Prize money for outstanding posters: 500,- EUR
- Print of conference programme (Costs approx. 2.000,- EUR), print of the reader of abstracts (approx. 4.000,- EUR), print of the conference poster (approx. 2.000,- EUR)

### **B: Other financial contributions**

Further suggestions for sponsoring are always welcome.

All sponsors will be mentioned in the programme, on the conference website and in the reader of abstracts with logo and address.

## Contractual partner / Contact

Contractual partner is the German Society for Online Research - D.G.O.F. e.V.

In case of any further questions please contact:

**German Society for Online Research – DGOF e.V**  
**c/o Skopos GmbH**

Hans-Böckler-Straße 163

D – 50354 Hürth

[office@dgof.de](mailto:office@dgof.de)

Tel.: (+49) – 2233 – 518298 (attn. Franziska Sörgel)

FAX: (+49) – 2233 – 518449 (attn. Franziska Sörgel)

Office hours: Monday, Wednesday and Friday morning

## Enquiry exhibitor / advertising

(Please per FAX: (+49) – 2233 – 518449; attn. Franziska Sörgel)

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

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

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

\_\_\_\_\_

\_\_\_\_\_

Phone / e-mail: \_\_\_\_\_

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

Exhibition stand (2.300 EUR)	<input type="checkbox"/>
<i>Exhibition stand (corporative DGOF members) (1.840 EUR)</i>	<input type="checkbox"/>
Additionally: Advertising package for exhibitors (2.300 EUR)	<input type="checkbox"/>
Additionally: 5 guest tickets (900 EUR)	<input type="checkbox"/>
Additionally: 10 guest tickets (1.550 EUR)	<input type="checkbox"/>
Ad in PDF- and print version of the conference programme:	
1 full page (800 EUR)	<input type="checkbox"/>
Ad placement on cover pages 2 or 3 (full page only) (100 EUR)	<input type="checkbox"/>
Ad placement on cover page 4 (full page only) (150 EUR)	<input type="checkbox"/>
1/2 page (450 EUR)	<input type="checkbox"/>
Ads in reader of abstracts	
1 full page (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 (full page only) (200 EUR)	<input type="checkbox"/>
1/2 page (800 EUR)	<input type="checkbox"/>
Supplement to the conference folder (400 EUR)	<input type="checkbox"/>

Special requests / questions:

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## Enquiry Sponsoring

(Please per FAX: (+49) – 2233 – 518449; attn. Franziska Sörgel)

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

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

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

\_\_\_\_\_

\_\_\_\_\_

Phone / e-mail: \_\_\_\_\_

### **A. We want to support the conference financially with**

\_\_\_\_\_ EUR.

The financial support has to be used for the following activity

\_\_\_\_\_ (Please insert activity)

### **B. We want to support the conference by the following performance in kind (i.e. poster prize money):**

\_\_\_\_\_ (Please insert performance)