All information, prices, illustrations and specifications contained in this brochure are based on the latest information available at time of production. Although we attempt to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

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The German American Chamber of Commerce
of the Southern U.S.
# Table of Contents

- The GACC South ............................................. 6
- Our Services .................................................. 8
- Our Audience 2018 .......................................... 10
- Membership & Sponsorships ......................... 12
  - Memberships ............................................ 12
  - Sponsorships ........................................... 15
- Events .......................................................... 18
  - Georgia .................................................... 26
  - Carolinas .................................................. 28
  - Texas ....................................................... 30
- Print ........................................................... 36
- Digital ........................................................ 44
- Other Marketing Services ............................... 48
- Miscellaneous Opportunities ......................... 49
- Consulting Services ....................................... 50
The German American Chamber of Commerce of the Southern United States, Inc. (GACC South) was founded in 1978 to promote and support bilateral trade between Germany and the U.S. The GACC South is headquartered in Atlanta, Georgia, with a branch office in Houston, Texas. The GACC South serves eleven Southern states - Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee and Texas, two U.S. Territories - Puerto Rico and the U.S. Virgin Islands, as well as the Bahamas. In addition, five local chapters located in Florida, North Carolina, South Carolina, Tennessee and Texas support the region, as well as our two affiliates the German American Business Chamber of South Florida (GABC) in Miami, Florida and the Alabama Germany Partnership (AGP) in Birmingham, Alabama.

The GACC South is a private, non-profit organization and serves as the official representative of German industry and trade in the Southern U.S. It is part of an international network composed of 140 German Chambers of Commerce Abroad and government offices in 92 countries. The GACCs are one of the largest bi-national chambers in the U.S
The German American Chambers of Commerce are part of the larger network of 140 Chambers around the world and the governing body of German Chambers of Commerce (DIHK) in Berlin, Germany. That allows us to tap into the vast resources of a truly global organization whether it be for a small service provider or a multi-national manufacturer.

In the US, we operate headquarters in Atlanta, Chicago, New York and San Francisco, as well as branches in Detroit, Houston and Philadelphia. The four regions (Atlanta, Chicago, New York and San Francisco) operate independently with their own management and board of directors.

This organizational structure allows us to serve our clients in the best way possible: understanding of local customs, differences in state laws and codes, connections to the regional business community and close-knit ties to economic developers and chambers of commerce.
## Our Services

### U.S. Market Entry & Expansion
- General Information Service
- Business Partner Search
- Market Assessment
- Professional Database Access, Address Research
- Site Selection USA
- US Business Plan Service

### Business Representation
- Bookkeeping & Payroll Services
- Translations
- Customer Service, Order & Mail Processing
- Marketing Plan Execution & Trade Show Support
- Shipment Coordination, Travel Arrangements

### Office Leasing
- Office Space
- Access to Conference Rooms and Office Services

### Industry Specific Conferences & Delegations
- Automotive & Logistics, E-Mobility
- Food
- Health Care/Medical
- Renewable Energies
- Energy Efficiency
- Aerospace
- Oil & Gas
- Start-up
our services

MARKETING

• Marketing Communication Strategy
• Digital and Classical Advertising
• Events, Tradeshows, Seminars, Off-the-clocks, Galas
• Translation Service
• Digital Experiences (Social Media, Web, CRM)
• Member- and Sponsorship Programs
• Content Creation (Videos, Posts, Press Releases)

CAREER SERVICES

• Recruitment
• Training
• Development
• Placement
• Dual Apprenticeships Modeled after German Standards
our audience 2020

MEMBERSHIPS

634 companies
our audience 2020

- Followers: 1,768
- Impressions: 526,557
- Profile Visits: 21,001

- Users: 62,559
- Sessions: 72,901
- Page Views: 192,028

- Contacts: 24,752
- Emails Sent: 628,879
- Campaigns: 252

- Followers: 3,869
- Clicks: 62,281
- Impressions: 511,750

- Engagement: 57%/49%
- Income > 100k: 0.5%
- Income > 100k: 35%

- US - Users: 76.83%
- Pages per session: 2.65%
- New Visitors: 83.4%

- Average Open Rate: 24.09%
- Average Click-through Rate: 11.64%
Membership:
As a member of our large, influential business organization in the Southern United States, you get access to our extensive network of business partners in Germany and the U.S., our engaging networking and industry events, a 'members only' section on our website, the publication of your company in our membership directories, and advertising opportunities in our publications. We always refer our members first in the numerous general inquiries we receive every day. As a large member organization, we also negotiate favorable prices for our members that include discounts for cars, hotels, trade-shows, shipping and many others.
Sponsorships:
Sponsorships help your company or brand to stay top of mind with our audience. As a member based organization, we know how to reach our audience and we can help you accomplish the same. We constantly evaluate our communication platforms whether it be newsletters, websites or events to increase your marketing spend effectiveness. You will hardly find a communication tool with such a favorable ROI as our annual sponsorships. And they are fully customizable to fit your specific needs.
## Membership & Sponsorships

