



GOR
organized by DGDF

GOR27

GROWING DATA LANDSCAPES

ANNUAL CONFERENCE

SPONSORING OPPORTUNITIES



www.gor.de / contact: office@gor.de

GOR 26 at Rheinische Hochschule Cologne



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GOR in numbers

Annual international conference since 1997

3-day programme in Cologne

250+ international participants from 20+ countries.

Researchers, industry leaders, public institutions & data experts

One of the few conferences worldwide connecting
academia + industry + applied research

Key Topics

AI & Data Science

Innovative Research Methods

Online & Mobile Surveys

Smart & Big Data

Market Research & Public Opinion

Political & Social Science Research

What to Expect

Interactive workshops & hands-on sessions

International keynotes

Peer-reviewed presentations

Networking & collaboration opportunities

Exchange with leading experts in digital research

GOR Visitor Groups*



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GOR Programme



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17 February

Kick-off Workshops at GESIS

18–19 February

Conference Days featuring 80+ presentations

Posters & panel discussions

Two inspiring keynotes

Award competitions

18 February Evening

The Famous GOR Party

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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Basic Sponsoring Package

The GOR 27 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. 2024 or later) can purchase this basic sponsoring package for 600 €.

Sponsoring Add Ons

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



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GOR 27 PARTY SPONSORING

- Branding on drink menus and serviettes
- Opportunity to display promotional materials onsite
- Visibility across website, newsletter & social media

GOR 27 COFFEE BAR SPONSORING

- Brand visibility throughout the conference
- Your logo featured on coffee cups
- Direct exposure to all participants

GOR 27 CATERING ON CAMPUS

- Sponsor the conference catering onsite
- Brand presence at the venue
- Promotional material placement opportunity
- Recognition across official 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**

- Your logo on all conference bags
- One bag for every participant
- High visibility throughout the event

1.000 €

- **EARLY CAREER NETWORKING EVENT**

- Visibility among early career researchers & industry talent
- Sponsor mention across GOR communication channels

600 €

- **CONFERENCE BADGE**

- Your logo printed on all participant name badges
- Daily brand exposure throughout the conference

600 €

- **LANYARDS**

- Your branding on official conference lanyards
- Distributed to every participant
- Continuous visibility during the entire event

600 €

- **STUDENT T-SHIRTS**

- Your logo on student staff T-shirts
- Mobile brand presence across all event days

600 €

Corporate members receive a 5% discount.

Sponsoring Add Ons

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

- **PRESENTATIONS SPONSORING**

Become the exclusive or co-sponsor of the conference presentations and position your brand at the heart of GOR 27. Sponsors may display flyers and promotional materials in the conference rooms and will be acknowledged in official conference communications.

- **AWARD SPONSORING**



Sponsor one of the prestigious GOR awards: Poster Award, Thesis Award or the GOR Impact & Innovation Award. Gain visibility among leading researchers and industry experts. Sponsors are featured in all conference communications, and a company representative will join the respective award jury.

Exclusive sponsor
2000 €

Co-sponsor 600 €

500 € per award

Corporate members receive
a 5% discount.

Sponsoring Add Ons Media

(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



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Delivery upon booking

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

Delivery until **February 05, 2027**

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

Delivery until **February 15, 2027**

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

Recipients of **free tickets**

Names must be handed in via email until **February 15, 2027**

Sponsors of GOR 26

Bilendi

horizoom
people first.

GIM. BETTER INSIGHTS.

xelper

talk

produkt+markt
marketing research

inspirient
cognitive analytics

infas

GESIS Leibniz Institute
for the Social Sciences

ESRA
EUROPEAN SURVEY RESEARCH ASSOCIATION

norstat

Datapods

MNFORCE

moweb
research

verian

TESTSET

CONTACT & BOOKING



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You are interested in sponsoring GOR 27 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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