



**Special Publication**  
**Industry 4.0**  
**– Opportunities in the Midwest**  
**Media Kit 2018**  
**German American Chamber**  
**of Commerce of the Midwest**



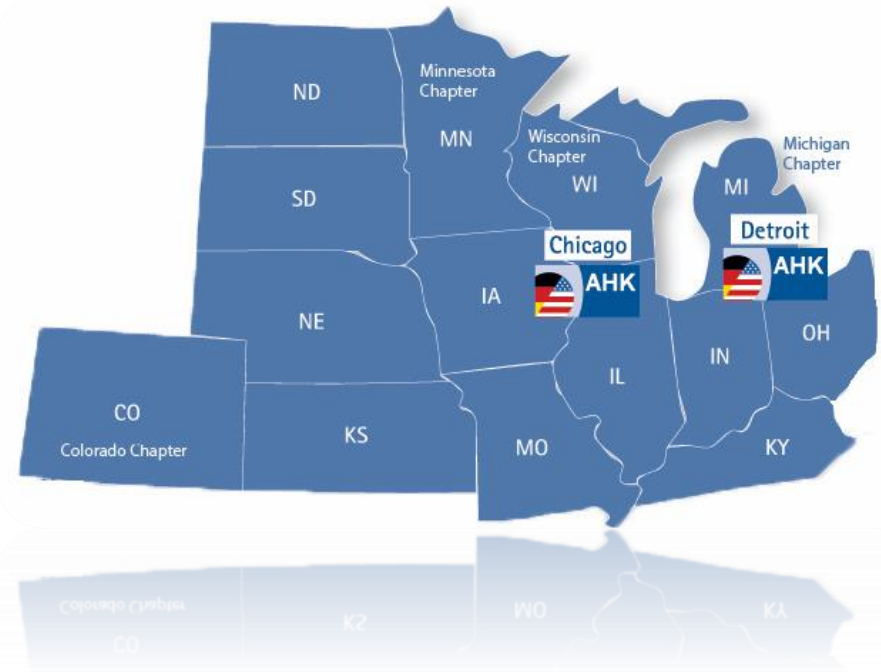
German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

## Who We Are

The German American Chamber of Commerce of the Midwest (GACC Midwest), headquartered in Chicago with a branch office in Detroit, caters to more than 850 members in the US and Germany as well as an extensive national and international business network. GACC Midwest is part of a strong network including 2,500 member firms and seven offices in the US, and more than 140 locations in 92 countries around the world. Our global network is coordinated by the German Association of Chambers of Industry and Commerce (DIHK), who speaks for 3.6 million enterprises in Germany.

GACC Midwest offers experience, connections, and services to German and international companies. As a membership organization established more than 50 years ago, we strive to increase the success of our member companies. Thus, we would like to introduce effective opportunities to market your company's unique products and innovative services to our network and beyond.

Learn more at [www.gaccmidwest.org](http://www.gaccmidwest.org).



GACC Midwest covers 14 states (25% of the total US population, GDP and territory) and includes 4 local Chapters in CO, MI, MN, and WI

## Industry 4.0 in the Midwest – Investment Attraction



### **Industry 4.0 – Attracting German investment as part of the technological revolution**

Industry 4.0 is the digitization of manufacturing, where big data, advanced analytics and the IoT are being leveraged to make production smarter, faster, more profitable, while growing competitive advantage. Germany has a pioneering role globally in digitization and the term Industry 4.0 is well-known in German industry.

In the US however, it is a fairly new concept for the technology and manufacturing industries. Automation Alley in 2017 reports that 85.4% of manufacturing executives want to invest in technological processes to increase productivity. Production is the most important field for investment in technological innovation at 73.2%, followed by R&D at 54.9%

Since German companies are growing dynamically in this growing industry, many are looking to expand into the US market. Due to the high interest and the importance of Industry 4.0 both for German companies and the American Midwest, GACC Midwest's special brochure is an excellent opportunity to reach German companies and position your region as a key investment destination.



## Special Publication: Industry 4.0 – Opportunities in the Midwest




### **Increase your visibility among the German American business community**

Our special brochure on “Industry 4.0 – Opportunities in the Midwest” provides a unique platform to showcase your region as an investment location for growing German leaders in Industry 4.0.

### **Benefits of advertising**

- Reach thousands of executives on both sides of the Atlantic all year long
- Share detailed insights into your services
- Enjoy year-round promotion among the German-American business community, online and in print

### **Circulation**

- 500 printed copies (German language; 8-10 readers per copy), distributed to C-level executives 
- PDF download on GACC Midwest website (20,000 page views per month)
- Featured in newsletter (6,000 subscribers), social media and separate mailings
- Implementation in the GACC Midwest Report (10,000 downloads per year)

### **Publishing date**

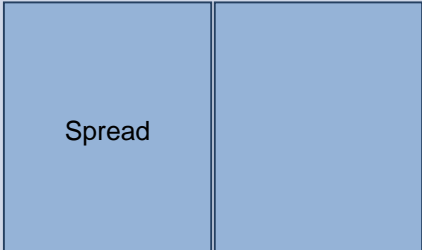

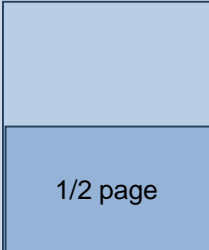
September 2018

### **Closing date for ad material**

July 20, 2018



## Pricing: Special Publication Industry 4.0 – Opportunities in the Midwest

Spread	Full page	1/2 page - horizontal
 <p>Spread</p>	 <p>Full page</p>	 <p>1/2 page</p>
<p>4c Advertorial: \$2,150 4c Ad: \$2,500</p> <p>Width x Height 14.5" x 9.3" (no bleed)</p>	<p>4c Ad: \$2,000 4c Advertorial: \$1,500</p> <p>Width x Height 7.25" x 9.3" (no bleed)</p>	<p>4c Ad: \$1,000</p> <p>Width x Height 7.25" x 4.6" (no bleed)</p>

### Additional Options

- Submit a video clip
- Offer a webinar
- Become an event sponsor

### Contact Us

to discuss your options

### Prices include

Industry 4.0 – Opportunities in the Midwest Brochure as well as implementation of contribution in the GACC Midwest Report

### Publishing date

Industry 4.0 – Opportunities in the Midwest: September 2018

GACC Midwest Report: December 2018

### Closing date for ad material

July 20, 2018



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