



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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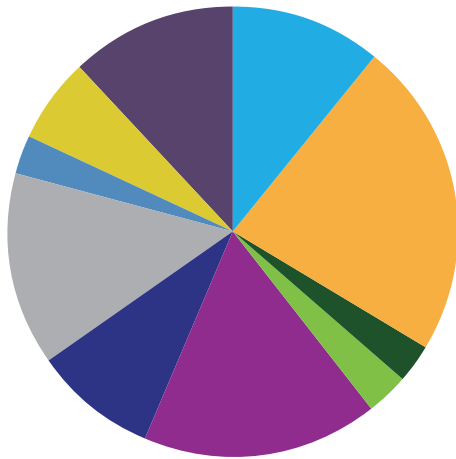
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GBTA Canada holds its Conference & Expo annually in Toronto. Each year, the record-setting, sell-out conference represents the largest gathering of travel buyers in Canada. With more than 350 attendees and 50 exhibiting companies participating in the 2011 event, sponsorship opportunities and exhibit spaces always sell out. Be sure to book your space early!

2011 GBTA Canada Conference Buyer Demographics*

**Based on 2011 buyer post-Canada Conference Survey*



Annual travel spend:

- 11%** ● \$100 million to less than \$500 million
- 23%** ● \$50 million to less than \$100 million
- 3%** ● \$30 million to less than \$50 million
- 3%** ● \$20 million to less than \$30 million
- 17%** ● \$10 million to less than \$20 million
- 9%** ● \$5 million to less than \$10 million
- 14%** ● \$1 million to less than \$5 million
- 3%** ● \$500K to less than \$1 million
- 6%** ● Less than \$500K
- 12%** ● Not sure/does not apply

Expo space
sold out
in 2011 and, as a result, 2012 booth space increased by 40%!

80%
are very likely or likely to consider doing business with a GBTA Canada sponsor.

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Partner Sponsorships		
Platinum (Annual)	20	Air Canada/Star Alliance, Best Western, BMO Financial Group, Carlson Wagonlit Travel, CTMS Travel Group, Maritime Travel, Scotiabank, Vision 2000 Travel, Available
Gold	14	SkyTeam, Sabre Travel Network & GetThere, Available
Silver	10	Available
Bronze	8	Available
Exclusive Sponsorships		
Opening Keynote Speaker	15	Available
Closing Speaker	14	Available
Let's Connect Cyber Kiosk	9	Air France/KLM
Conference Notebook	7	Available
Conference e-Handbook	7	UNIGLOBE
Thumb Drive	7	Best Western
Full-Page Color Ad Space	4	Available
Registration Area	4	Star Alliance
Program-at-a-Glance	4	Concur
Refreshment Break Day 1 Morning	5	Available
Refreshment Break Day 2 Morning	5	Available
Sponsor Conference Shirts	3	Available
HTML Marketing Message	2	Available
Opening Dinner	14	Oneworld/WestJet
Badge Lanyards	3	BMO Financial Group
Hotel Key Cards	3	BMO Financial Group
Opening Reception	13	Egencia
Conference Tote Bag	5	SkyTeam
Continental Breakfast Day 1	7	Available
Continental Breakfast Day 2	7	Available
Lunch Day 1	9	IHG
Lunch Day 2	9	Available

GBTA CANADA CONFERENCE 2012

TORONTO, CANADA, APRIL 11-12

PARTNER SPONSORSHIPS

PLATINUM — \$19,500 CAN + 13% HST TAX

Air Canada/Star Alliance, Best Western, BMO Financial Group, Carlson Wagonlit Travel, CTMS Travel Group, Maritime Travel, Scotiabank, Vision 2000 Travel

Year-Round Exposure 2012

- At all GBTA Canada events in 2012 including Canada-specific webinar sessions (five), in-person travel executive symposiums (Toronto, Calgary), Fundamentals of Business Travel Management course, and Canada Conference
- Logo and name recognition on all GBTA Canada education materials and website (logo and link)
- Verbal recognition at all GBTA Canada events
- Two GBTA Canada annual allied memberships (with member-access on all gbta.org regional sites)

National Conference April 11–12

- One 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to five minutes)
- Two HTML blasts to all conference delegates; one pre- and one post-conference (*sponsor to provide to GBTA Canada all three HTML messages by March 1*)
- 10 reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada FTP site by March 1*)
- Five complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page for 12 months
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and their clients
- 20 priority points

GOLD — \$16,500 CAN + 13% HST TAX

SkyTeam, Sabre Travel Network & GetThere

- One 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to two minutes)
- One HTML blast to all conference delegates; one pre-conference (*sponsor to provide to GBTA Canada by March 1*)
- Five reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- Three complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 14 priority points

SILVER — \$13,500 CAN + 13% HST TAX

- Five reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada FTP site by March 1*)
- Two complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 10 priority points

