

Guideline for the Dresden Congress Fund

Preamble

Through the congress acquisition concept of the City of Dresden, aimed at increasing both the number of large congresses held in Dresden and the number of participants, the foundations for supporting promotable business travel tourism have been laid. In the City of Dresden's tourism strategy, the strengthening of the MICE sector (Meetings, Incentives, Conventions, Events) has been identified as a key area of action and equipped with specific measures.

To implement this goal, the City of Dresden provides budgetary resources which are transferred into a dedicated Congress Fund. From this fund, Dresden Marketing GmbH, a subsidiary of the City of Dresden, supports cooperation with organisers of selected specialist congresses.

Dresden Marketing GmbH offers targeted cooperation, with the aim of increasing the visibility of the event through joint measures, while at the same time strengthening the City of Dresden as a congress destination.

1. Purpose of the Cooperation

Dresden Marketing GmbH grants organisers of congresses a one-time cooperation amount based on a contractual agreement. The cooperation serves mutual promotion and includes visibility for the City of Dresden as well as financial support for the organisation of the congress. The cooperation exclusively applies to events with in-person participants.

2. Principles

2.1 Type of Event

Supported are congresses in Dresden with a clearly defined professional audience. Cooperation is possible if:

- the event takes place in Dresden (location and programme subject to a fee)
- it is aimed at a specialist audience (participation based on professional interest)

- at least 400 participants per day are expected
 - it takes place in the following months: January, February, March, July, August, November
 - it lasts at least two days
 - there are no contractual obligations at the time of application
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- the conference is taking place in Dresden for the first time

2.2 Excluded Formats

The following are not eligible for cooperation:

- digital congresses
- leisure, cultural, sports, and consumer events
- events with fewer than 400 in-person participants per day
- already commissioned formats or those with a legal obligation
- party-political or commercial leisure formats
- trade fairs, exhibitions, and presentations, unless they exclusively address a professional audience or are linked to an eligible congress

3. Eligibility to Apply

Eligible cooperation partners include:

- legal entities under public or private law
- legal partnerships, gGmbHs
- legal associations and societies
- self-employed/freelancers

Not eligible are:

- companies in insolvency or liquidation
- cooperation partners who have submitted a statement of assets under the German Code of Civil Procedure/Tax Code

4. Amount of the Cooperation Funding

Dresden Marketing GmbH grants a one-time cooperation amount, scaled according to the number of participants:

Participants	Amount (gross)
400 – 499	2.000 €
500 - 699	3.500 €
700 - 999	7.000 €
1.000 – 1.499	13.000 €
ab 1.500	19.500 €

The decisive factor is the actual verified number of in-person participants (professional audience).

5. Obligations of the Cooperation Partner

The cooperation partner undertakes to:

- acknowledge the cooperation with the following phrase: “With the support of the City of Dresden” including logo (Dresden/Dresden) and #DresdenConvention on all communication channels
- register the event in the official congress calendar at [dresden-convention.com/congress calendar](https://dresden-convention.com/congress-calendar)
- submit a statistical report (link will be provided after the event)
- provide images and information for PR purposes of Dresden Marketing GmbH
- invite a representative of Dresden Marketing GmbH / Dresden Convention Service (if appropriate, to give a welcome address or contribute content)

6. Application

The application for cooperation must be submitted no later than 3 months before the start of the event. Applications can only be submitted digitally via the online form provided on the website of Dresden Marketing GmbH: [Congress Fund Application Form](#)

A separate application must be submitted for each event. Multiple applications for the same event and parallel funding of identical expenses through other programmes are not permitted.

Required application documents

The following documents must be submitted in full and in digital form as part of the application:

- title, date, and duration of the event
- fully completed online application form
- planned number of in-person participants in Dresden
- estimated proportion of international participants, based on previous events where applicable
- planned total number of overnight stays
- type of event and industry affiliation
- provisional financing plan with all income and expenditure related to the event (either the sample form "Financing Plan" attached in the appendix can be used, or a comparable cost plan prepared independently by the organiser can be submitted)
- binding self-declaration that no contractual obligations exist at the time of application
- proof of input tax deduction entitlement (note: input tax deduction affects the gross/net payment amount)
- declaration of the accuracy of the information provided
- in the case of submission on behalf of another party, corresponding powers of attorney/proof
- consent to these guidelines and to the processing of company and personal data within the scope of the cooperation
- full company or billing address with contact details, legal form, VAT ID (UID) and bank details (IBAN/BIC)
- (optional) Declaration of consent to the use of the event as a best practice example in public relations and on the social media channels of Dresden Marketing GmbH

Notes:

- The deadline is deemed to have been met once all required documents have been received in full.
- Applications submitted late or incomplete cannot be considered in the selection process.
- Dresden Marketing GmbH will review the applications based on the information and documents submitted.

7. Agreement and Payment

After the application has been approved, the cooperation partner will receive a cooperation agreement for signature. The agreement will be sent digitally to the email address provided.

The cooperation amount will be paid out after the event has ended and on the basis of complete and verifiable supporting documents proving that the agreed cooperation measures have been fulfilled. These include in particular:

- Final conference programme
- (Informal) proof of participants' origin (national/international)
- Invoice for the event location (as proof of attendance)

The complete accounting documents must be submitted no later than three months after the end of the event. If this deadline is exceeded, payment may be excluded.

Actual Cooperation Amount

The actual amount of the cooperation fee will be determined on the basis of the evidence provided. The proven number of participants present will serve as the basis for calculation.

Participation lists from digital registration systems or comparable attendance documentation used for actual attendance monitoring must be submitted as reliable evidence. A simple registration list is not sufficient.

Graduation and adjustment

Based on the documentation submitted, the following applies to the final determination of the amount:

- If the actual number of participants exceeds the expectation stated in the cooperation agreement, the cooperation amount will not increase.
- If the actual number is lower, the amount will be reduced in accordance with the next lower scale.
- If the actual number of participants present (professional audience) is less than 400, the cooperation contribution will be waived entirely.

The calculation is based on the event day with the highest number of registered participants (professional audience). Employees, service personnel, cancellations, accompanying persons and participants residing in Dresden are not taken into account.

However, if the possible cooperation amounts determined on the basis of the number of participants exceed the total amount of income and expenditure related to the event as shown in the financing plan, payment will be made exclusively in the amount of the actual costs incurred (less income received) in accordance with the submitted financing plan. In this case, there is no entitlement to the maximum amount. If, on the other hand, the proven cost amount (minus income received) exceeds the possible cooperation amount, payment will be made in the amount of the specified maximum amount in accordance with the participant scale (see point 4).

There is no entitlement to participate in the cooperation. The conclusion of a cooperation agreement is subject to the availability of funds.

8. Final Provisions

This guideline enters into force upon publication.

Location: Dresden, Date: 01.10.2025

Dresden Marketing GmbH