### Basic
- Free admission to 100+ events
- Free job postings in our community
- One vote at the GACC South's election of the Board of Directors
- Access to 1,500+ members in our online community
- One free copy of quarterly magazine German American Trade
- For individuals and companies with less than 50 employees

### Corporate
- Free admission to 100+ events
- Free job posting in our community
- All of the member benefits of Basic
- For companies 50+ employees

### Executive
- Free admission to 100+ events
- Free job posting in our community
- All of the member benefits of Corporate
- Hosting of a business seminar, workshop or networking event organized by the GACC (incl. catering)

### Membership Dues

<table>
<thead>
<tr>
<th>Type</th>
<th>Basic</th>
<th>Corporate</th>
<th>Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$420 / yr</td>
<td>$950 / yr</td>
<td>$2,100 / yr</td>
</tr>
</tbody>
</table>

---

**Note:** All membership dues are valid from January 1 through December 31.
NATIONAL PARTNER

Membership in all three chambers in the highest category (New York/Patron, Chicago/Patron, Atlanta/Executive) including all individual perks

For companies with multiple locations throughout the US, travelling employees or larger communication footprint

Recognition as a national partner on all three websites and in the German American Trade Magazine Q1 issue

Designated key account in each chamber

One bill for all three chambers and savings of $1,000+ over individual membership

Two contacts per region in the membership directory

CAROLINAS, TEXAS AND GEORGIA SPONSORSHIPS

Logo display on website carousel, in all regional mailings (min 50 per year), in all regional event notifications

Announcement post on all GACC South social media channels

Regional sponsorship banner at most regional events (except black-tie events, conferences and events where GACC is not organizer)

One-time, one page 4c ad in German American Trade Magazine, GACC South edition, or alternatively a two page advertorial

SPONSORSHIPS

<table>
<thead>
<tr>
<th></th>
<th>National Partner</th>
<th>State Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,400 / yr</td>
<td>$5,000 / yr</td>
<td></td>
</tr>
</tbody>
</table>
# Membership & Sponsorships

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>VIP Sponsor</th>
<th>Premium Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$16,000 / yr</td>
<td>$21,000 / yr</td>
</tr>
</tbody>
</table>

## VIP Sponsor
- All benefits of Executive membership
- Announcement post on all GACC South social media channels
- Logo display in website carousel, in all mailings (approx. 250)
- One-time, one-page 4c ad in German American Trade magazine or alternatively a two page advertorial (content provided by sponsor)
- Reposting of all job openings on www.gacctalentnetwork.com

## Premium Sponsor
- All benefits of VIP Sponsor
- Sponsorship of one workshop during SME Forum
- One company mailing to all GACC members
In times of digital anonymity, events are a great way to meet people and make that personal connection that can be invaluable down the road. In addition to the networking aspect, our events also strive to give you new perspectives, spark curiosity about a topic or are just plain educational.

As a member you have access to all of these events either free or for a nominal fee and as a host, you can connect with the audience that matters most to you.
SEMINAR, WORKSHOPS OR NETWORKING
AT GACC OFFICE

Organization and invitation management on behalf of the host. Includes regular catering.

Host is free to choose the topic/theme in coordination with the GACC.

GACC to deliver welcome remarks (optional).

Frequent mailings and social media posts to promote the event.

Post event promotion on social media.

GACC staff member permanently available during event (optional).

EXCLUSIVE CEO/C-LEVEL DINNER

Meet thought leaders, industry icons and/or prominent CEOs.

We make every effort to match participants to your areas of interest.

Availability of CEOs/C-Levels is limited and can’t be guaranteed up front.

Dinner setting is guaranteed in an upscale restaurant.

GACC will provide at least five choices per location.

Dinner consists of 3-course menu, one bottle of wine per person, aperitifs and digestives.

