



AHK

German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

GACCoM - Sponsorship Opportunities 2012

German American Chamber of Commerce of the Midwest, Inc. (GACCoM)



**Chose your Individual Sponsorship Package
in order to be visible and generate new business**



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Introduction

GACCoM - Sponsorship Opportunities 2012



Dear GACCoM Members and Friends,

The German American Chamber of Commerce of the Midwest (GACCoM), headquartered in Chicago, was founded in 1963. Our continuing mission is to further promote and assist in the expansion of bilateral trade and investment between Germany and the United States, especially the Midwest. The fostering of bilateral trade relations and investment, and the provision of consulting services to companies with business interest, in the United States are among our key tasks.

Throughout the year, GACCoM hosts numerous events such as the Economic Forum, the MERLIN Awards Gala, and the Executive German Wine Dinner, thereby, offering valuable sponsorship opportunities to our members and friends.

Being GACCoM's yearly sponsor not only guarantees sponsorship of our signature events but provides exclusive benefits (please see next page) that become available only through yearly sponsorship. It is the most cost-effective and targeted way of reaching the German American business community in the Midwest.

Don't miss out on our great opportunities to gain visibility in this vibrant and important community. The following pages will guide you through our events and projects for 2012 which we would like to invite you to be a part of. Please keep in mind that our sponsorship packages are flexible and can be tailored to meet any specific requirements you may have.



GACCoM Fast Facts

- GACCoM has more than 800 members throughout the Midwest (including Colorado).
- GACCoM and its chapters hosted more than 70 events throughout the Midwest in 2011, with over 7,500 attendees (of these, almost 2,500 attended our green events).
- Our members represent a broad cross-section of various industries: Accounting, Automotive, Banks and Financial Institutions, Energy Efficiency, Engineering, Legal Services, Machinery and Automation, Manufacturing, Medical, etc.

German American Chamber of Commerce of the Midwest, Inc. – GACCoM
321 North Clark Street, Suite 1425 | Chicago, Illinois 60654-4714

Tel.: (312) 644-2662 | Fax: (312) 644-0738

E-Mail: info@gaccomm.org | URL : www.gaccomm.org | www.ahk-usa.de | www.ahk.de



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Yearly Sponsorship

GACCoM - Sponsorship Opportunities 2012

Exclusive Yearly Sponsorship Benefits

Your Corporate Logo on GACCoM Website, in all GACCoM Mailings, and on all GACCoM Promotional Material*

The screenshot shows the GACCoM website homepage with a navigation bar and several content sections:

