



GOR 09

„See more, do more, get more“

General Online Research 2009

April 6-8, 2009 in Vienna

Portrait for sponsors and exhibitors



DGOF

EXPERTENFORUM
ONLINEFORSCHUNG



WWG

Österreichische Werbewissenschaftliche Gesellschaft
an der Wirtschaftsuniversität Wien

Aim of the conference

The aim of the General Online Research (GOR) is the discussion of basic research, innovative developments, and practical experiences in the field of internet, online, and mobile communication research. The annual GOR conference covers research within the social and behavioural sciences in the form of research on online/mobile methods of data collection and in the form of research on the social and psychological consequences of the internet. The international conference is organized by the German Society for Online Research (Deutsche Gesellschaft für Online-Forschung, DGOF). Co organizers of the congress are VMÖ and the Expertenforum as well as the WWG.

Topics of GOR 09

- Data collection using the internet
- Research goes mobile: new applications in data collection
- Qualitative research via internet
- Internet and mobile metrics
- Social Web & Civil Society
- Electronic & Mobile Business

see more

(Papers & Posters)

do more

(Workshops)

get more

(Exhibition)



Schedule

The 11th General Online Research (GOR 09) will take place in Vienna (Austria) April 6-8, 2009. Traditionally, the GOR follows this schedule (subject to alteration):

April 6, 2009:

- Workshops
- DGOF Member Meeting
- Early Bird Meeting

April 7, 2009:

- Conference
- Exhibition
- Party

April 8, 2009:

- Conference
- Exhibition

Awards

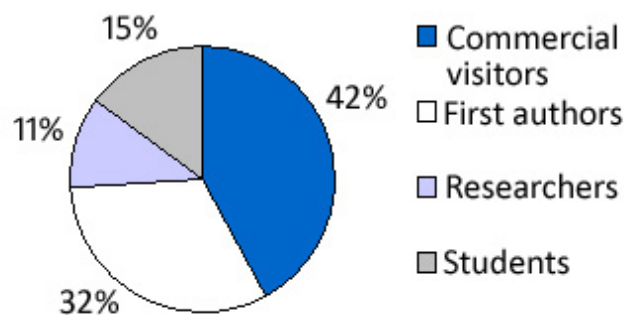
- **Best Practice Award:** After the very successful premiere at GOR 08 the prize for „best paper from market research“ will be awarded for the second time.
- **DGOF prize "Best Research Thesis Award":** The prize will be given to the author(s) of a thesis that provides an **exceptional** analysis of a specific issue in the area of internet research.
- **Poster prize:** Traditionally, the best poster will be appreciated with the poster award.



Audience

GOR 09 supports the exchange of knowledge not only among university researchers, but also between researchers and practitioners as well as between universities and companies engaged in the field. GOR is the only international symposium worldwide bringing together **practitioners and researchers in the field of internet research**. More than 400 attendees enjoyed GOR 08 in Hamburg. The integration of theory and practice attracts a large number of participants:

Visitors GOR 08



(Source: own survey)



Vienna is waiting

Vienna has truly become an international meeting-place. The “Viennese mélange” consists of a unique mixture of research tradition, innovative capacity and infrastructure. Vienna combines the traditional and the modern in an extremely successful manner. Thus, this Central European city is the perfect place for an international conference like GOR 09. An attractive balance between conference and leisure is guaranteed. You can find more information on Vienna at the following website: <http://www.wien-info.at>. Of course, we will be glad to supply you with special offers for hotels nearby the conference site. All visitors will be informed about the established supporting program.



University of Vienna

The conference and the exhibition will take place in this historical main building of the University of Vienna which is very centrally located. The exhibition stands are located in the ceremonial hall. The visitors will have to pass the exhibition in order to reach the different conference streams and to attend the coffee breaks. You can request drafts of the exhibition zones with length measures at office@dgof.de. We will be pleased to assist you.

