



GOR 10

12. international conference

GENERAL ONLINE RESEARCH 2010



May 26-28, 2010 in Pforzheim

Information for exhibitors and sponsors

Conference Portrait

The pursuit of the General Online Research (GOR) is the discussion of fundamental research, innovative developments, and practical experiences in the field of online research. Online research covers a) all methods, instruments and theories that are dealing with the collection of data via the Internet and b) effects of online applications and technologies on all levels of society. Since 1997 GOR delivers high quality research results important for researchers and practitioners from universities and companies who want to stay on top of new developments and best practices.

This conference focuses on two topics:

- Data Quality / Sample Quality / Panel Quality
- Participative Internet - Participative Society?

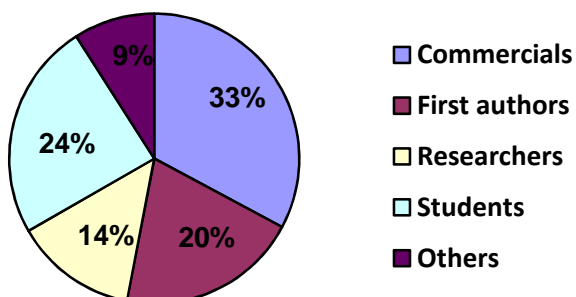
Conference-Tracks are

- Methodology in Online Research (Track 1)
- Applied Online Marketing Research (Track 2)
- Internet, Communication, and Society (Track 3)

Audience

GOR 10 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 09 in Vienna. The integration of theory and practice attracts a large number of participants:

Visitors GOR09



(Source: own survey)

Pforzheim: Gold city and gateway to the Black Forest.

Lying at the intersection of the **Black Forest**, the 'Gold City' of Pforzheim is blessed with an appealing surrounding landscape. The city acts as a bridge between the **conurbations of Karlsruhe and Stuttgart**, making it one of the most attractive locations in Baden-Württemberg.

Pforzheim is known as the '**City of short distances**', a perfect precondition for GOR 10. Conference, Early Bird Meeting and Party will all be held in convenient distances.

You can find more information on Pforzheim at the following website: <http://www.pforzheim.de/index.php?id=338>. Of course, we will be glad to supply you with special offers for hotels nearby the conference site.

University of Pforzheim

The conference and the exhibition will take place at the University of Pforzheim. The establishment and historical development of the Pforzheim University is linked in many ways to the evolvement of the regional economy which today is one of Europe's leading business regions.

Organizers & partners

The international conference is organized by the German Society for Online Research (Deutsche Gesellschaft für Online-Forschung, DGOF). Co organizer of the congress is the University of Pforzheim. Media partners of the GOR 10 are the magazine Research & Results and the online platform marktforschung.de.

Schedule

Traditionally, the GOR follows this schedule (subject to alteration):

May 26, 2010:

- Workshops
- DGOF Member Meeting
- Early Bird Meeting

May 27, 2010:

- Conference
- Exhibition
- Party

May 28, 2010:

- Conference
- Exhibition

Forms of sponsorship

1. Party sponsor
2. Levels: Platinum, Gold, Silver
3. Individual sponsoring

1. Party sponsor

Sponsoring of the legendary GOR party is an outstanding option as the party is one of GOR's highlights and the name of your organization will be closely connected to it:

- The party sponsor will be mentioned on the cover page of proceedings as well as on our website and advertising.
- The party sponsor has the opportunity to put up a brochure holder in the exhibition area.
- Party sponsor receives tickets for whole conference (quantity to be discussed)
- Party sponsor may
- Fee: after arrangement

2. Levels: Platinum, Gold and Silver

Conference sponsors receive various levels of visibility, conference tickets, advertising and some levels include the opportunity to put up brochure holders in our exhibition hall.

Level	Brochure Holder	GOR 10 Tickets	Ad in proceedings	Visibility (proceedings, website)	Fee
Platinum - bags - badges & notepads - catering	Yes	4	Full-page	Yes (plus: logo on cover page of proceedings, mentioning as platinum sponsor)	5.000,- EUR
Gold	Yes	2	Half-page	Yes	2.500,- EUR
Silver	-	-	Half-page	Yes	1.000,- EUR

Specifications for **Platinum sponsors** – each platinum sponsorship is exclusive and may be booked once.