- MOBILITY FORUM TOMORROW, TUESDAY SEPT. 27**: Only One Day Away! Top speakers confirmed. Tuesday, September 27. The Westin Southfield SOUTHDEN, MI. [#MobilityForum2011](#)
- Germany's Best & Oktoberfest**: TODAY AT THE GACCoM BOOTH. Our booth is located directly by the entrance to Germany's Best & Oktoberfest and informs about German business activity in the Midwest and the Chamber's many initiatives. GACCoM's booth is open all day! After 5pm, stop by to learn all about 'The Hawk', a traveling energy efficiency pavilion coming to the Midwest in 2012.
- Unsere Dienstleistungen**: Under Auftrag ist es, die ein deutsch-amerikanisches Geschäft interessanter Unternehmen mit präqualifizierten, effizienten Dienstleistungen zu unterstützen und damit Handel und Investitionen zwischen Deutschland und den USA zu steigern. Unter strategisches Team hat viele Jahre Erfahrung in Deutschland und den USA und freut sich, Ihnen beistehen zu sein. Zur professionellen Beratung deutscher Unternehmen hat die Dienstleistungsbüro der Außenhandelskammer (AHK) USA - Chicago eine breite Palette von Dienstleistungen entwickelt, die auf die Erfordernisse bei geschäftlichen Vorhaben auf dem US-Markt zugeschnitten sind. [www.information.de/usa/ueber/ueber/Deutsch-Amerikanische-Handelskammer](#)
- Unsere Mitglieder - Ein starkes Netzwerk**: Die Deutsch-Amerikanische Handelskammer in Chicago (AHK USA-Chicago) verfügt über eine ausgezeichnete Mitgliedschaft aus internationalen Unternehmen und Personen. Mit über 500 Mitgliedern in den 12 Staaten des Mittleren Westens sowie Canada, ermöglicht Ihnen das GACCoM Netzwerk einen angenehmen internen Austausch und das Knüpfen interessanter Geschäftsbeziehungen. Eine Mitgliedschaft bei der Deutsch-Amerikanische Handelskammer in Chicago bietet Ihnen zahlreiche Vorteile, die Ihnen helfen, sich in der deutsch-amerikanischen Geschäftswelt zu etablieren. [www.information.de/usa/ueber/ueber/Mitgliedschaft](#)
- Newsblöcken**:
 - 22.09.2011: [Chicago's Best and Oktoberfest returns to Navy Pier](#). Figures suggest fuel savings and feed-in tariff payments mean solar panels pay for themselves in four to five years. [more](#)
 - 22.09.2011: [Germany's biggest ride sharing website](#). WithTropengetriebe, a expanding across Europe and taking its carpooling concept to America as well. It's an ambitious move. Success in the traffic-clogged US won't come easily. [more](#)
 - 21.09.2011: [Germany's solar will take the world's fastest-growing energy sources](#). According to the U.S. Energy Department, renewable energies like solar power, wind and hydroelectric are the world's fastest-growing energy sources. [more](#)
 - 20.09.2011: [Chicago's car companies Berlin show](#). It can talk, see, drive and no longer needs a human being to control it by remote. The car of the future — completely, computer-controlled — is on the streets of Berlin. [more](#)
- Veranstaltungen**:
 - 22.09.2011 - Navy Pier, Downtown Chicago, IL. [Germany's Best & Oktoberfest](#). The team of the Christchurch-based Chicago brings traditional and modern Germany to Navy Pier.
 - 27.09.2011 - Southfield, MI. [Germany's Best & Oktoberfest](#). This forum will once again bring top-notch speakers from major US and German players to the Detroit area. [more](#)
 - 02.10.2011 - Westfield, IL. [Global Market Solutions for Importers, Exporters, and Domestic Buyers in the U.S.](#). A conference to provide insight on the need for a skilled work force in manufacturing as well as vocational and educational training (VET). [more](#)
 - 02.10.2011 - Madison, WI. [Meet our delegation of German bigges and solid business companies interested in expanding in the U.S.](#) [more](#)
 - 02.10.2011 - Germany. [Innovative Systems - Young Technology Leaders: Water Management](#)
- Sponsoren**:
 - PLATINUM SPONSORS 2011: FRAGOMEN, HANNOVER MESSA, Lufthansa, Rödl & Partner.
 - ADDITIONAL SPONSORS: BARNES & THORNBURG LLP, Practical Sales Promotion.

MONTHLY YEC STAMMISCH
Wednesday, July 20
5:30 pm - 8:00 pm

LOCATION
Vertigo Sky Lounge
The Dana Hotel & Spa
660 North State Street
Chicago, IL 60654

COVER CHARGE
Free for YEC, GACCoM, and FACC Members
\$5 for Non-Members

For your convenience, we kindly ask you to [REGISTER](#) for this month's Stammsisch.

REGISTER

Appetizers and featured drink specials will be offered.

We invite you to join us at the Dana Hotel on Wednesday, July 20. Network with (young) professionals from the French-American business community as this month's Stammsisch will again be hosted together with the French-American Chamber of Commerce.

We hope to see you at our new, international, and refreshing monthly get-together!

Join Our Mailing List! Forward to a Friend!

PLATINUM SPONSORS: FRAGOMEN, HANNOVER MESSA, Lufthansa, Rödl & Partner

GACCoM proudly presents the MERLIN Awards Gala 2011

Experience the Magic of Excellence in German American Business as we proudly announce our MERLIN Awards Winners 2011 for their exceptional achievements in German American business in four awards categories: BEST NEW COMPANY * BEST INNOVATOR * BEST SERVICE PROVIDER * EXCELLENCE IN TRAINING AND EDUCATION

Friday, May 6, 2011
Hotel InterContinental, Grand Ballroom
505 North Michigan Avenue, Chicago, Illinois 60611

Evening Program:
Doors Open: 6:30 p.m.
Cocktail Reception & Silent Auction: 6:30 - 7:00 p.m.
Dinner, Entertainment & MERLIN Award Presentation: 7:00 - 9:30 p.m.
Dancing, Dessert & Networking: 9:30 - 11:30 p.m.

