



## SPONSORING OPPORTUNITIES

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# GOR 26 at Rheinische Hochschule Cologne



The GOR 26, is organized by DGOF in cooperation with the RH Cologne (Campus Vogelsanger Str. 295, Köln)

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.

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 2025, approx. **250 participants** from **16 countries** have attended GOR 25 in Berlin.

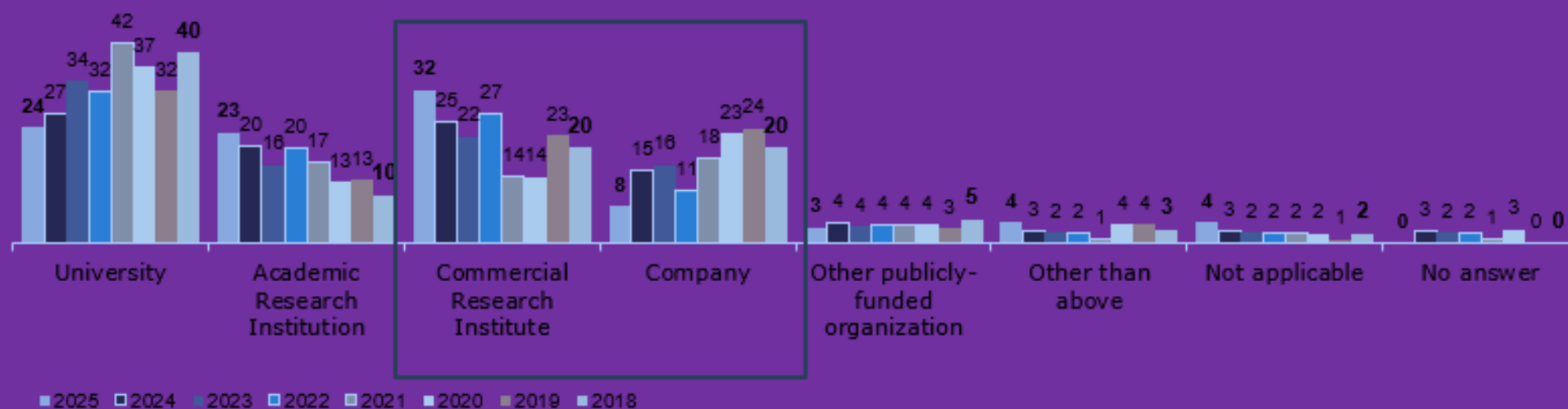
GOR stands out internationally as one of the few conferences that brings together academics and industry professionals to share insights on online and digital research.



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# GOR Visitor Groups\*



# GOR Programme

GOR 26 starts with a couple of carefully selected workshops on online research on Wednesday, 25 February 2026 at GESIS in Cologne.

The conference itself takes place on the 26 and 27 February: 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 26 February.

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

## Conference topics include

- **Sampling and recruitment**
- **Response rates:**
- **Measurement and measurement error**
- **Survey practice**
- **Survey innovations**
- **Survey modes**
- **Qualitative research**
- **Online data collection and generation**
- **Digital trace data**
- **Data science**
- **Artificial intelligence**
- **Online communication and public opinion**

# OUR OFFER TO YOU

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

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[WWW.GOR.DE](http://WWW.GOR.DE)

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# Basic Sponsoring Package



## The GOR 26 Basic Sponsoring Package includes:

- Your company logo and name featured in all GOR communications, including the website, newsletters, and social media channel
- Promote your company with a prominently placed roll-up banner at the conference venue
- 2 free tickets to the conference
- A great opportunity to place your branded giveaways—like flyers, sweets, or pens—directly in the hands of all conference participants

1.200 €

Corporate members receive a 5% discount.

Start-ups (est. 2023 or later) can purchase this basic sponsoring package for 600 €.

# Sponsoring Add Ons

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

- **GOR 26 PARTY SPONSORING**

As the official party sponsor, you have the opportunity to design and print the tickets and drink menus (at your own expense). Your company will be acknowledged as the GOR Party Sponsor in all official GOR communications (website, newsletters, social media, etc.). Additionally, you may display suitable promotional materials at the event—subject to prior consultation with the DGOF office.

- **GOR 26 COFFEE BAR SPONSORING**

Sponsor the conference coffee bar and put your brand directly into participants' hands. Paper coffee cups featuring your company logo will be used throughout the event. The sponsor is responsible for producing and supplying the branded cups at their own expense.

- **GOR 26 CATERING AT THE RHEINISCHE HOCHSCHULE COLOGNE**

Sponsor the catering at the venue and benefit from increased visibility. As a catering sponsor, you will have the opportunity to display suitable promotional materials on-site. Your company will also be acknowledged as the official catering sponsor in all GOR communication channels.

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 (Thursday, 26 February 2026) 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)

- **PRESENTATIONS SPONSORING**

Choose to be the exclusive sponsor or join as a co-sponsor of the Conference Presentations. As a sponsor, you can display flyers and other materials in the conference room and will be acknowledged as a Conference Presentations Sponsor in all conference communications.

- **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 communications.

Exclusive sponsor  
2000 €

Co-sponsor 600 €

500 € each

Corporate members receive  
a 5% discount.



# Sponsoring Add Ons Media

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



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- **APP SPONSOR**

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

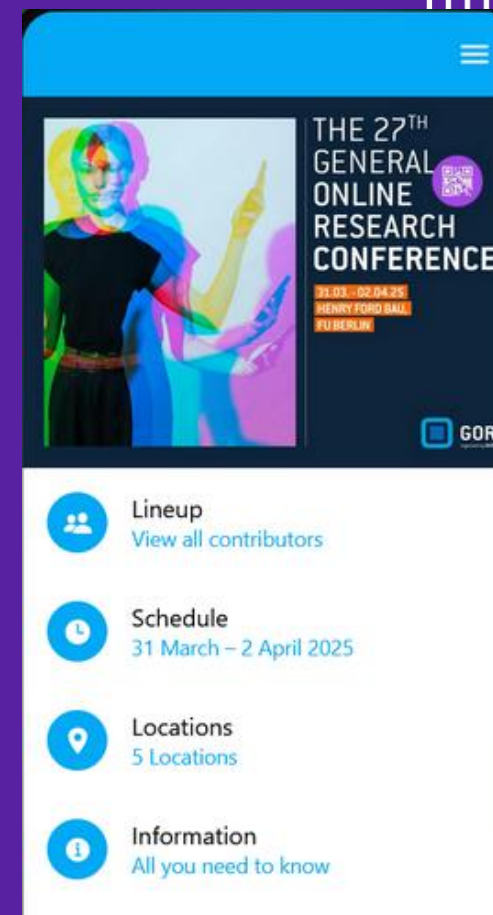
600 €

- **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



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## **Delivery upon booking**

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

Delivery until **February 05, 2026**

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

Delivery until **February 15, 2026**

Any **material for conference bags** must be sent by post

Recipients of **free tickets**

Names must be handed in via email until **February 15, 2026**

# Sponsors of GOR 25

These were the Sponsors of GOR 25

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# CONTACT & BOOKING



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You are interested in sponsoring GOR 26 or have further questions?  
Or are you 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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