



GOR
organized by DGOF



THE 27TH GENERAL ONLINE RESEARCH CONFERENCE

31.03. - 02.04.25

HENRY FORD BAU, FU BERLIN

GOR 25: SPONSORING OPPORTUNITIES

Website: www.gor.de

Contact / Booking: office@dgof.de

GOR 25 at Henry Ford Bau, FU Berlin



The GOR 25, is organized by DGOF in cooperation with the Free University of Berlin (Henry Ford Bau)

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.

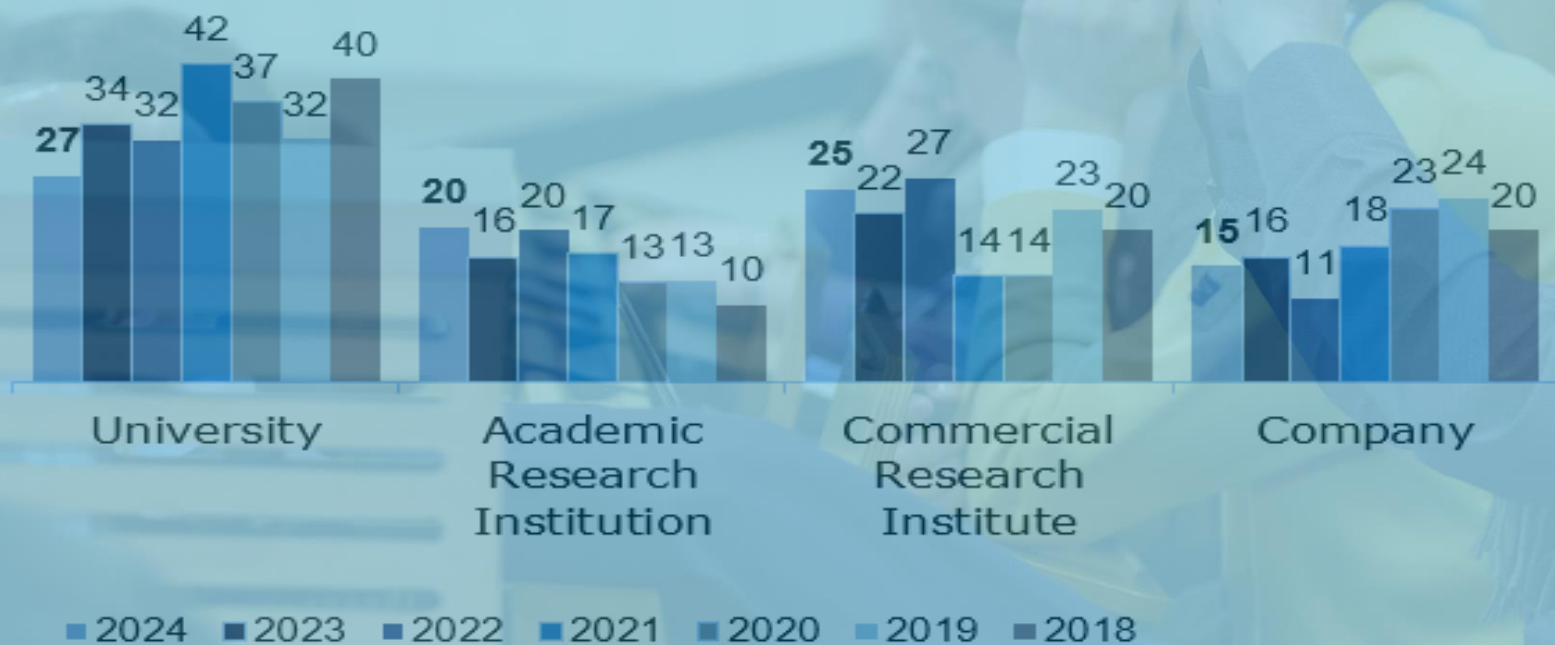
Due to the pandemic, GOR was organized online two years in a row (2020 and 2021). Last year the conference was held in Cologne. In 2024, **approx. 250 participants from 14 countries** have attended GOR 24 in Cologne. Internationally, GOR is one of the few conferences which manages to get participants from academia and business together in one place to exchange their experiences in online and digital research.



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GOR Visitor Groups*



*based on the GOR 24 visitor's list

GOR Programme



GOR 25 starts with a couple of hand-picked workshops on online research on Monday, 31 March 2025.