Please visit [www.gaccom.org](#) for more information, sponsorship opportunities & registration.

Gold Sponsors:
Barnes & Thornburg LLP | Fragomen, Del Rey, Berns & Lanyon, LLP
K + S North America Salt Holdings LLC | Lufthansa | Rödl & Partner

PLATINUM SPONSORS: FRAGOMEN, HANNOVER MESSA, Lufthansa, Rödl & Partner

* Does not include special projects / events such as certain government funded events



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Diamond

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Diamond Sponsorship

The Diamond Sponsorship level is the highest level we offer. As GACCoM's greatest supporter you will receive the greatest benefits in return. With an annual sponsorship commitment of **\$29,000**, your company will receive exclusive visibility within the German American business community of the Midwest all year around. Don't miss out on this exclusive branding opportunity with many exclusive features to attract maximum attention.

Limited to 2 (two) companies/organizations from non-competing industries/sectors

Exclusive Opportunity:
Meet half-yearly with our
President & CEO and
receive exclusive
speaker access at our
events

Benefits of GACCoM Corporate Membership (\$1,000 value)

Print*	Digital*	Events*
Exclusive recognition as Diamond Sponsor prominently placed on all printed membership materials <ul style="list-style-type: none"> Event programs Annual Highlights Brochure Membership & Events mailings (excludes Chapter mailings) GACCoM Sponsorship Signage 	Your corporate logo linked to your website will be placed on front page of GACCoM website (400,000 clicks per month) as Diamond Sponsor (\$2,200 value)	Principal Sponsor** for Economic Forum <u>OR</u> MERLIN Awards Gala
½ page color advertisement and premium profile in GACCoM's Membership Directory (\$3,000 value)	Your banner/logo ad placed in monthly ChamberBrief (electronic newsletter distributed to approximately 3,000 contacts)	Gold Sponsor for Economic Forum <u>OR</u> MERLIN Awards Gala
NEW: Exclusive opportunity to lay out promotional material (up to 2 [two] items) in GACCoM's reception area	Logo on Membership & Event Mailings	Lead Sponsor for one of GACCoM's Focus Series events <u>AND</u> for one of GACCoM's German Night events during an industry-specific trade show
	Webcast Sponsor for 1 (one) of our live streamed events* <u>AND</u> Webcast Access to all our live-streamed events	Speaking Opportunity at one of GACCoM Signature Programs (approval of speaker and topic required)

Total value of over \$43,000
Your sponsorship commitment is \$29,000

Add-On Feature: Organization of a joint event with GACCoM (format subject to GACCoM agreement) \$3,000



* excludes Chapter materials and special projects / events such as certain government funded events

** first-come, first-serve



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Platinum

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Platinum Sponsorship



Platinum Sponsorship offers comprehensive benefits which provide an excellent opportunity to increase your visibility in the German American Business Community in the Midwest all year around. Includes sponsorship of all of GACCoM's signature events and many benefits that can only be received through yearly sponsorship. Increase your brand recognition within the German American business community now!

**Limited to 7 (seven)
companies/organizations**



Benefits: GACCoM Corporate Membership (\$1,000 value)

Print*	Digital**	Events*
Recognition as Platinum Sponsor prominently placed on all printed membership materials <ul style="list-style-type: none"> GACCoM Info Brochure Event Programs Annual Highlights Brochure Membership & Events Mailings (excludes Chapter mailings) GACCoM Sponsorship Signage 	Your corporate logo linked to your website on front page of GACCoM website (400,000 clicks per month) (\$2,200 value)	Gold Sponsor for Economic Forum AND Gold Sponsor for our MERLIN Awards Gala
Enhanced listing in the annual Membership Directory <u>or</u> German Subsidiaries in the U.S. Directory (\$450 value)	Your corporate logo in our monthly <i>ChamberBrief</i> (electronic newsletter distributed to approximately 3,000 contacts)	Table Sponsor for 1 (one) of GACCoM's German Night Receptions OR for 1 (one) of GACCoM's Focus Series events
	Logo on Membership & Event Mailings AND Webcast Access to all our live-streamed events	Spätlese Sponsor for the Annual Executive Wine Dinner

