



**G.O.R.07**

9th International Conference  
**GENERAL ONLINE RESEARCH**

Leipzig, Germany

26<sup>st</sup> and 28<sup>nd</sup> of March, 2007

**Information for  
exhibitors and sponsors**

## General information

The 9th international conference **GENERAL ONLINE RESEARCH 2007 (GOR 07)** will take place in Leipzig, Germany from 26st until 28nd of March 2007.

Co organizer of the congress is the University of Leipzig. Local supervisors are the chair for practical computer science, represented by Professor Dr. Heyer and the chair of journalism I, represented by Professor Dr. Haller. The conference place is sponsored by the Medienstiftung of the Sparkasse Leipzig. Media partner of the GOR 07 is the magazin Research&Results- interesting and current reporting pre-, while and after the GOR is thereby guaranteed.

GOR 07 supports the discussion of innovative developments and practical experiences in the fields of internet, online, and mobile communications research. GOR 07 improves the exchange of knowledge between researchers and practitioners, universities and companies engaged in Internet research. For current information on GOR 07 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 50 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.**

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 07 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 07.

Yours sincerely



Dr. Olaf Wenzel

Chairman of the German Society  
for Online Research – D.G.O.F. e.V.



Dr. Uwe Matzat

Vice President of the German Society  
for Online Research – D.G.O.F. e.V.  
Chair of the program committee  
Eindhoven University of Technology

## Participation options

GOR 07 basically offers companies and institutions the following forms of participation:

- Exhibition stand (with additional options for exhibitors) > not available.
- Supplement to conference folder > available.
- Ad in the programme > available.
- Ad in the reader of abstracts > available.
- Several forms of sponsoring (e.g. conference maps, café catering).

(more informationen *under* [office@dgof.de](mailto:office@dgof.de))

## Location

The GOR-Conference 07 takes place in partnership with the chair for computer science and the chair for journalism, Leipzig. Places of the event are the MML Medien-campus Leipzig and the Gohliser Schlösschen close to it.

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

- Information about hotels und general information about Leipzig can be found here

<http://www.leipzig.de/>

(this page is available in english language)



town-hall in Leipzig

- Pictures of the exhibition zone in the Medien-campus Leipzig give a first impression. The fair is organized in the entire building.

<http://www.mml-leipzig.de/ueber-das-mml/medien-campus/>

(Please request detailed condition plans with dimensions separately under [office@dgof.de](mailto:office@dgof.de))



Exhibition zone: Medien-campus, Leipzig

- Poster-exhibition, lectures and catering takes also place in the Gohliser Schlösschen, Leipzig. You can receive closer information under:

<http://www.gohliser-schloss.de/>



Gohliser Schlösschen

The exact address is:

**Medien-campus-** Masterprogramm Medien Leipzig

Poetenweg 28, 04155 Leipzig

fon 03 41 - 9 93 83 18, fax 03 41 - 9 93 83 24

<http://www.mml-leipzig.de/>

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

## 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 Leipzig not later than 15th of March 2007..

### 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.

\* All prices plus legal value added tax.

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

## Sponsoring

GOR 07 would like to offer an interesting and informative conference, which should also as comfortable as possible for the participants. To raise the scientific interest 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
- 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)
- Sponsoring of the daily-catering (after arrangement)
- Sponsoring of the dinners (after arrangement)
- Sponsoring of the party (after arrangement)

### **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 & Co. KG**

Hans-Böckler-Straße 163

D – 50354 Hürth

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

Tel.: (+49) – 2233 – 518298

FAX: (+49) – 2233 – 518449 (attn. Ramona Pforte)

(Office hours: Monday, Tuesday and Friday morning)



## Enquiry exhibitor / advertising

(Please per FAX: (+49) – 2233 – 518449; attn. Ramona Pforte)

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

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

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

\_\_\_\_\_

\_\_\_\_\_

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

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

Exhibition stand No 9, categorie B	(1.700 EUR)	<input type="checkbox"/>
<i>Exhibition stand No 9, categorie B (corporative DGOF members)</i>	<i>(1.360 EUR)</i>	<input type="checkbox"/>
<b>Ad in PDF- and print version of the conference programme:</b>		
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"/>
<b>Ads in reader of abstracts:</b>		
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: \_\_\_\_\_

All prices plus legal value added tax.

## Enquiry Sponsoring

(Please per FAX: (+49) – 2233 – 518449; attn. Ramona Pforte)

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)