BRONZE — 9,500 CAN + 13% HST TAX

- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- One complimentary full-conference registration for sponsor staff
- One complimentary full-conference registration for sponsor's client
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 8 priority points

EXCLUSIVE SPONSORSHIPS

OPENING KEYNOTE SPEAKER — \$19,000 CAN + 13% HST TAX

- Sponsor to introduce the keynote speaker (*bios/script prepared*)
- Sponsor to address the general session, to be tied in with keynote introduction (*up to two minutes*)
- Sponsor video will play following the opening keynote speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the keynote speaker general session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Five complimentary full-conference staff registrations
- Three complimentary one-day registrations for sponsor's clients to the event
- 15 priority points

"I felt more confident that we the supplier would be of **high caliber.**"

GBTA Direct Buyer Member



CLOSING SPEAKER — \$15,000 CAN + 13% HST TAX

- Sponsor to introduce the closing speaker (*bios/script prepared*)
- Sponsor to address the general session, to be tied in with speaker introduction (*up to two minutes*)
- Sponsor video will play following the closing speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the closing speaker general session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Three complimentary full-conference staff registrations
- Three complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

OPENING DINNER — \$15,000 CAN + 13% HST TAX

Oneworld/WestJet

- One 10'x10' exhibitor space per sponsor
- Sponsor(s) to handle all logistics (including venue selection, transportation if required, meal selection, and settlement with venue for dinner expenses)
- Sponsor(s) to meet and greet all delegates arriving for the opening dinner
- Sponsor(s) to provide a marketing promotional item to each delegate at the opening dinner
- Three email invites co-branded with sponsor(s) will be sent to all registered conference delegates by GBTA Canada
- Sponsor will welcome all delegates at the opening dinner
- Sponsor(s) signage (pull-up banners) to be displayed throughout dinner event (*sponsor to provide*)
- One reserved table for sponsor's registered conference staff and guests

Trade Show — Secure Your Booth NOW!

- One full-page color ad in the official conference e-handbook (*must be uploaded to GBTA Canada FTP site by March 1*)
- Sponsor's logo and link on GBTA Canada Conference website until June 1
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Six complimentary full-conference staff registrations per sponsor
- Six complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

OPENING RECEPTION — \$12,500 CAN + 13% HST TAX

Egencia

- Sponsor to deliver Conference day-one closing remarks (five minutes) in conjunction with sponsor's video or personal message (up to five minutes)
- Six reserved seats for sponsor's registered conference guests during general sessions day one
- Opportunity to hand promo item to delegates as they are leaving the general session closing and going into the Exhibitor Showcase for the reception
- Full-page ad included in the official conference e-handbook (*sponsor to upload to the GBTA FTP site by March 1*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Four complimentary full-conference staff registrations
- 13 priority points

LET'S CONNECT CYBER KIOSK — \$9,500 CAN + 13% HST TAX

Air France/KLM

- Premium location in conference foyer
- Four laptops with hi-speed Internet will be available in the cyber kiosk
- Sponsor's own pull-up banners will be positioned at the kiosk location
- Sponsor is invited to provide décor to make this area unique and engaging for delegates to visit
- Sponsor's logo will appear on each laptop landing page before delegates log-in
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 9 priority points

LUNCH (DAY 1 OR DAY 2) — \$9,000 CAN + 13% HST TAX EACH

IHG

- Sponsor to deliver video or personal message at one general session (up to five minutes)
- Six reserved seats for sponsor's registered conference guests at all general sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 9 priority points

GBTA CANADA CONFERENCE 2012

TORONTO, CANADA, APRIL 11-12

For all GBTA Canada sponsorship information, please contact **TANYA RACZ**, tracz@gbta.org.

CONTINENTAL BREAKFAST (DAY 1 OR DAY 2) — \$7,500 CAN + 13% HST TAX EACH

- Sponsor to deliver video or personal message at one general session (up to two minutes)
- Six reserved seats for sponsor's registered conference guests at all general sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

CONFERENCE NOTEBOOK — \$6,500 CAN + 13% HST TAX (EXCLUSIVITY FEE)

- Sponsor's logo on each conference notebook/pad
- All conference delegates receive a notebook with sponsor's marketing message inside
- Sponsor to provide notebooks with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

OFFICIAL CONFERENCE E-HANDBOOK — \$6,000 CAN + 13% HST TAX

UNIGLOBE

- The official conference e-handbook is provided to all conference delegates in HTML format two times prior to the conference
- The e-handbook is downloaded by conference delegates to their desktops or stored as a PDF
- The e-handbook is also posted on gbta.org/canada website in PDF for download
- Sponsor receives full-page ad placement on the inside front cover (page 2 of PDF)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the Conference
- Two complimentary full-conference staff registrations
- 7 priority points

THUMB DRIVE — \$6,000 CAN + 13% HST TAX (EXCLUSIVITY FEE)

Best Western

- Sponsor's logo on each thumb drive (memory stick)
- All conference delegates receive a thumb drive with sponsor's marketing message (pre-loaded by sponsor)
- Sponsor to provide thumb drives with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