*Total value of over **\$29,000**
Your sponsorship commitment is **\$19,000***

** for pixel size and format specifications on all digital images, please contact Jayne Riemer-Chishty at riemer-chishty@gaccomm.org

*Add-On Feature: Organization of a joint event with GACCoM (format subject to GACCoM agreement) **\$3,000***

* excludes Chapter materials and special projects / events such as certain government funded events



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Patron

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Patron** – Stick out from the Crowd

Become a loyal GACCoM member and reserve a sponsor table today at GACCoM's signature events for a special price given your continuous support. Your company will be recognized as a Patron on selected GACCoM promotional materials such as the Highlights Brochure as well as on our website under the Membership section highlighting you as an active patron of the chamber.



Benefits:

Membership*	Print/Digital*	Events*
Corporate Membership (\$1,000 value)	Premium Profile in the annual German Subsidiary Directory or Membership Directory (\$450 value)	Silver Sponsor at the Economic Forum OR Spätlese Sponsor for the Annual Executive Wine Dinner
	Your corporate logo linked to your website in the Membership section of our GACCoM website (\$1,200 value)	Gold Sponsor at the Annual MERLIN Awards Gala

*Total value of \$11,000
Your sponsorship commitment is \$10,000*



* excludes Chapter materials and special projects / events such as certain government funded events

** exclusive membership opportunity (not a yearly sponsorship package)



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Economic Forum

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Annual Economic Forum 2012 – January 26th

This annual nationwide economic outlook and luncheon is a joint collaboration of all AHK USA offices in conjunction with the Representative of German Industry and Trade in Washington D.C. As part of the program, top economists will present the U.S. and European outlook from a macro-economic perspective and subsequently the roundtable, including company executives, will discuss how they will economically face the year ahead. More than **200 GACCoM members and friends**, including senior executives from German/European and American companies, attend the Economic Forum every year.



Sponsorship Levels

Principal Sponsor: \$6,500 (Includes all benefits of Gold Sponsorship plus)	Gold Sponsor: \$3,800
1 (one) exclusive seat at a VIP/speakers table – special opportunity to get in touch with our top panelists!	Prime exhibition space with a covered table and space for pop-up banners and literature
Memory stick branding: every attendee will be given a memory stick (containing speaker presentations and bios*) branded with your corporate logo, you may place an electronic company brochure on the stick*	Corporate logo will be prominently placed on newsletter for one quarter AND placed as Gold Sponsor on event signage
20% discount on up to 5 (five) additional tickets for the event	Premium seating for table of 10 (ten)
CD-Rom with all Economic Forum photos + Video Clips*	Your company will be listed as Gold Sponsor on all printed event-related materials and on our website: www.gaccomm.org
	Corporate logo will be placed on event signage as Gold Sponsor
	Invitations and announcements are sent to approximately 3,000 executives across the country



* Speaker approval required

** memory stick should be provided by company, GACCoM may assist if needed



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Sponsorship Levels (continued)

Silver Sponsor: \$2,300	Webcast Sponsor: \$3,400*
Preferred seating for table of 10 (ten) people	High visibility of company logo identifying your company as Webcast Sponsor before, during, and after the event
Your company will be listed as Silver Sponsor on all printed event-related materials and on our website: www.gaccomm.org	Your company will be listed as Webcast Sponsor on all printed event-related materials and on our website: www.gaccomm.org
Logo on Sponsor Signage as Silver Sponsor	Corporate logo will be placed on event signage as Webcast Sponsor
Your company will be announced during the event	Your company will be announced during the event
Invitations and announcements are sent to approximately 3,000 executives across the country	Invitations and announcements are sent to approximately 3,000 executives across the country

For additional sponsorship opportunities, please contact Anna Cournoyer at (312) 494-2176 or cournoyer@gaccomm.org.