GACC CEO or Director level will attend at no cost.

FEES

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Fee</th>
<th>Upgrade Fee</th>
<th>CEO/C-Level Dinner Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar, workshops or networking at GACC office</td>
<td>$650</td>
<td>$500</td>
<td>$5,000 p/p</td>
</tr>
</tbody>
</table>

Premium catering upgrade
**WEBINAR AT GACC OFFICE/CLIENT OFFICE**

**FEES**

| Webinar at GACC office/client office | $250 |

**WEBINAR AT GACC OFFICE/CLIENT OFFICE**

- Organization and invitation management on behalf of the host (webinar technology only at GACC office)
- Host is free to choose the topic/theme
- GACC to deliver welcome remarks (optional)
- Frequent mailings and social media posts to promote the event including client logo
- Post Thank-You email with links to recording and materials used
- Post event promotion on social media and hosting of recording on GACC YouTube channel
- Thank-You note from sponsoring company included in post event
- GACC staff member permanently available during event (optional)
- Webinar technology provided by GACC (only for webinars hosted in GACC offices)
EVENT MANAGEMENT, PLANNING, ORGANIZATION & EXECUTION

Location, caterer, AV, design, photographer/videographer, speakers
scouting based on clients requirements and budget

Manage all vendor relationships pre-, during and post-event

Secure all vendor contracts and negotiations on behalf of the client

Review invoices vs proposals; point out discrepancies

Marketing communication:
invitation management, registration, social media, CRM, online and offline advertising

On-site management through GACC event manager during event

FEES
Event management & organization $150 / h
NEW YEARS RECEPTION

Attended by high profile representatives from the German-American business community, the evening reception provides an ambient setting to welcome in the New Year. While guests toast to friendships and extend best wishes for future successes, the GACC South recognizes the accomplishments of the past year by our organization and sponsors.

In Atlanta, GA, Charlotte, NC, Greenville/Spartanburg, SC, Houston, TX and Dallas, TX

Approx. 100 attendees

January 2020

(varies by location)

Presenting Sponsor: $2,500
Individual ticket: varies by location
Product display: $1,000
Co-sponsor: $1,000
Photo booth: $2,000
NEW MEMBER RECEPTION/SUMMER SOIREE

New members are encouraged to attend this program as attendees gain a concise yet comprehensive look at the GACC South’s benefits, services and programs, network with other members and staff, and display their company information. Sponsorship of this event allows your organization to interact with the newest members of the GACC South, business people that are eager and excited to get involved.

In Atlanta, GA, Charlotte, NC, Greenville/Spartanburg, SC, Houston, TX and Dallas, TX

Approx. 50-150 attendees
June-September 2020
(varies by location)
GERMAN-AMERICAN BUSINESS FORUM

The GACC is proud to serve a highly affluent, educated, stable audience with all its publications. Our readers and users represent top-level managers from the German-American business community, executives from major corporations and banks as well as government officials. Through print as well as online communication channels and various networking events, we bring companies and individuals together to foster business relations with one mission: To strengthen the transatlantic business ties and to write German-American success stories.

Approx. 250 hold a position in the upper Management 68%  Have been living in the U.S. for more than 10 years 82%
Have very strong ties to Germany 82%  Say their company is headquartered in the U.S. 60%
Have both German and American Customers 62%  Say their company is headquartered in Germany 40%
Were born in Germany 67%
GERMAN-AMERICAN BUSINESS FORUM

The German American Business Forum (DAWT) is hosted jointly by the German American Chambers of Commerce and the Chambers of Commerce in Germany. It is designed for US companies and especially economic developers that want to get in touch with German companies that have an interest in starting or expanding their footprint in the US.

Format: conference with exhibition
Approx. 250 participants
Multiple key notes, panels and workshops
June 23rd, 2020 in Bielefeld, Germany

<table>
<thead>
<tr>
<th>Category</th>
<th>Sponsorship Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual ticket</td>
<td>€250</td>
</tr>
<tr>
<td>Presenting sponsor</td>
<td>€20,000</td>
</tr>
<tr>
<td>Workshop sponsor</td>
<td>€1,750</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>€3,500</td>
</tr>
<tr>
<td>Executive dinner sponsor</td>
<td>N.A.</td>
</tr>
<tr>
<td>Conference material or bag</td>
<td>€2,750 (each)</td>
</tr>
<tr>
<td>Coffee break sponsor</td>
<td>€2,500</td>
</tr>
<tr>
<td>Postcard sponsor</td>
<td>€1,500</td>
</tr>
<tr>
<td>Online sponsor</td>
<td>€1,250</td>
</tr>
</tbody>
</table>
The German-American Business Dialogue is designed to allow member companies of the GACC to welcome members of the German American Business community to their facility. Additionally, the networking event can include a factory/office tour, a speaking portion or topic discussion.

