

#DIGITALIZATION!



Partnership Sponsoring Offer 2024

by



Deutsch-Tschechische
Industrie- und Handelskammer
Česko-německá
obchodní a průmyslová komora

PLATFORM TOPICS



PartnerFor
Digitalization



BECOME A **PARTNER** OF OUR PLATFORM



KNOW HOW

Get insights into **digital solutions** of other companies

BUSINESS CASE

Widen your **network and clients base**

VISIBILITY

Benefit from a huge **marketing package** including
visibility of your CEO and top management



GET 3 PACKAGES IN 1



BEST PRACTICE COMPANY TOURS

Implementation of digital solutions in the various business areas

- Our **company tours** take partners, members, media and institutions to companies of **premium partners**, who present their **state-of-the-art solutions**.
- Participants gain exciting insights at first hand **behind the scenes of production lines, offices or sales rooms** - experience digitalization!
- In the **"Management Talk" (C-level)** the premium partners will discuss the opportunities and challenges of their digital transformation.

MARKETING

Visibility in the DTIHK media and other important Czech media channels

- Your company and top management present themselves free of charge in the DTIHK media with high-quality print **advertorials and advertisements** in the magazine PLUS, on the **website, social media**, in the **email signature** and in the chamber's monthly **newsletter**.
- We mention the partners in the press releases on the TopTheme. An external **media partner** will increase the reach.

CONFERENCE

German Czech Economic Forum on digital transformation

- Your **CEO** will be visible and play an **active role in the panel discussions** on digital transformation.
- Present your **company and digital solutions**.



Premium Partnership

present, get inspired & be visible

- Present your company actively as a pioneer of digitalization at the Best Practice Company Tour (or: play an active role in the panel discussions at the final conference)
- Increase your visibility as a company with the full marketing package and the presentation at the final conference
- Connect with new potential clients for your solutions
- Get inspiration for new approaches, solutions and awareness of possible errors
- Get connected to other key companies and innovators

8.000 EUR

Partnership

get inspired & be visible

- Get inspiration for new approaches, solutions ... and awareness of possible errors
- Get connected to key companies and innovators
- Increase your visibility as a company with a marketing package and visibility as a partner at the final conference

2.500 EUR



PACKAGE DETAILS



Activity & Visibility:

Host of Best Practice Tour incl. Management Talk (C-level)

You host one Best Practice Tour and present your company as a pioneer of digitalization to potential partners and clients, representatives of the state administration and media

OR

Your CEO performs in the Panel discussion

at the final conference "German Czech Economic Forum" (C-level) on digitalization

Participation in each of the 3-4 Best Practice Tours to other companies

Be part of the Best Practice Tours through production plants, offices and sales rooms and gain exciting insights behind the scenes and experience digitalization at first hand

Free tickets for the final conference "German Czech Economic Forum"

Premium Partner

Partner



2 tickets
per tour



5



1 ticket
per tour



3

PACKAGE DETAILS



Visibility:

Your **Logo** in all digital and print materials

- on the Chamber’s homepage & Microsite with Pro-Link to your company website
- in the PLUS magazine

Premium Partner

Partner



section „Premium”



Broad presentation of your company in the **PLUS** magazine + **Online** presentation

You present your digital Best Practice and a quote of your CEO in the PLUS magazine (8k copies and reach up to 50k readers) + on microsite to the TopTheme (premium only)



double page
list price 49.000 CZK



1 page
list price 39.000 CZK

Extra advertisements in the **PLUS** magazine

You place full-page advertisements in two more issues of PLUS magazine in 2024



2 full-page Ads
list price 78.000 CZK

DTIHK E-mail signature

40 employees send out 1k e-mails daily with your logo



section „Premium”



Social media posts in channels of the chamber

Tags in posts to the TopTheme throughout the year - LinkedIn / Facebook



own post for „Premium”



Mention in **Press releases** to the TopTheme



section „Premium”



#DIGITALIZATION of the Czech industry
is a catalyst for the **economic transformation!**



PartnerFor
Digitalization

Join the
Platform!



by



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