

GOR 24: SPONSORING OPPORTUNITIES

21 - 23 Feb 2024

Rheinische Fachhochschule Cologne gGmbH

GOR 24 at Rheinische Fachhochschule in Cologne

The 26th edition of GOR, GOR 24, is organized by DGOF in cooperation with the [Rheinische Fachhochschule Cologne](#) gGmbH.

GOR focuses on the documentation & discussion of current developments and new methods in German and international digital research.

The three-day conference consists of an extensive lecture & workshop programme with a focus on Online & Mobile Web Surveys, Data Science, Big Data, Smart Data, Political Research, Public Opinion, Political Online Communication, Online Market Research as well as Applied Online Research.

ABOUT GOR (GENERAL ONLINE RESEARCH):

On-Site GORs have an **average of 300 international participants** coming from academia, the private sector, official statistics, and the government.

Due to the pandemic, GOR was organized online two years in a row (2020 and 2021). Last year the conference was held in Berlin. In 2023, **approx. 200 participants from 12 countries** have attended GOR 23 in Kassel. Internationally, GOR is one of the few conferences which manages to get participants from academia and business together in one place to exchange their experiences in online and digital research.

GOR Visitor Groups*

BY SECTOR



Government
Statistics

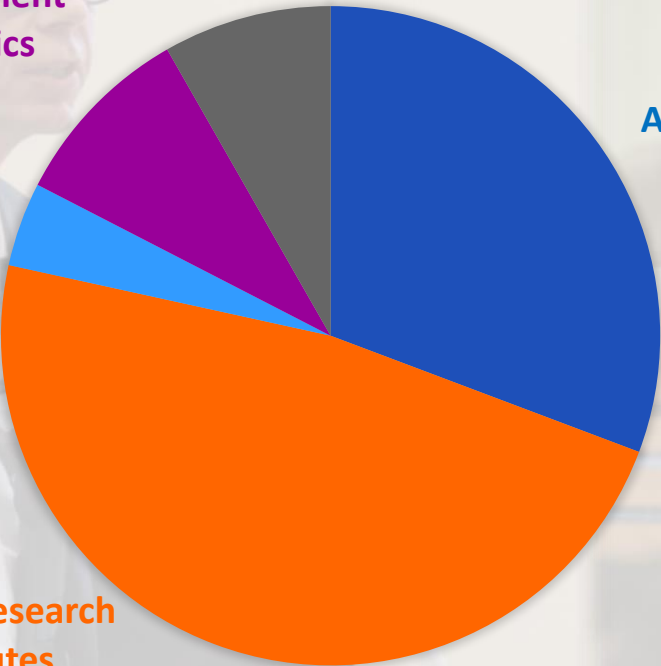


Industry
Congstar
Flixbus
ZDF
RTL
Henkel
etc.



Market Research
Institutes

Others



Academia

BY COUNTRY

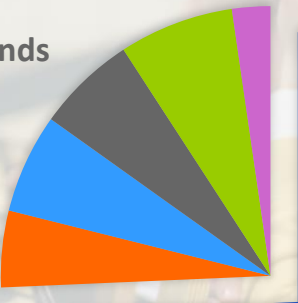
Others EU

Others Non-EU

Netherlands

Switzerland

United Kingdom



Germany

*based on the GOR 22 visitor's list

GOR Programme



GOR 24 starts off with a couple of hand-picked workshops on online research on Wednesday, 21 February 2024.

The conference itself takes place on the 22 and 23 February: There will be three main conference tracks with over 80 presentations and posters, two keynotes, Award Competitions and panel discussions.

The famous GOR Party will take place on the evening of 22 February.

The detailed preliminary programme can be accessed on our [Website](#) soon.

THE FOUR CONFERENCE TRACKS:

Track A:

Survey Research: Advancements in Online & Mobile Web Surveys

Track B:

Data Science: From Big Data to Smart Data

Track C:

Politics, Public Opinion, and Communication

Track D:

Best Practice (including the GOR Best Practice Award 2024 Competition)

OUR OFFER TO YOU

- Basic Sponsoring Package
- Sponsoring Add Ons
- Tailor-Made Sponsoring



Basic Sponsoring Package

The GOR 24 Basic Sponsoring Package includes:

- Showing your logo / mentioning your company in all GOR communication (Website, Newsletters, Social Media etc.)
- The possibility to show your own company roll-up at the conference site
- 2 free tickets to the conference
- Adding small supplements to the conference bag (e.g. flyer, sweets, pens etc.)

1.200 €

Corporate members receive a 5% discount.

Start-ups (est. 2021 or later) can purchase this basic sponsoring package for 600 €.

Sponsoring Add Ons

(only available *in addition* to the Basic Sponsoring Package)

- **GOR PARTY SPONSORING**

Sponsor the GOR Party (Thu, 22 Feb 2024). You have the option of designing and printing the tickets and drink menus yourself (at your own expense). You will be mentioned as party sponsor in all GOR communication. You have also the option of displaying suitable promotional materials (consultation with the DGOF office mandatory).

- **GOR GET-TOGETHER SPONSORING**

Sponsor the GOR Get-Together (Wed, 21 February 2024). You will be mentioned as Get-Together sponsor in all GOR communication. You have the option of designing and printing the drink menus yourself (at your own expense). You have also the option of displaying suitable promotional materials (consultation with DGOF office mandatory).