*Limited to one sponsor. Enables you to reach attendees across the U.S. and Germany who are not able to participate in person. All presentations will be included in the live webcast (pending speaker approval).



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MERLIN Awards Gala

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Annual MERLIN Awards Gala – May 4th, 2012

For 10 years GACCoM has been giving the MERLIN Award to honor outstanding companies representing excellence in German American business and trade. The audience and award recipients are made up of executives and professionals from the German American business community. In 2011, almost **300 people** attended this glamorous affair. As we would like you to share in the success of this event, we are offering you a special opportunity to invite your clients and guests to your own exclusive sponsor table. Sponsors receive recognition throughout the Gala from our website to the printed material, in the ball room and in our newsletter's special MERLIN edition after the event.

Don't miss this exquisite opportunity to showcase your company to this elite group of businesses.



Sponsorship Levels

Principal Sponsor: \$8,000*	Gold Sponsor: \$6,000	Silver Sponsor: \$4,000
Your corporate logo will be included on footer of event picture: a picture will be taken of all attendees including a footer showing your corporate logo as well as the MERLIN 2011 logo	Prime exhibition space with a covered table and space for pop-up banners and literature during the Silent Auction (1-6' table) AND Premium seating for a table of 8 (eight)	Silver Sponsor – preferred seating for a table of 8 (eight)
CD-Rom with all Annual MERLIN Awards Gala 2010 photos	Company will be announced during the gala	Company will be announced during the gala
Opportunity to place / distribute giveaway item <i>(subject to GACCoM approval)</i>	Corporate logo on sponsor signage at registration and on screen in Grand Ballroom	Corporate logo on sponsor signage at registration and on screen in Grand Ballroom
	Company listed as Gold sponsor on all printed materials and on GACCoM website	Company listed as Silver Sponsor on all printed materials and on GACCoM website
	Invitations and announcements are mailed to approximately 3,000 German American business executives	Invitations and announcements are mailed to approximately 3,000 German American business executives
*includes all the benefits of Gold Sponsorship	Half page color advertisement (provided by sponsor) in our Gala program AND 3-months-banner ad on GACCoM website	





GACCoM - Sponsorship Opportunities 2012

Focus Series

GACCoM organizes several industry focused panel discussions/luncheons per year which focus on a current issue significant to the transatlantic relationship between the U.S. and Germany. Company leaders get together for an interactive dialogue to provide valuable and first hand information to the German American business community. Each event is attended by more than 100 guests and, therefore, constitutes a great networking event as well.

Sample of GACCoM panel discussions / luncheons:

- *CEO Speaker Series*
- *What Can Suppliers and Manufacturers Learn from Current Industries in Crisis?*
- *Germany after Election Day*
- *Luncheon and Discussion with former EU Commissioner Günther Verheugen*

Sample Event Agenda

11:15 am	Registration
11:15 - 12:00 pm	Networking
12:00 - 12:30 pm	Lunch
12:30 - 02:00 pm	Panel Discussion



Sponsorship Levels

Lead Sponsor: \$ TBD	Table Sponsor: \$2,000
Table-top exhibition space at the event	
Table Sponsor - preferred seating for a table of 10 (ten)	Table Sponsor - preferred seating for a table of 10 (ten)
Company listed as a sponsor on all event-related printed materials and email blasts	Company listed as a sponsor on all event-related printed materials and email blasts
Company listed as sponsor on the event's section of our website	Company listed as sponsor on the event's section of our website
Name included on sponsor signage	Name included on sponsor signage
Invitations and announcements are mailed to approximately 3,000 business contacts in the Midwestern German American business community	Invitations and announcements are mailed to approximately 3,000 business contacts in the Midwestern German American business community



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German Night

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German Nights at Major Trade Shows

GACCoM's German Nights are a great opportunity to continue networking even after the showroom closes! Sponsor one of GACCoM's popular German Nights hosted during Chicago's major trade shows such as the Design & Manufacturing Midwest, BIO, IMTS, and WindPower. GACCoM has successfully hosted various networking receptions bringing together professionals from both sides of the Atlantic. Don't miss this chance to reach out and present your company to targeted industries. GACCoM's 2012 German Nights will be announced soon as the schedule for the 2012 trade shows in the Chicago area is still to be determined.