GOR 09 basically offers companies and institutions the following forms of participation:

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

GOR: Some impressions



Booking an exhibition stand includes the following services:

- Exhibition space and electricity
- Storage of exhibition equipment over night
- Two tickets for the whole conference. In case more than three tickets are needed, exhibitors can purchase additional tickets at a special price (20% discount) of 312,- EUR.
- Exhibition stand staff obtains free entrance for the exhibition (not for the conference program, party etc.).
- Internet access. (W)LAN-Cards for PCs and Laptops are not included.

Costs for this basic equipment of one exhibition stand:

- No. 1-5 averages 2.200,- EUR.
- No. 6 averages 2.900,- EUR
- No. 7,9,13 or 16 averages 1.800 ,- EUR
- No. 8,14 or 15 averages 2.200,- EUR
- No. 10-12 or 17-19 averages 2.000,- EUR.

Please note: The listed costs are net prices, VAT not included.

Due to the scarcely measured exhibition surface the reservation of additional exhibition surface is not possible. The assignment of the locations depends on the temporal order of the reservation.

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.

A **subleasing of the conditions** is impossible.

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

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

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 up-to-the-minute print version of the conference programme (unit price 700,- EUR, only b/w)
- 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: 2.200,- EUR

(Sum of unit prices: 2.600,- EUR)

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

Please note: The listed costs are net prices, VAT not included.

GOR 09 will offer an interesting and informative conference, which should be as comfortable as possible for all participants. Prominent researchers and representatives from the economy will be engaged as **keynote speakers**. The **prizes for best posters** shall, above all, foster the quality of online research. For the second time a prize for „**best paper from market research**“ will be awarded.

The information exchange between science and economy as well as contacts between exhibitors and conference participants in an informative and yet laid-back environment will be enhanced by an **evening event** in a comfortable social setting.

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

A: Partial or complete share 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)
- Sponsoring of the “Best Practice Award” (1.000,- EUR)
- Print of the reader of abstracts (approx. 4.000,- EUR), print of the conference poster (approx. 2.000,- EUR)
- Sponsoring Internetcafé (after arrangement)
- Sponsoring of the daily-catering (after arrangement)
- Sponsoring of the dinners (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.

Please note: The listed costs are net prices, VAT not included.
Choice of colours for ads in the programme and reader of abstracts is optional.

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 Hamburg not later than 28th of February 2008.

Advertisement in the reader of abstracts:

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	1500,- EUR
Additional charge cover page 2, 3 (full page only)	150,- EUR
Additional charge cover page 4 (full page only)	200,- EUR

1/2 page	800,- EUR
----------	-----------

Advertisement in up-to-the-minute print version of the conference programme (printed version):

1/2 page (only b/w)	700,- EUR
---------------------	-----------

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

Your contact persons:

Dr. Olaf Wenzel (Chairman)

Melanie Rischke (Office)

Contact details:

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

c/o Skopos GmbH & Co. KG

Hans-Boeckler-Str. 163

D – 50354 Huerth

office@dgof.de

Tel.: (+49) – 2233 – 518298

Fax: (+49) – 2233 – 518449 (attn. Melanie Rischke)

<http://www.dgof.de>

<http://www.gor.de>

Enquiry exhibitor/advertiser

(Via FAX: (+49) – 2233 – 518449; attn. Melanie Rischke)

Company: _____

Contact person: _____

Address: _____

Phone/Mail: _____

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

Exhibition stand No. _____ (Please don't forget to register the according number!) For costs please see p.7.		<input type="checkbox"/>
20 % allowance for corporate DGOF members		<input type="checkbox"/>
Additionally: Advertising package for exhibitors	(2.200 EUR)	<input type="checkbox"/>
Additionally: 5 guest tickets	(900 EUR)	<input type="checkbox"/>
Additionally: 10 guest tickets	(1.550 EUR)	<input type="checkbox"/>
1/2 page (b/w)	(700 EUR)	<input type="checkbox"/>
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"/>
	(400 EUR)	<input type="checkbox"/>

Special requests / questions:

All prices plus legal value added tax.

Enquiry exhibitor/advertiser

(Via FAX: (+49) – 2233 – 518449; attn. Melanie Rischke)



Company: _____
Contact person: _____
Address: _____

Phone/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 with the following performance in kind (i.e. poster prize money):

_____ (Please insert performance)