- **Host is responsible for** organizing the event (meeting space, refreshments, parking opportunity, non-disclosure agreements, etc.)
- **GACC will promote the** event through newsletters, social media and on the event website
- **GACC will coordinate** with host all relevant event details and be present at the event to check-in participants, take photos, and more.
- **GACC will send Thank-You notes on behalf of host** including any documents and pictures as they relate to the event
events: Carolinas

CAROLINAS GATEWAY AWARD

This exclusive event honors German-American business achievement in the Carolinas. In its 16th year and third year as an evening gala, members, special guests and dignitaries from the region and beyond gather to celebrate the German-American business community.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table (seats 8)</td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>Individual ticket</td>
<td></td>
<td>$175</td>
</tr>
<tr>
<td>Presenting</td>
<td>sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>After party</td>
<td>sponsor</td>
<td>$6,500</td>
</tr>
<tr>
<td>Step &amp; repeat</td>
<td>sponsor</td>
<td>$2,500</td>
</tr>
<tr>
<td>Product display, photo booth</td>
<td>sponsor</td>
<td>$1,000 (each)</td>
</tr>
<tr>
<td>Photo booth</td>
<td></td>
<td>$2,500</td>
</tr>
<tr>
<td>Transportation</td>
<td>sponsor</td>
<td>$1,500</td>
</tr>
<tr>
<td>Cocktail reception</td>
<td>sponsor</td>
<td>$3,000</td>
</tr>
<tr>
<td>May 9th, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Terrace Cedar Hill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Each year, the GACC South has the pleasure of hosting members and friends of the German-American business community to celebrate the chamber’s Annual Gala. As one of the largest black-tie events in the southeast, the GACC South’s Annual Gala welcomes business leaders, politicians and dignitaries as they toast to the strength of the transatlantic connection between Germany and the U.S. and to recognize the dedication of our community, partnerships, and sponsors.

**ANNUAL GALA**

<table>
<thead>
<tr>
<th>Exclusive black-tie event with max. 500 guests</th>
<th>3-Course haute cuisine dinner</th>
<th>Cocktail reception and after-party</th>
<th>October 24th, 2020</th>
<th>The W Midtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table (seats 8)</td>
<td>Individual ticket</td>
<td>Reception sponsorship (exclusive)</td>
<td>After party sponsorship (exclusive)</td>
<td>Announcement, product display, red carpet, photo</td>
</tr>
<tr>
<td>$4,000</td>
<td>$525</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$2,500 (each)</td>
</tr>
<tr>
<td>Table (seats 10)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SME BUSINESS DEVELOPMENT CONFERENCE

The SME Conference is the signature business event for the GACC. It brings together small and medium-sized companies in the Southeast for a full day of workshops, seminars and keynotes. Participants are CEOs, C-level executives and owners from manufacturing and the service industry.

Approx. 250 participants
10 workshops/seminars, two keynote speeches and one interactive forum
Company and Port of Charleston tours optional on second day
May 18th, 2020 at the Omni The Battery in Atlanta, GA

Individual ticket
$399
Presenting sponsor $8,000
Coffee sponsor $2,000
Exhibitor $2,000
Executive dinner sponsor $10,000
Workshop host including speaking engagement $5,000
Stationary Sponsor $2,000

Lanyard sponsor $2,000
Evening reception co-sponsor $3,500
Looking for a breakfast or lunch? $5,000 (each)
events: Texas

ASPARAGUS DINNER HOUSTON, TX & DALLAS, TX

This classy “White Asparagus Dinner” is an annual tradition in Houston and Dallas during the German “Spargelzeit” (June). Around 50 guests will attend this event, giving sponsors the valuable opportunity to increase company visibility and awareness within the German American business community.

OKTOBERFEST HOUSTON, TX

Grab your Lederhosen and Dirndl and come, enjoy and celebrate Oktoberfest with us! With up to 300 attendees, Oktoberfest is an ideal way to increase exposure and awareness for your company. The GACC South keeps Oktoberfest traditional and classy with great atmosphere, authentic entertainment, and delectable beer.