Outline of previous German Night Receptions:

WindPower

Design & Manufacturing Midwest

IMTS

GREENBUILD (International Networking Reception)



Sponsorship Levels:

Lead Sponsor: \$ TBD	Event Sponsor: \$2,000
Speaking opportunity at beginning of networking reception	Recognition as a sponsor in all event-related marketing materials
Recognition as Lead Sponsor in all event-related marketing materials	1 (one) table to present your company and materials
Your company listed as Lead Sponsor on our the event's section on our website	5 (five) registrations included for the reception
1 (one) premium promotional material table	Your company listed as a sponsor on our the event's section on our website:
Opportunity to hang banner in event space	Name included on sponsor signage at event
10 (ten) registrations included for the reception for your clients and guests	Invitations sent to approximately 3,000 executives in the U.S. and Germany!
Opportunity to give promotional items to all attendees	
Invitations sent to approximately 3,000 executives in the U.S. and Germany!	



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Annual Wine Dinner

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Annual Executive Wine Dinner – November 2012

GACCoM's Annual Executive Wine Dinner revolves around a 7-course dinner paired with 7 German wines from Germany's most famous wine-growing regions. Traditionally, the event starts with a networking cocktail hour before the seated dinner gets underway. Sponsoring this signature event is an excellent way for you to promote your company in association with the finest German wines and show your gratitude toward your partners, clients and friends in a unique and elegant setting. We would be honored to welcome you and your guests to this event. In 2010, more than **170 people** attended this extraordinary event.

Sponsorship:

Spätlese Sponsor: \$2,500

A sponsor table for 6 (six) people (due to glassware, we can accommodate a maximum of 7 at a table)

Prominent mention in all event-related promotional materials

Company listed on sponsor sign

Your corporate logo on event website

Invitations sent to approximately 3,000 business contacts in the German American business community.





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At a Glance

GACCoM - Sponsorship Opportunities 2012

Diamond Sponsor Package <i>(limited to 2 sponsors)</i>	\$29,000 □
Platinum Sponsor Package <i>(limited to 7 sponsors)</i>	\$19,000 □
Patron	\$10,000 □
Annual Economic Forum	Principal \$6,500 □ Gold \$3,800 □ Silver \$2,300 □ Webcast \$3,400 □
MERLIN Awards Gala	Principal \$8,000 □ Gold \$6,000 □ Silver \$4,000 □
Focus Series	Lead \$TBD □ Table \$2,000 □
German Night	Lead \$TBD □ Event \$2,000 □
Annual Wine Dinner	Spätlese \$2,500 □



GACCoM Chapter Sponsorship Opportunities

Our Chapters provide local membership services and organize special events as well as networking events for local members in **Colorado, Michigan, Minnesota, and Wisconsin.**

Please contact Jayne Riemer-Chishty or Anna Cournoyer if you would like to receive more information on chapter sponsorship.



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Sponsorship Form

GACCoM - Sponsorship Opportunities 2012

Sponsorship Commitment Form

Our sponsorship packages are all flexible and can be tailored to meet any specific objectives you may have. We welcome your ideas and will be happy to develop a package to suit your needs.

*Choose according to
your Marketing Strategy:*

*Individualize your
sponsorship package and
receive an event-only or
online-only exposure.*



Please complete this Sponsorship Commitment Form and return it to:

Anna Cournoyer, Manager, Events & Membership

Email: cournoyer@gaccomm.com Tel.: (312) 494-2176
Fax: (312) 644-0738

German American Chamber of Commerce of the Midwest, Inc. - GACCoM
321 North Clark Street, Suite 1425 | Chicago, Illinois 60654-4714

2012 Sponsorship Package

Diamond Sponsorship 2012

Platinum Sponsorship 2012

Patron 2012

Customized Sponsorship Package



Sponsor Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Submitted by _____ Email _____

