



German-American
Business Forum



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

German-American Business Forum 2022

June 8, 2022 | Bielefeld, Germany

Sponsorship Opportunities



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The German American Chambers of Commerce (AHK USA), in cooperation with the Ostwestfalen zu Bielefeld Chamber of Commerce and Industry, would like to invite you to the 7th German-American Business Forum in Bielefeld, Germany on June 8, 2022.

The event targets German companies that are seeking to establish business relationships within the U.S., 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 your platform to present your company in front of an international audience of a wide variety of professionals from numerous industries.

More than 200 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 meet your specific needs.

For more information please contact:

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Sponsorship Opportunities 1/3

| BENEFITS | PREMIUM SPONSOR (limited to 1 sponsor) | EXCLUSIVE EVENING RECEPTION (limited to 2 sponsors) June 7, 2022 | LUNCHEON SPONSOR (limited to 1 sponsor) | COFFEE BREAK SPONSOR (limited to 2 sponsors) |
|---|--|---|---|---|
| Cost | 20.000 Euro | 10.000 Euro | 5.500 Euro | 2.500 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 | - | - | - |
| Logo on name tags | printed logo on event name tags of all conference participants | printed logo on event name tags of all evening reception participants | - | - |
| Exclusive exposure | exclusive exposure via a one-page, four-color ad on the second page of the printed program and sponsor is announced during the welcome remarks | exclusive branding of dinner reception, e.g. display of promotional material, display of banners, etc. and welcoming remarks at the Evening Reception prior to the Business Forum | presentation of your logo on all tables during the lunch break and sponsor will be announced before the lunch break | presentation of your logo on all tables during the coffee break and sponsor will be announced before the coffee break |
| Logo on event website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website |
| Exhibition space for promotional materials or logo | exhibition table for promotional material and give-aways in the foyer of the venue, including pop-up banners | exhibition table for promotional material and give-aways in the foyer of the venue, including pop-up banners | exhibition table for promotional material and give-aways in the catering area | exhibition table for promotional material and give-aways in the catering area |
| 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 | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen |
| Admission to the Business Forum | free admission for four (4) to the German-American Business Forum | 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 one (1) to the German-American Business Forum |
| Admission to the Evening Reception | two (2) tickets for the exclusive dinner reception on the evening prior to the conference | four (4) tickets for the exclusive dinner reception on the evening prior to the conference | one (1) ticket for the exclusive dinner reception on the evening prior to the conference | - |



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Sponsorship Opportunities 2/3

| BENEFITS | EXHIBITOR | US STATE REPRESENTATIVES - Pitch and Exhibition (limited to 10 sponsors) | LANYARD SPONSOR (limited to 1 sponsor) | CONFERENCE BAG SPONSOR (limited to 1 sponsor) | CONFERENCE MATERIAL SPONSOR (limited to 1 sponsor) |
|---|--|--|--|---|--|
| Cost | 3.500 Euro | 3.500 Euro | 2.500 Euro | 2.750 Euro | 2.750 Euro |
| Press release & announcement during official opening speech | - | - | - | - | - |
| Logo on name tags | - | - | - | - | - |
| Exclusive exposure | - | sponsors will receive the possibility to pitch their respective region during the German-American Business Forum | exclusive provider of lanyards for name tags of all conference participants (lanyards that you provide are already branded with your logo) | exclusive provider of bags for all conference participants (bags that you provide are already branded with your logo) | exclusive provider of conference materials (notebooks and pens) branded with your logo for all conference participants |
| Logo on event website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website |
| Exhibition space for promotional materials or logo | exhibition table for promotional material and give-aways in the foyer of the venue, including pop-up banners | exhibition table for promotional material and give-aways in the foyer of the venue, including pop-up banners | - | - | - |
| Logo on promotional material | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen |
| 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 | recognition on representative signs at the conference venue and presentation screen |
| Admission to the Business Forum | free admission for two (2) to the German-American Business Forum | free admission for two (2) 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 | WORKSHOP SPONSOR (limited to 4 sponsors) | BREAKFAST SNACKS SPONSOR (limited to 1 sponsor) | MAILING / POSTCARD SPONSOR (limited to 1 sponsor) | ONLINE SPONSOR (limited to 2 sponsors) |
|---|---|---|---|---|
| Cost | 1.750 Euro | 2.500 Euro | 1.500 Euro | 1.250 Euro |
| Press release & announcement during official opening speech | - | - | - | - |
| Logo on name tags | - | - | - | - |
| Exclusive exposure | sponsor will be announced during the workshop's opening / short introduction of your business | presentation of your logo on all tables during breakfast and sponsor is announced during opening of event | your logo on postcards sent to potential attendees of the Business Forum in Germany and the US | highlighted exposure in our event mailings |
| Logo on event website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website | your logo on our event registration website |
| Exhibition space for promotional materials or logo | exhibition table for promotional material and give-aways in the workshop room | - | - | - |
| 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 | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) at the conference venue and presentation screen | display of your logo on signs (digital & print) 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 | - | - | - | - |

SOLD OUT!