

## 16<sup>th</sup> Transatlantic Business Conference

November 16-17, 2022

Frankfurt am Main

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### About the Transatlantic Business Conference

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With **119 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 150 – 250 people. With prominent media partnerships as well as coverage on AmCham Germany's social media channels, the conference also targets the general public. **Prominent speakers in the past** have included U.S. Ambassadors to Germany (Phil Murphy, John Emerson), John Boehner, former Speaker of the U.S. House of Representatives, Penny Pritzker, former U.S. Secretary of Commerce, José Manuel Barroso, former President of the European Commission, Ambassador Wolfgang Ischinger, Chairman of the Munich Security Conference, Prof. Dieter Kempf, former President of The Federation of German Industry (BDI), Brigitte Zypries, then Federal Minister for Economic Affairs and Energy, among others.

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### Topics and Formats in 2022

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**AmCham Germany's 16th Transatlantic Business Conference is planned as an in-person event in the week of November 16-17, 2022, in Frankfurt am Main.**

In 2022, AmCham Germany will offer a conference program centered around the **future of the transatlantic economic partnership with respect to the results of the U.S. midterm elections**. We will also discuss the progress of the *Transatlantic Trade and Technology Council* as a new forum to advance transatlantic cooperation on issues such as trade and tech policy. Furthermore, with Frankfurt being the main financial hub of Germany as well as the home of the newly established International Sustainability Standards Board, the topic of **"Sustainable Finance"** will play a prominent role -- as will topics of relevance for the G7 and G20 in 2022.

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## Sponsorship Opportunities in 2022

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

**Please note:** The overall format of the Transatlantic Business Conference 2022 as well as the number of free conference tickets associated with the below mentioned packages will depend on the further evolution of the COVID-19 pandemic and may be subject to change.

### 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 hold 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: € 5,000 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

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Yes, we would like to support the TWK 2022 as a

- COOPERATION Partner (20,000 €)
- PLATINUM Sponsor (10.000 €)
- GOLD Sponsor (5.000 €)
- 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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