- **GOR COFFEE BAR SPONSORING**

Sponsor the conference coffee bar. Paper coffee mugs with your company logo will be used. The coffee mugs will be provided by the sponsor at his own cost.

- **GOR CATERING AT RHEINISCHE FACHHOCHSCHULE IN COLOGNE**

Sponsor the Catering and have the opportunity of displaying promotional materials in the Campus and be mentioned as Catering Sponsor in all GOR communication

1.750 € each

Corporate members receive
a 5% discount.

Sponsoring Add Ons

(only available *in addition* to the Basic Sponsoring Package)

- **CONFERENCE BAGS**

Become a sponsor of the conference bags which will show your company logo. The bags will be provided by the sponsor at his own cost.

1.000 €

- **EARLY CAREER NETWORKING EVENT**

Become a sponsor of the early career networking event (Wed, 21 February 2024) for young professionals. You will be mentioned as sponsor in all GOR communication.

600 €

- **CONFERENCE BADGE**

Your company logo will be printed on the name tags of the conference participants.

600 €

- **LANYARDS**

Sponsor the conference lanyards, which will be given out to every conference participant with the conference badge. The lanyards will be provided by the sponsor at his own cost.

600 €

- **STUDENT T-SHIRTS**

Sponsor the T-Shirts for the student staff members at the conference. The T-shirts will be provided by the sponsor at his own cost.

600 €

Corporate members receive a 5% discount.

Sponsoring Add Ons

(only available *in addition* to the Basic Sponsoring Package)

- **TRACK SPONSORING**

Become a sponsor of the conference Tracks ~~A~~ (already booked!), B or C. You have the opportunity to display flyers and other material in the conference room and will be named as Track Sponsor in all conference communication.

600 € each (2 available)

- **AWARD SPONSORING**

Become a sponsor of one of the three awards given out during the conference: Poster Award, ~~Thesis Award~~ (reserved!) or ~~Best Paper Award~~ (booked!) . A member of your company will be part of the respective Award Jury. You will be mentioned as Award sponsor in all conference communication.

500 € each (1 available)



Corporate members receive
a 5% discount.

Media Sponsoring Add Ons

(only available *in addition* to the Basic Sponsoring Package)

- **APP SPONSOR**

Sponsor the conference app that provides timetables, information on sessions, message possibilities etc. Your logo will be displayed in the app.

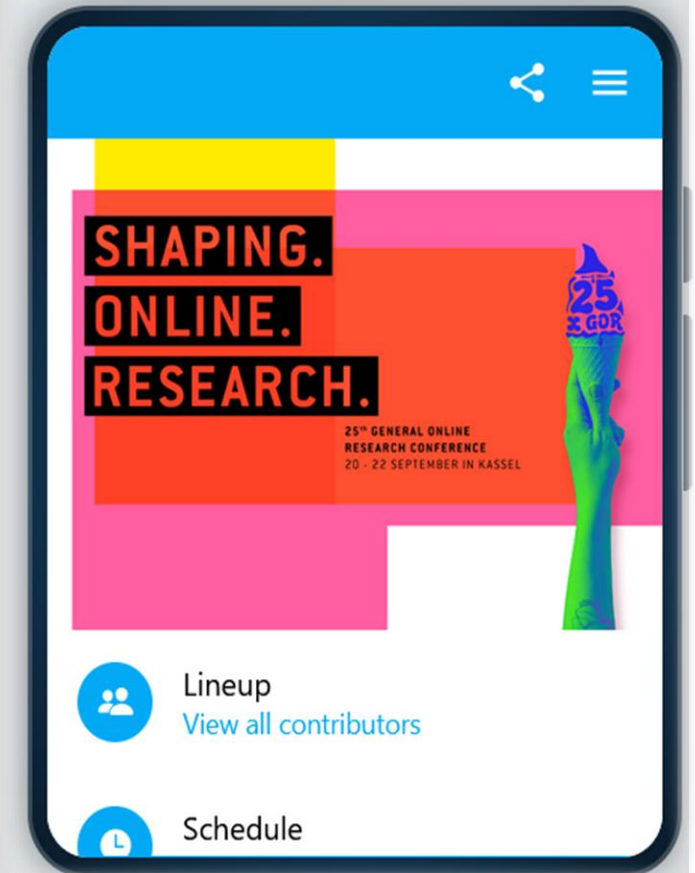
600 €

- **AD IN THE DIGITAL CONFERENCE PROCEEDINGS**

Book an ad in the digital conference proceedings.

- Ad ½ page: 300 €
- Ad full page: 600 €

from 300 €



Corporate members receive a 5% discount.

DEADLINES

Delivery upon booking:

Company logo as png/jpg and as vector file (eps)

Delivery until 10 January 2024:

Ads in Conference Proceedings and/or Jubilee Publication, if booked

Delivery between beginning and mid-February 2024:

Any material for conference bags has to be sent by post.

Recipients of free tickets:

Names have to be handed in via email until 10 February 2024.



Sponsors of GOR 23:



CONTACT & BOOKING



GOR
organized by DGOF

You are interested in sponsoring GOR 24 or have further questions? Or you are looking for a tailor-made sponsorship? We are happy to hear from you!



Dr. Otto Hellwig
(President of the Board)



Anna Hristova
(Consultant Events & Member Administration)



Anna-Lena Kemper
(Consultant Events & Communication)

Deutsche Gesellschaft für Online-Forschung e.V (DGOF) /German Society of Online Research

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