GERMAN-AMERICAN BUSINESS LUNCHEON, TX

Our monthly German-American Business Luncheon allows members to present a topic or a factory to hear distinguished professionals discuss topics relevant to the German and international business communities. This event will give you a great opportunity to network with other members.
events: Texas

ASPARAGUS DINNER DALLAS/ HOUSTON, TX

Premium Sponsor  $5,000
Supporting Sponsor  $2,500

PREMIUM SPONSOR

- Branding opportunities at the venue (including company roll-up banner display, merchandise distribution, etc.)
- Prominent logo placement on the evening’s menu and name badges
- Grouped logo listing on event website and invitation
- Includes 8 complimentary tickets

SUPPORTING SPONSOR

- Grouped logo listing on event website and invitation
- Logo placement on the evening’s menu
- Includes 4 complimentary tickets
- Limited to 2 sponsors
events: Texas

OKTOBERFEST HOUSTON, TX

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Table Sponsor</th>
<th>Supporting Sponsor</th>
<th>Exclusive Photo Sponsor</th>
<th>Exclusive Entertainment Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$1,000</td>
<td>$250</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**TABLE SPONSOR**

8 tickets with reserved seating
Logo placement at your table
Logo placement on event website (as supporting sponsor)

**PREMIUM SPONSOR**

1 table sponsorship (8 tickets)
Listed as Premium Sponsor on the event website
Event exposure with own promotional material
20 tickets to private brewery tour (together with premium co-host sponsor)

**SUPPORTING SPONSOR**

Logo placement on website
2 tickets
Additional tickets at member rate
**OKTOBERFEST HOUSTON, TX**

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Amount</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Sponsor</td>
<td>$1,000</td>
<td>Logo placement on event website</td>
</tr>
<tr>
<td>Premium Sponsor</td>
<td>$2,500</td>
<td>Logo placement on event website</td>
</tr>
<tr>
<td>Supporting Sponsor</td>
<td>$250</td>
<td>Logo placement on event website</td>
</tr>
<tr>
<td>Exclusive Co-host</td>
<td>$5,000</td>
<td>Opportunity to host welcome remarks and booth at the event as well</td>
</tr>
</tbody>
</table>

**Exclusive Co-host**

- Promoted as official co-host
- Prominent logo placement on all GACC South Oktoberfest promotional material and on event website
- Logo placement on name badges and photo backdrop (together with premium sponsor)
- Opportunity to host welcome remarks and booth at the event as well as own promotional material
- 1 table sponsorship (8 tickets)
- 30 tickets to private brewery tour (together with premium sponsor)

**Exclusive Photo Sponsor**

- Logo placement on backdrop of photo booth (together with GACC South and co-host logo)
- Logo placement on event website
- 4 tickets

**Exclusive Entertainment Sponsor**

- Logo placement in front of band / on stage
- Logo placement on event website
- 4 tickets
events: Texas

GERMAN AMERICAN BUSINESS LUNCHEON TEXAS
No cost

| Exclusive recognition on all related promotional materials | Logo on the GACC South event website | Opportunity for company signage | Opportunity for topic setting |
GERMAN AMERICAN TRADE MAGAZINE

The German American Trade Magazine is the quarterly publication of the German American Chambers of Commerce which is dedicated to foster the economic relations between the United States and Germany. Besides recurring sections like the transatlantic news ticker, an event calendar and “spotlights”, the GAT Magazine offers bountiful opportunities for member organizations to share industry trends and business insights with the Chamber network. The GACC South Edition has additional four center pages and is distributed only to GACC South members.

Circulation: 2,000 copies (8-10 readers per copy)

Interactive Flip Book and PDF download on all Chamber websites (40,000 unique visitors /month) 10,000 downloads per year

Circulation GACC South Edition: 850 copies

Format: 8 1/8" x 10 7/8" (206 mm x 276 mm)

Bleed Size: 8 3/8" x 11.25"

