



German-American
Business Forum



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

German-American Business Forum 2019

June 4, 2019 | Potsdam, Germany

Sponsorship Opportunities



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German-American Business Forum

The German American Chambers of Commerce (AHK USA), in cooperation with the Potsdam Chamber of Commerce and Industry, would like to invite you to the 6th German-American Business Forum in Potsdam, Germany on June 4, 2019.

The event targets German companies that are seeking to establish business relationships within the US, and focuses on consulting, discussions, as well as workshops addressing practical questions about doing business in the USA.

Use the German-American Business Forum as a platform to present your company to an international audience consisting of a wide variety of professionals from numerous industries.

More than 250 German company representatives with interest in expanding in the US market are expected to attend.

Not only will you reach the various attendees and representatives of politics and economics on the day of the event, you will also benefit from expansive marketing activities and international press and public relations before, during and after the conference.

Please take the time to review the various sponsorship levels and benefits.

Choose your sponsorship package now! We are looking forward to working with you and are more than happy to tailor any of our packages to your meet specific needs.

For more information please contact:

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Sponsorship Opportunities 1/3

BENEFITS	PREMIUM SPONSOR (limited to 1 sponsor)	EXCLUSIVE DINNER RECEPTION SPONSOR (limited to 1 sponsor) evening on June 3, 2019	LUNCHEON SPONSOR (limited to 1 sponsor)	EXHIBITOR (limited to 6 exhibitors)
Cost	16.500 Euro	10.000 Euro	5.500 Euro	3.500 Euro
Press release & announcement during official opening speech	sponsor will be listed in press releases in Germany and the US and will be announced during the conference's official opening speech	SOLD OUT!		
Logo on name tags	your logo printed on event name tags of all conference participants			
Exclusive exposure	exclusive exposure via a one-page, four-color ad on the second page of the printed program			
Logo on event registration website	your logo on our event registration website			
Speaking opportunity	greet guests at the Business Forum with a short welcoming			
Space for promotional materials or logo	table for your promotional materials during the event (premium space); pop-up banners can also be used (highboy and standard roll-up banner)			
Logo on promotional material	your logo on promotional materials before, during and after the event, on our event website and in all mailings			
Logo on signs & presentation screen	recognition on representative signs at the conference venue and presentation screen			
Admission to the Business Forum	free admission for four (4) to the German-American Business Forum			
Admission to the Evening Reception	two (2) tickets for the exclusive dinner reception on the eve of the conference			
		your logo printed on event name tags of all evening reception participants		
		exclusive branding of dinner reception, e.g. display of promotional material, display of banners, etc.		
		your logo on our event registration website		
		greet guests at the dinner reception on the evening prior to the Business Forum with a short welcoming	sponsor is announced before lunch break	
		table for your promotional materials during the event (premium space); pop-up banners can also be used (highboy and standard roll-up banner)	presentation of your logo on all tables during the lunch break; opportunity to provide give aways and promotional materials	table for your promotional materials during the event; pop-up banners can also be used (highboy and standard roll-up banner)
		your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings
		recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen
		free admission for four (4) to the German-American Business Forum	free admission for two (2) to the German-American Business Forum	free admission for two (2) to the German-American Business Forum
		four (4) tickets for the exclusive dinner reception on the eve of the conference		



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Sponsorship Opportunities 2/3

BENEFITS	CONFERENCE MATERIAL SPONSOR (limited to 1 sponsor)	CONFERENCE BAG SPONSOR (limited to 1 sponsor)	LANYARD SPONSOR (limited to 1 sponsor)	BREAKFAST SNACKS SPONSOR (limited to 1 sponsor)		
Cost	2.750 Euro	2.750 Euro	2.500 Euro	2.500 Euro		
Press release & announcement during official opening speech	-	-	SOLD OUT!	SOLD OUT!		
Logo on name tags	-	-				
Exclusive exposure	-	-				
Logo on event registration website	-	-				
Speaking opportunity	-	-			sponsor is announced during opening of event	
Space for promotional materials or logo	exclusive provider of conference materials (pens, notepads) branded with your logo for all conference participants	exclusive provider of conference bags for all conference participants (bags that you provide are already branded with your company logo)			exclusive provider of lanyards for name tags of all conference participants (lanyards that you provide are already branded with your company logo)	presentation of your logo on all tables during the breakfast; opportunity to provide give aways and promotional materials
Logo on promotional material	your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings			your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings
Logo on signs & presentation screen	recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen			recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen
Admission to the Business Forum	free admission for one (1) to the German-American Business Forum	free admission for one (1) to the German-American Business Forum			free admission for one (1) to the German-American Business Forum	free admission for one (1) to the German-American Business Forum
Admission to the Evening Reception	-	-			-	-



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Sponsorship Opportunities 3/3

BENEFITS	COFFEE BREAK SPONSOR (limited to 2 sponsors)	WORKSHOP SPONSOR (only 3 still available)	MAILING / POSTCARD SPONSOR (limited to 1 sponsor)	ONLINE SPONSOR (limited to 2 sponsors)
Cost	2.500 Euro	1.750 Euro	1.500 Euro	1.250 Euro
Press release & announcement during official opening speech	-	-	-	-
Logo on name tags	-	-	-	-
Exclusive exposure	-	-	-	-
Logo on event registration website	-	-	-	-
Speaking opportunity	sponsor is announced before coffee break	sponsor will be announced during the workshop's opening / short introduction of your business	-	-
Space for promotional materials or logo	presentation of your logo on all tables during the coffee break; opportunity to provide give aways and promotional materials	opportunity to display promotional materials in the room of the workshop	your logo on postcards sent to potential attendees of the Business Forum in Germany and the USA	highlighted exposure in our event mailings
Logo on promotional material	your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings	Your logo on promotional materials before, during and after the event, on our event website and in all mailings	your logo on promotional materials before, during and after the event, on our event website and in all mailings
Logo on signs & presentation screen	recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen	recognition on representative signs at the conference venue and presentation screen
Admission to the Business Forum	free admission for one (1) to the German-American Business Forum	free admission for one (1) to the German-American Business Forum	free admission for one (1) to the German-American Business Forum	free admission for one (1) to the German-American Business Forum
Admission to the Evening Reception	-	-	-	-

