

18th Transatlantic Business Conference

November 13-14, 2024, Berlin

About the Transatlantic Business Conference

With more than **120 years of history**, the American Chamber of Commerce in Germany e.V. is a powerful voice of transatlantic business. Once a year, it organizes its Transatlantic Business Conference. For well over a decade, this conference has continued to provide a **powerful platform for networking and exchange on the most relevant transatlantic topics for our members and decision makers from politics, business, think tanks, and the media**. Participation numbers have usually ranged between 200 – 300 people. With coverage on AmCham Germany's social media channels, the conference also targets the general public. **Prominent keynote speakers in the past years** have included Amb. Amy Gutmann, US Ambassador to Germany, Tobias Meyer, CEO, DHL Group, Parliamentary State Secretary Franziska Brantner, German Federal Ministry for Economic Affairs and Climate Action, Marisa Lago, Under Secretary of Commerce for International Affairs, Prof. Dr. Siegfried Russwurm, President, Federation of German Industry (BDI), among others.

Topics and Formats in 2023

AmCham Germany's 18th Transatlantic Business Conference is planned as an in-person event on November 14, 2024, in Berlin. On the eve of the conference, Wednesday, November 13, 2024, a networking reception will be hosted at one of our conference partners.

The 18th Transatlantic Business Conference will offer high-level perspectives on how to further deepen **transatlantic business and trade relations in 2024 and beyond**. It will also offer first analyses on the outcomes of the **U.S. presidential election** taking place one week ahead of the event. In the realm of the conference, AmCham Germany in cooperation with Accenture will also present the latest results of its **TOP50/30 survey**, a ranking of the TOP 50 U.S. companies in Germany and the TOP 30 largest U.S. employers in Germany.

Sponsorship Opportunities in 2024

The following four distinct packages are available exclusively for AmCham Germany members.

COOPERATION PARTNER: € 20,000 plus VAT

Recognition as a Cooperation Partner on all marketing materials, both online and in-print: company logo on invitations, program, as well as on social media

Get an exclusive speaker slot for a C-Level company representative during the business conference (for example participation in a panel discussion or for a “Viewpoint from the Industry”)

Prominent display of your company roll-up at the conference

or

Option to have a max. three-minute company commercial prominently featured during the event

8 free conference tickets

PLATINUM SPONSOR: € 10,000 plus VAT

Recognition as Platinum Sponsor on marketing materials both online and in-print: company logo on invitations, conference program, as well as on social media

Host a breakout session (company workshop, networking session, or other format) related to the overall conference topic. Please note: limited number of rooms available = first-come-first-served principle

or

Place an Advertising Banner in one of our two AmCham Germany Newsletters (“Chamber News” or “The Navigator”)

Prominent display of your company roll-up at the conference

or

Option to have a max. three-minute company commercial prominently featured during the event

6 free conference tickets

GOLD SPONSOR: € 6,000 plus VAT

Recognition as Gold Sponsor on marketing materials, both online and in-print: company logo on invitations, conference program, as well as on social media

Be visible through a "[Member Story](#)" on the AmCham Germany website

Prominent display of your company roll-up at the conference

or

Option to play a max. three-minute company commercial prominently featured during the event

4 free conference tickets

SILVER SPONSOR: € 3,000 plus VAT

Recognition as a Silver Sponsor on marketing materials both online and in-print: company logo on invitations, conference program, as well as on social media

2 free conference ticket

Yes, we would like to support the Transatlantic Business Conference 2024 as a

- COOPERATION Partner (20,000 €)
- PLATINUM Sponsor (10.000 €)
- GOLD Sponsor (6.000 €)
- SILVER Sponsor (3.000 €)

Please Note: A separate sponsorship contract will be signed between AmCham Germany and the respective partner.

Your Sponsorship Contact at AmCham Germany

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