Print/Binding: Offset / Saddle Stitch
<table>
<thead>
<tr>
<th>ISSUES</th>
<th>ADVERTISING DEADLINE</th>
<th>MONTH OF PUBLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Beginning of December</td>
<td>January</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Beginning of March</td>
<td>April</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>Beginning of June</td>
<td>July</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>Beginning of September</td>
<td>October</td>
</tr>
<tr>
<td></td>
<td>Single Ad color</td>
<td>2 Issues (price per ad)</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,900</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,260</td>
<td>$1,100</td>
</tr>
<tr>
<td>Third page</td>
<td>$825</td>
<td>$795</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$420</td>
<td>$400</td>
</tr>
<tr>
<td>Back cover</td>
<td>$3,500</td>
<td>$3,450</td>
</tr>
<tr>
<td>Inside cover front</td>
<td>$3,200</td>
<td>$2,960</td>
</tr>
<tr>
<td>Inside cover back</td>
<td>$3,140</td>
<td>$2,890</td>
</tr>
</tbody>
</table>
**GERMAN AMERICAN TRADE MAGAZINE**

- One page advertorial: $1,260
- Two page advertorial: $2,900
- Three page advertorial incl. cover: $5,000

**GERMAN AMERICAN TRADE MAGAZINE – SOUTH EDITION**

- Full page 4c ad: $1,000
- One page advertorial: $500
- Four page takeover ad and/or advertorial: $5,000
The directory is in its 42nd year of publication and contains more than 3,500 subsidiaries and branch offices of German companies in the U.S. On more than 300 pages, this publication provides comprehensive information in regard to the individual locations, including mailing information, contact person, industry sector codes and economic key data.

**Circulation:**
1,000 copies / 7,000 unique users; 45,000 page views

**Format:**
8 3/8" x 10 7/8" (212 mm x 276 mm)

**Print/Binding:**
Digital & Offset

**Distribution:**
Available at all seven regional chamber offices for business organizations and individuals (special rates apply depending on membership status.) Access to the online databank can be purchased separately.

**Publishing date:**
October

**Closing date for ad material:**
September 15
<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,800</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,625</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,800</td>
</tr>
<tr>
<td>Two page spread</td>
<td>$6,300</td>
</tr>
<tr>
<td>Back cover</td>
<td>$6,300</td>
</tr>
<tr>
<td>Inside cover front</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside cover back</td>
<td>$5,000</td>
</tr>
</tbody>
</table>
NATIONAL MEMBERSHIP DIRECTORY

The National GACC Membership Directory lists the members of all offices of the German American Chambers of Commerce in the US and thus provides a comprehensive overview of the most important companies and contact information in the German-American business community. The directory contains both German and U.S. companies and is sorted according to industry sectors as well as alphabetically and regionally.

Circulation: 3,000 copies / dedicated online databases of the GACCs Midwest, New York and South

Format: 8 1/8" x 10 7/8" (206 mm x 276 mm)

Bleed Size: 8.625” x 11.375”, Trim: 8.125” x 10.875”

Print/Binding: Offset

Distribution: Shipped to all member companies and available at all GACCs. Over 6,000 key decision-makers in government and industry in the U.S. and Germany use the Membership Directory throughout the year.

Issues: One annual issue (spring)

Printed copies: 3,000

Publish date: May

Closing date for ad material: April 15
## Subsidiaries of German Firms in the U.S.

<table>
<thead>
<tr>
<th></th>
<th>Ad color</th>
<th>Ad b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,365</td>
<td>$3,420</td>
</tr>
<tr>
<td>Half page</td>
<td>$2,930</td>
<td>$1,985</td>
</tr>
<tr>
<td>Third page</td>
<td>$1,920</td>
<td>$1,420</td>
</tr>
<tr>
<td>Two page spread</td>
<td>$3,675</td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>$6,800</td>
<td></td>
</tr>
<tr>
<td>Inside cover front</td>
<td>$5,200</td>
<td></td>
</tr>
<tr>
<td>Inside cover back</td>
<td>$4,900</td>
<td></td>
</tr>
</tbody>
</table>
NEWSLETTER OVERVIEW

Newsletter:
Our newsletters reach close to 10,000 recipients each week. In addition to the weekly newsletter, we also send out a monthly membership mailing and individual events mailings. Newsletters are a great way to emphasize your brand or company message on a constant basis at very little cost per contract.

- Weekly Carolinas newsletter
- Weekly Texas newsletter
- Weekly Georgia newsletter
- Monthly all-members newsletter

Target audience mailing:
Want to reach a specific audience? We can research addresses based on your parameters (demographics, socio-economic environment) and create a mailing on your behalf.
NEWSLETTER OVERVIEW

Special offer or membership discount:

If you want to offer a promotion or a permanent discount to our members, this is the perfect way to get the word out. We will include your offer in our mailings either as a discount code or as a hyperlink to your website. A lot of companies have used this tool to increase sales or awareness without having to maintain their own distribution lists, deal with bounce rates/undeliverables or mails ending up in spam.