The conference itself takes place on the 01 and 02 April: There will be 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 01 April.

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

THE CONFERENCE TOPICS:

Online and Mobile Web Surveys

Data Science, Big Data, Smart Data

AI, Public Opinion, Online Communication

Online Market Research



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OUR OFFER TO YOU

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



Basic Sponsoring Package

The GOR 25 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. 2022 or later) can purchase this basic sponsoring package for 600 €.

Sponsoring Add Ons

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

- **GOR 25 PARTY SPONSORING**

Sponsor the GOR Party (Tuesday, 01 April 2025). 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 25 GET-TOGETHER SPONSORING (Early Career Networking)**

Sponsor the GOR Get-Together (Monday, 31 March 2025). 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).

1.750 € each

- **GOR 25 COFFEE BAR SPONSORING**

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

Corporate members receive a 5% discount.

- **GOR 25 CATERING AT THE FREE UNIVERSITY OF BERLIN**

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

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 €

- **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 €

- **EARLY CAREER NETWORKING EVENT**

Become a sponsor of the early career networking event (Monday, 31 March 2025) for young professionals. You will be mentioned as sponsor in all GOR communication.

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)

- **PRESENTATIONS SPONSORING**

Become exclusive sponsor or just one of the sponsors of the Conference Presentations. You have the opportunity to display flyers and other material in the conference room and will be named as Conference Presentations Sponsor in all conference communication.

- **AWARD SPONSORING**

Become a sponsor of one of the three awards given out during the conference: Poster Award, Thesis Award or GOR Impact and Innovation Award. A member of your company will be part of the respective Award Jury. You will be mentioned as Award sponsor in all conference communication.

Exclusive sponsor
2000 €

600 €

500 € each

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.

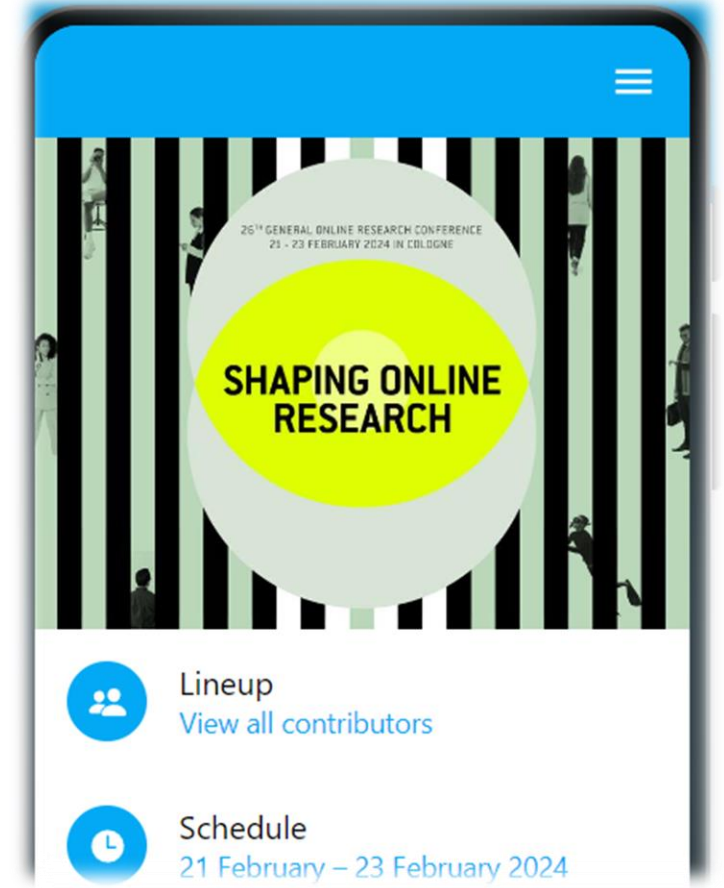
600 €

- **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 March 2025:

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

Delivery between beginning and mid-March 2025:

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

Recipients of free tickets:

Names have to be handed in via email until 15 March 2025



Sponsors of GOR 24:

Bilendi
& respondi


GIMI | RELEVANCE COUNTS.

INNOFACT 

 SKOPOS

insight-lab.ai
by data IQ

horizoom
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KANTAR

talk 

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IfaD
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CONTACT & BOOKING



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You are interested in sponsoring GOR 25 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 Conrad
(Consultant Events & Communication)

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

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