



2012 GBTA GLOBAL SPONSORSHIP OPPORTUNITIES



gbta.org

WHY GBTA SPONSORSHIP IS A SMART MOVE

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings organization. Collectively, GBTA's **5,000-plus** members manage over **\$340 billion** of global business travel and meetings expenditures annually. GBTA provides its network of **17,000** business and government travel and meetings managers with networking events, education and professional development. Throughout the year and around the globe, GBTA offers a variety of opportunities for promoting your company's product or service.

WHY YOU NEED TO ACT NOW

- GBTA sponsorships offer you the opportunity to reach the entire business travel community – or just a targeted segment.
- Travel managers need value. As travel budgets are being reviewed, travel managers are requiring more value from each dollar spent – value you can provide.

GBTA SPONSORSHIP GIVES YOU MORE

- Expose new products or technology
- Establish a presence in the business travel marketplace
- Improve the effectiveness and efficiency of your marketing efforts
- Personally meet your customers, competitors, and suppliers
- Prospect for new customers

WHY YOUR COMPANY SHOULD SPONSOR

Based on the GBTA 2011 Buyer Member Survey, the reasons are clear:

- 84% of buyers attend Convention to find new suppliers
- 66% reported an annual travel spend of \$10 million or more
- The majority of attendees are more likely to consider doing business with a GBTA sponsor. Of those:
 - 92% report that a company's sponsorship exposes them to that company's product line
 - 86% report sponsorship influences their opinion of a company's credibility
 - 84% feel that sponsorship commitment shows loyalty/support for GBTA and its members

DESIGN YOUR OWN SPONSORSHIP

Let us know if you have a new sponsorship idea; GBTA is always open to customize new concepts.

We look forward to working with your company to make 2012 a great year!

ADVERTISE WITH GBTA

increase your exposure

build your brand

gbta.org/advertising

SIGN UP TODAY

If you have questions or are ready to reserve your sponsorship, contact GBTA today.

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GBTA AUSTRALIA/NEW ZEALAND CONFERENCE 2012

SYDNEY, AUSTRALIA, AUGUST 26-28

The GBTA Australia/New Zealand Conference 2012 attracts delegates representing all sectors of business travel in Australia, New Zealand, and Asia.

The conference's target audience is private, public, and government sector buyers of business travel. Business travel buyers come from a diverse cross-section of organisations representing small, medium, and large enterprises. These include organisations from the travel industry, medium to large corporate business organisations, including Hewlett Packard, Raytheon Company, Pacific Brands, Volvo Group, plus state and federal government departments in Australia and New Zealand.

GBTA members in Australia/New Zealand represent organisations whose total business travel budgets exceed \$5 billion in Australia and New Zealand and make up a large portion of the top 500 companies in Australia.

Additional information and sponsorship opportunities can be found at gbta.org/aus-nz/ or by contacting Elizabeth Montgomery at emontgomery@gbta.org or calling +61 2 9456 4470.

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Lunch (2)	4	Concur, Available
Plenary Sessions	3	Available
Morning and Afternoon Teas	3	Available
Trade Show	2	Available
Conference MC	2	Available
Keynote Speakers	3	Available
Compendium/Diary - 2013 Dates	1	Available
Conference Satchels and Lanyards	2	Available
Internet Café and Secretariat	2	Available
USB/Memory Sticks	1	Available
Gourmet Coffee Cart	1	Available
Dinner	8	Available
Professional Travel Manager of the Year	5	Available

TRADE SHOW – SECURE YOUR BOOTH NOW! FROM \$4,200 AUD (INCLUDES GST)

GBTA AUS/NZ trade show can maximise your exposure to the largest audience of business travel decision makers in the region – translating into increased sales.

- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News

- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you are informed on latest industry trends and other important travel information
- 2 priority points

Size	Cost
3 x 2m Shell Scheme	\$4,200

LUNCH (DAY ONE OR DAY TWO) – \$6,600 AUD (INCLUDES GST)

Concur

(In conjunction with the trade show)

This is an opportunity to have a high profile from the very beginning of the Conference with a showcase sponsorship of either of the two luncheons. To acknowledge the status of a major sponsor, the following return on investment and entitlements are offered:

- One booth at the trade show
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to are informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the Conference opening slides
- Acknowledgment in all publicity and PR releases as a major sponsor
- Opportunity to provide banners or other promotional material for display in the lunch venue

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- Opportunity to provide promotional gifts as giveaways or a prize draw to delegates at the lunch
- A 10-minute address to delegates at the beginning of the lunch
- Acknowledgement wherever the lunch is mentioned
- One complimentary conference registration
- 4 priority points

PLENARY SESSIONS – \$5,500 AUD (INCLUDES GST) PER SESSION

The plenary sessions are critical to the ongoing education and training commitment by GBTA Australia/New Zealand. Furthermore, these sessions address the critical issues of business travel management and bring delegates up to date with technology, leading practice processes and professional management.

- One booth at the trade show
- Opportunity to provide promotional gifts as giveaways to delegates
- A five-minute address and company bio
- Acknowledgement whenever the plenary session is mentioned
- Member of the Conference Committee
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to be informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the plenary session opening slide
- Acknowledgment in all publicity and PR releases as a major sponsor

- An opportunity to participate in the workshop, session or panel forum dependent on the requirements of the presenter
- 3 priority points

MORNING AND AFTERNOON TEAS – \$5,500 AUD (INCLUDES GST)

This is a two-day sponsorship with all morning and afternoon teas included. It is also an opportunity to be recognized as a sponsor and supporter of the business travel industry.

- One booth at the trade show
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to be informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the Conference opening slides
- Acknowledgment in all publicity and PR releases as a major sponsor
- Opportunity to provide banners or other promotional material for display in the lunch venue
- Opportunity to provide promotional gifts as giveaways or a prize draw to delegates at the lunch
- A 10-minute address to delegates at the beginning of the morning or afternoon tea
- Acknowledgement wherever morning or afternoon tea is mentioned
- 3 priority points

CONFERENCE SACHELS AND LANYARDS – \$3,500 AUD

- Logo displayed prominently on the Conference satchel and lanyard
- 2 priority points

INTERNET CAFÉ AND SECRETARIAT – \$3,300 AUD

- Opportunity to provide banners or other promotional material for display in the area
- Acknowledgement wherever the Internet café and secretariat is mentioned
- Provision of technology equipment for delegates to use such as email or Internet access
- Exhibition or display opportunities in the Internet café
- One complimentary conference delegate registration
- 2 priority points

GOURMET COFFEE CART – \$2,500 AUD

Always the most popular booth at the Conference...the gourmet coffee carts!

- Opportunity to provide banners or other promotional material for display in the area
- Acknowledgement wherever the gourmet cart is mentioned
- Naming rights to the coffee cart
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- One complimentary registration
- Advertising within the Conference delegate satchels
- 1 priority point

CONFERENCE MC – \$10,000 AUD

A unique opportunity to sponsor a well-known identity performing the role of MC who will ensure all delegates are reminded of your products and services.

- Opportunity to provide banners and other promotion material for display in a number of areas including centre stage
- Acknowledgement of your organisation at various times during the two days
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Three complimentary registrations
- Three complimentary dinner registrations
- Advertising within the Conference delegate satchels
- 2 priority points

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KEYNOTE SPEAKERS — \$4,000-\$8,000 AUD

A unique opportunity to sponsor keynote speakers including international speakers. Your sponsorship could offset an international airfare, accommodation costs, speaking fee, etc. The speaker may be from your industry or you may wish to simply promote an individual that is bringing a wealth of knowledge to share with GBTA delegates.

- Member of the Conference Committee
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Two complimentary registrations
- Two complimentary dinner tickets
- Advertising within the Conference delegate satchels
- Corporate banners on center stage for the duration of the Conference
- 3 priority points

COMPENDIUM OR DIARY — 2013 DATES (300) — \$2,500 AUD

An opportunity for your company name and contact details to be available all year round to remind GBTA members who you are.