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Banner per market</td>
<td>$200</td>
<td>$500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Target audience mailings (incl. custom design)</td>
<td>$15 per address</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special offer or member discount</td>
<td>$150</td>
<td>$250</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
SEARCH ENGINE MARKETING OVERVIEW

Search Engine Marketing (SEM) or Pay Per Click (PPC) can be challenging and daunting. Let the specialists at the GACC help you maneuver through the intricacies of addressing the correct audience, help you with improving your quality score through SEO and your bid strategy. We can even help you to create your assets (banners) and text ads whether you want to run the campaign in English or in German. The GACC is committed to offer you full-service agency competence at low GACC prices.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-up campaign (one time)</td>
<td>$500</td>
</tr>
<tr>
<td>Maintenance &amp; optimization</td>
<td>$250 per month</td>
</tr>
<tr>
<td>Media buy</td>
<td>10%</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA OVERVIEW

You want to get into the social media game and don’t know how? With years of experience posting, the GACC has the background to know what works. Whether you need to have your account just moderated or want to post frequently, we can help you set up your social media campaign. We are also able to help you gain an audience quickly, promote your posts and identify multipliers and influencers that can help your brand. And again, we can offer all of that in German and English.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderated social media account</td>
<td>$500/month/account</td>
</tr>
<tr>
<td>Twitter or Facebook post w/asset</td>
<td>$500 per post</td>
</tr>
<tr>
<td>LinkedIn post w/asset</td>
<td>$1,000 per post</td>
</tr>
<tr>
<td>Social media campaign package (asset creation, posts, monitoring/moderation, promotion)</td>
<td>$1,500 per month</td>
</tr>
<tr>
<td>Media buy</td>
<td>10%</td>
</tr>
</tbody>
</table>
**other marketing services**

**OVERVIEW**

Sometimes, you just need somebody who understands your business and can, with little input, deliver agency-level results without the agency-level price tag.

Who do you turn to if you just need a file translated or an event executed? Instead of keeping multiple agencies on retainer, the GACC makes it easy: all of our services are menu priced. Whatever you need, we can turn it around in a short time, highest quality and competitively priced.

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Translations German to English/English to German</td>
<td>$0.20 p.w.</td>
</tr>
<tr>
<td>(Native speaker only. Incl. second native speaker as proofreader)</td>
<td></td>
</tr>
<tr>
<td>Asset creation</td>
<td>$100h</td>
</tr>
<tr>
<td>Address search</td>
<td>$150/h</td>
</tr>
<tr>
<td>Marketing communication strategy</td>
<td>$2,500</td>
</tr>
<tr>
<td>Tactical marketing plan</td>
<td>$1,500</td>
</tr>
<tr>
<td>Event execution</td>
<td>$150/h</td>
</tr>
</tbody>
</table>
miscellaneous opportunities

OVERVIEW

We are often asked about referral exclusivity for certain services. Obviously, as a chamber, we want and need to stay neutral and give all of our members equal treatment when it comes to recommending member companies to member companies. Nevertheless, the German American Chamber itself buys product and services and proudly recognizes the companies/brands we work with. The requirement of becoming an "Annual Preferred ..." is an existing business relationship with the GACC or the establishment of such a relationship. After all, we only want to endorse a product we can support 100%.

- Annual beer sponsor: $3,500
- Annual preferred catering partner: $7,000
- Annual preferred hotel partner: $5,000
- Annual preferred rental car partner: $5,000
- Annual preferred airline partner: $10,000
- Annual preferred telecommunication provider: $5,000
consulting services

Translations German to English/English to German
(Native speaker; incl. second native speaker as proofreader) $0.20 p.w.

Address research $150/h

Market study - quick facts $3,000
(abridged version of the comprehensive market analysis)

Feasibility study – up to 3 states / regions in the U.S. $3,800

Exhibition / trade fair support project price
consulting services

OVERVIEW

Business Partner Search & Targeted Outreach
Comprehensive Market Analysis
Comprehensive Site Selection Support
U.S. Business Representation
  -> virtual office address
U.S. Business Representation
  -> incl. business development packages
Fully organized delegation trips / study trips e.g. to Germany

*project price*

from $200/month

from $500/month

*project price*