



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 ALL COMMITTEE SUMMIT 2012

ALEXANDRIA, VA, OCTOBER

The All Committee Summit will be held in Fall 2012. Participants representing approximately 100 volunteer leaders from leading corporations across the globe will come together in one location to cross-pollinate, as well as to meet individually to form the association's committee goals for the coming year. The majority of committee members are corporate travel managers.

GBTA's existing committees represent the following industry sectors — Aviation, Corporate Social Responsibility, Global Risk Management, Hotel, Sports, and Technology.

Selected GBTA staff will attend to present updates and activity in their respective areas and provide an open forum for each committee member to have questions answered and provide feedback.

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Day One Networking Reception	6	Available
Day One Dinner	8	Available
Day Two Refreshment Break (2)	3	Available
Day Two Networking Luncheon	7	Available
Day Two Dinner	8	Available
Committee Summit Agenda	2	Available

DAY ONE NETWORKING RECEPTION — \$6,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (three minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 6 priority points

DAY ONE DINNER — \$8,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (five minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 8 priority points

DAY TWO REFRESHMENT BREAK — \$3,000 (TWO AVAILABLE)

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Pre- and post-registration lists
- 3 priority points

DAY TWO NETWORKING LUNCHEON — \$6,500

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (four minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 7 priority points

DAY TWO DINNER — \$8,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (five minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 8 priority points

COMMITTEE SUMMIT AGENDA — \$2,500

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Full-page ad on the inside front cover and outside back cover
- Pre- and post-registration lists
- 2 priority points



This is a great opportunity to meet and network with the rising GBTA leadership.

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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