- Opportunity to provide banners or other promotional material for display in the area
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Your corporate details printed on the compendium or diary
- One complimentary registration
- Advertising within the Conference delegate satchels
- 1 priority point

USB/MEMORY STICKS (300) — \$2,300 AUD

- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- One complimentary registration
- Advertising within the Conference delegate satchels
- Ability to have pre-loaded company promotional presentations on memory stick for distribution to all Conference delegates
- 1 priority point

EXCLUSIVE CONFERENCE AND ANNUAL SPONSORSHIP

DINNER SPONSORSHIP — \$20,000

Benefits include:

- One booth at trade show giving you privileged access to travel buyers from Australia and New Zealand attending the conference
- Corporate logo and name to be displayed on all Conference promotional material such as the Conference program
- Corporate logo and URL on the GBTA AUS/NZ Conference website
- Corporate logo displayed on welcoming slides at the Awards Dinner
- Corporate logo displayed on electronic invitations to the Awards Dinner
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth and at the Awards Dinner
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Two complimentary registrations to the Conference
- The promotional theme and design rights for the Dinner venue
- Input into food and beverage selection
- Five minutes to address the audience at the Dinner
- Reserved table for 10 at the Awards Dinner
- 8 priority points



PROFESSIONAL TRAVEL MANAGER OF THE YEAR — \$10,000

Benefits include:

- Corporate logo and name to be displayed on all Conference promotional material such as the Conference program
- Corporate logo and URL on the GBTA AUS/NZ Conference website
- Corporate logo displayed on welcoming slides at the Awards Dinner
- Corporate logo displayed on electronic invitations to the Awards Dinner
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth and at the Awards Dinner
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Two complimentary registrations to the Conference, including the dinner
- Reserved table for 10 at the Awards Dinner
- 5 priority points

GBTA MEMBERS CONSIDER SPONSOR COMPANIES TO BE:

- 95%** Industry leaders
- 92%** Financially stable
- 86%** Innovative
- 86%** Committed to customer service
- 85%** Trustworthy
- 90%** Good citizens in the corporate travel community
- 81%** Consistently making improvements to products/services
- 94%** Dedicated to advancing the business travel profession
- 89%** Investing in state-of-the-art technology

DOES YOUR COMPANY FIT THIS PROFILE?

MEET DECISION MAKERS!

GBTA Sponsors gain access to *Fortune* 100 GBTA Member Company Travel Buyers.

Listing of Fortune 100 GBTA Member Companies:

3M Company
Abbott Laboratories
Aetna Inc.
Allstate Corporation
American Express
Apple Inc.
AT&T, Inc.
Bank of America
Best Buy Co., Inc.
Boeing Company
Caterpillar Inc.
Chevron Corporation
Chrysler Group LLC
Cisco Systems, Inc.

Citigroup
Comcast Corporation
ConocoPhillips
Costco Wholesale
CVS Caremark
Deere & Company
Dell Inc.
Delta Air Lines
DuPont
ExxonMobil Corporation
Fannie Mae
FedEx Corporation
Ford Motor Company
Geico
General Dynamics
Corporation

General Electric Company
General Motors - Brasil
Goldman Sachs & Co.
HCA
Hess Corporation
Hewlett Packard
Honeywell International
Inc.
Humana, Inc.
IBM
J.P. Morgan Chase & Co.
Johnson & Johnson
Johnson Controls
Kraft Foods
Kroger
Lockheed Martin
Corporation

Lowe's Companies, Inc.
Marathon Oil Company
Merck & Company, Inc.
MetLife
Microsoft
Morgan Stanley
New York Life Insurance
Company
NEXTEL
Northrop Grumman
Corporation
Oracle Corporation
PepsiCo
Pfizer
PHILIP MORRIS
Procter & Gamble
Prudential Financial

Safeway Inc.
State Farm Insurance
SUPERVALU Inc.
Target Corporation
TIAA-CREF
Tyson Foods, Inc.
UnitedHealth Group
Valero Energy
Corporation
Walgreen Company
Wal-Mart Stores, Inc.
Walt Disney Company
WellPoint, Inc.
Wells Fargo Financial

SECURE YOUR SPONSORSHIP NOW!

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"GBTA sponsorship shows
credibility and commitment."

GBTA Direct Buyer Member

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