REGISTRATION AREA — \$6,000 CAN + 13% HST TAX

Star Alliance

- Sponsor's own pull-up banners (four to six) will be positioned at the sides of the registration area
- Sponsor's staff are invited to hand out one promotional piece to all delegates in the registration line day one (*does not include conference registration for staff — sponsor registration rates are available*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

PROGRAM-AT-A-GLANCE — \$6,000 CAN + 13% HST TAX

Concur

- Program-at-a-glance is provided to all conference delegates onsite
- Sponsor's logo is in prime location at the top of the program-at-a-glance agenda
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

FULL-PAGE COLOR AD SPACE — \$5,000 CAN + 13% HST TAX EACH

- Full-page ad in the official conference e-handbook (*to be uploaded to GBTA Canada FTP site by March 1*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

"Great networking opportunity with both buyers and vendors."

GBTA Canada Conference Buyer

GBTA CANADA BUYERS REPORTED THE DEPARTMENT THEY REPORT TO:

43% Procurement	6% Office Administration	3% Purchasing	3% Executive Office
29% Travel	6% Other	3% Human Resources	3% Sales/Marketing
6% Strategic Sourcing			

REFRESHMENT BREAKS — \$4,500 CAN + 13% HST TAX EACH (DAY 1 MORNING AND DAY 2 MORNING)

- Full-page ad in the official Conference program
- Sponsor's promotional item provided by sponsor to delegates during sponsored break
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 5 priority points

SPONSOR CONFERENCE SHIRTS — \$4,000 CAN + 13% HST TAX

- Sponsor's logo on the front of each event staff conference shirt (GBTA Canada provides staff shirts)
- Sponsor invited to wear their own corporate shirts and hand out marketing promotional piece on day one next to registration desk (*GBTA will not provide*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 3 priority points

CONFERENCE TOTE BAG — \$4,000 CAN + 13% HST TAX (EXCLUSIVITY FEE)

SkyTeam

- Sponsor's black and white logo on one side of each tote bag
- All conference delegates receive a tote bag at registration
- Sponsor to provide tote bags with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Verbal recognition throughout the conference
- 5 priority points

HOTEL KEY CARDS — \$3,000 CAN + 13% HST TAX

BMO Financial Group

- Hotel key cards with sponsor's logo imprinted on the front of the delegate's hotel room card at check-in (two per guest)
- Sponsor responsible to provide artwork for hotel room cards (*approval required by GBTA Canada*)
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the Conference
- 3 priority points

BADGE LANYARDS — \$4,500 CAN + 13% HST TAX (EXCLUSIVITY FEE)

BMO Financial Group

- Sponsor to provide 500 lanyards to be used at GBTA Canada Conference and all other GBTA Canada events in 2012
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- 3 priority points

HTML MARKETING MESSAGE — \$3,000 CAN + 13% HST TAX

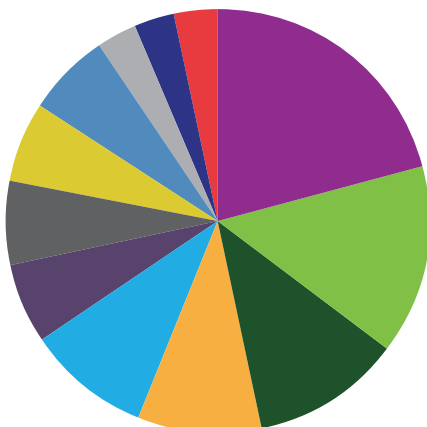
- One HTML blast to all conference delegates pre- or post-conference (*must provide to GBTA Canada by March 1*)
- 2 priority points

EXPOSITION BOOTH

\$24.95 per square foot (member), \$28.95 per square foot (non-member) plus 13% HST.

More than 350 attendees walked the aisles of the Exposition show floor searching for new travel suppliers last year. Here is what we heard from our 2011 GBTA Canada Conference attendees:

- Expo oversold in 2011 and, as a result, increased 2012 booth space by 40%
- 74% of delegates reported that they were very satisfied or satisfied with the expo to re-establish their relationships with existing suppliers
- 80% are very likely or likely to consider doing business with a GBTA Canada Sponsor
- 86% reported that they were very satisfied or satisfied with the expo to re-establish their relationships with existing suppliers



GBTA Canada Buyers represent:

- 20% Financial Services/Insurance
- 14% Other
- 11% Health/Pharmaceuticals
- 9% Media/Information/Communications
- 9% Retail/Wholesale Trade
- 6% Manufacturing
- 6% Computer/Technology
- 6% Education/Training
- 6% Construction
- 3% Transportation/Travel/Shipping/Warehousing
- 3% Government/Public Administration
- 3% Utilities/Oil/Petroleum/Energy/Mining

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

GBTA 2012 GLOBAL SPONSORSHIP OPPORTUNITIES