- Platinum sponsor conference bags: 5000,- EUR and production of bags (Layout after consulting the DGOF, the logos of the sponsor and the GOR will have to be printed on the bags)
- Platinum sponsor name badges, lanyard keychains and note pads: 5000,- EUR and production of badges/ lanyard keychains/note pads (Layout after consulting the DGOF, the logos of the sponsor and the GOR will have to be printed on the notepads, no specifications for lanyard keychains)
- Platinum sponsor catering: 5000,- EUR and production of catering's staff shirts

Optional for all levels:

- Additional fee for exhibition booth (12 m²): 1.000,- EUR
- Additional fee for upgrade to full-page ad: 600,- EUR (platinum sponsors already receive a full-page ad)
- Additional charge cover page 2, 3 (full page only): 150,- EUR
- Additional charge cover page 4 (full page only): 200,- EUR

3. Individual sponsorship

All sponsors will be mentioned with their logos on our website and in our proceedings.

■ **Sponsoring of one conference track:** 2.500,- EUR

The conference is divided into three tracks – each track may be sponsored . By sponsoring one track the sponsor will be mentioned in the program (online and in proceedings) and the sponsors may put up displays and leaflets in the room where the track takes place.

Conference-Tracks are

- Methodology in Online Research (Track 1)
- Applied Online Market Research (Track 2)
- Internet, Communication, and Society (Track 3)

■ **Internet access:** 2.000,- EUR (incl. additional mentioning on leaflet which provides every participant with access data)

■ **Print of proceedings:** 1.000,- EUR (incl. additional mentioning in imprint, not exclusive form of sponsorship, multiple sponsors possible)

■ **Best Practice Award:** 1.000,- EUR

■ **Poster Award:** 500,- EUR

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 they need more than two tickets, exhibitors can purchase additional tickets at a special price (20% discount) of 312,- EUR
- Internet access (W-LAN, WLAN-Cards for PCs and Laptops are not included).

Costs for this basic equipment of one exhibition stand

- Booth No. 1 (8 m²): 1.500,- EUR
- Booth No. 2-12 (12 m²): 1.800,- 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

Bundled with an exhibition stand 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.

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 Pforzheim not later than 10th of May 2010.

Advertisements in the reader of abstracts (printed and online version)

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)

½ page (only b/w)	700,- EUR
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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.)

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Hans-Boeckler-Str. 163

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Tel.: (+49) – 2233 – 518298

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

<http://www.dgof.de>

<http://www.gor.de>

(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!)		<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"/>
Ad in program: 1/2 page (b/w)	(700 EUR)	<input type="checkbox"/>
Ad in proceedings: 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"/>
Supplement to the conference folder	(400 EUR)	<input type="checkbox"/>

Special requests / questions:

All prices plus legal value added tax.

(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!):

1. Party sponsor enquiry		<input type="checkbox"/>
2. Levels		
Premium	(5.000 EUR)	<input type="checkbox"/>
Favoured form: - bags		<input type="checkbox"/>
- badges/keychains and notepads		<input type="checkbox"/>
- catering		<input type="checkbox"/>
Gold	(2.500 EUR)	<input type="checkbox"/>
Silver	(1.000 EUR)	<input type="checkbox"/>
Optional: exhibition booth	(1.000 EUR)	<input type="checkbox"/>
Optional: upgrade to full-page ad	(600 EUR)	<input type="checkbox"/>
Optional: cover page 2,3 (full-page only)	(150 EUR)	<input type="checkbox"/>
Optional: cover page 2,3 (full-page only)	(200 EUR)	<input type="checkbox"/>
3. Individual sponsorship		
Sponsoring of one conference track	(2.500 EUR)	<input type="checkbox"/>
Favoured track: 1 (Methodology in Online Research)		<input type="checkbox"/>
Favoured track: 2 (Applied Online Market Research)		<input type="checkbox"/>
Favoured track: 3 (Internet, Communication, and Society)		<input type="checkbox"/>
Sponsoring of internet access	(2.000 EUR)	<input type="checkbox"/>
Sponsoring of print of proceedings	(1.000 EUR)	<input type="checkbox"/>
Sponsoring of Best Practice Award	(1.000 EUR)	<input type="checkbox"/>
Sponsoring of Poster Award	(500 EUR)	<input type="checkbox"/>