



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.

Zane Kerby, MBA

Senior Vice President, Events, Sponsorship & Advertising
zkerby@gbta.org | +1 703 236 1114

Sue Sheats

Director, Sponsorships
ssheats@gbta.org | +1 703 236 1179

Colette E. Massey, CEM, CTE

Exhibits & Advertising Sales
cmassey@gbta.org | +1 703 236 1123

Sara Smith, CTE

Manager, Sponsorship & Advertising
ssmith@gbta.org | +1 703 236 1156

The GBTA Convention, The Business Travel Event of the Year[®], features more than 6,000 corporate and government travel managers and suppliers. This event, the largest and most comprehensive within the business travel industry, combines cutting-edge educational tracks, world-class speakers, and a three-day trade show, making it the ideal channel to promote your company's products and services.

With nearly 400 of the industry's leading companies displaying their products and services at the Exposition, distinguishing your company as a viable competitor can be a challenge. GBTA sponsorships offer you the opportunity to stand out and impact the world's largest audience of business travel purchasers and decision-makers. Reach more than 1,200 travel managers at Convention who spend more than \$110 billion in travel services annually (based on GBTA's 2011 post-Convention survey).

2011 GBTA Buyer Member Demographics*

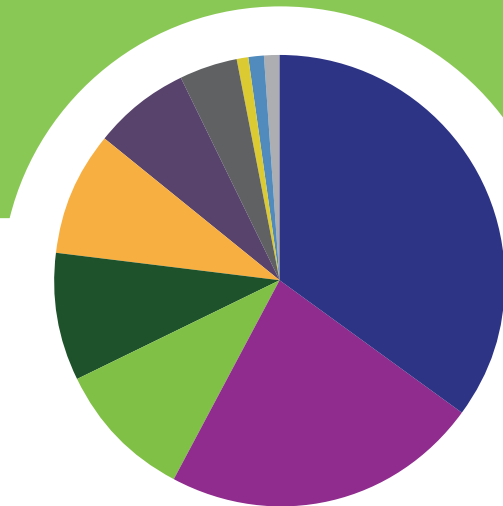
**Based on 2011 Convention Buyer Member Survey*

GBTA MEMBERS REPORT THESE AREAS closely resemble the department in which they work:

- | | | | |
|------------------------|---------------------------------|----------------------------|------------------------------------|
| 36% Travel | 8% Strategic Sourcing | 3% Human Resources | 2% Sales/Marketing |
| 18% Procurement | 7% Other | 3% Meetings/Events | 2% Program/Vendor Relations |
| 13% Finance | 4% Office Administration | 3% Executive Office | 2% Purchasing |

GBTA Members represent:

- 18%** Manufacturing
- 18%** Other
- 11%** Financial Services/Insurance
- 8%** Computer/Technology
- 7%** Utilities/Oil/Petroleum/Energy/Mining
- 6%** Aerospace/Defense
- 6%** Health/Pharmaceuticals
- 4%** Retail/Wholesale Trade
- 3%** Non-Profit/Association/Foundation
- 3%** Hospitality
- 3%** Business/Professional Services/Consulting
- 3%** Transportation/Travel/Shipping/Warehousing
- 3%** Government/Public Administration
- 2%** Automotive
- 2%** Media/Information/Communications
- 2%** Education/Training
- 1%** Chemical/Biotech
- 1%** Sports/Entertainment/Arts/Recreation



GBTA Corporate Travel Buyers reported their travel department reports to:

- | | |
|---|---------------------------------------|
| 35% Purchasing/Procurement/Sourcing | 7% Other |
| 23% Finance/Accounting/Treasury | 4% Operations/Vendor Relations |
| 10% Administrative Services/Program Services | 1% Marketing/Communications |
| 9% Human Resources | 1% Meetings & Events |
| 9% President/CEO/COO/CFO | 1% Legal |

GBTA CONVENTION 2012

BOSTON, MA, JULY 22-25

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
General Sponsorships		
Exposition Lounge	6	CorpTrav Management Group
Exposition Map	7	Avis Budget Group
Registration Bag	8	SkyTeam
Registration List	5	Available
Program-at-a-Glance	7	Available
Registration Area	8	Available
Badge Lanyards	8	UATP
GBTA My Convention Planner	5	Available
Relaxation Lounge	6	Available
Starbucks Coffee Vouchers	7	Available
Wireless Sponsor	5	Tryp by Wyndham
Convention Program	8	JetBlue
Thumb Drive (4)	6	Available
Coat/Baggage Check	5	Available
Lead Retrieval Card	6	Available
Chapter Chat Reception (2)	7	Mexico Tourism Board, Available
General Sponsorship Option 1	6	Available
General Sponsorship Option 2	5	Bank of America, Available

Partner Sponsorships

Opening Welcome Session	20	Available
Closing Reception	20	Available
Wednesday CEO Panel	18	Available
First Timers Orientation & Luncheon	9	Available
Business Center	8	Available
Cyber City	10	Wingate by Wyndham
International Reception	8	NH Hoteles
Mobile App	10	Available
Shuttle Buses (2)	15	LAN Airlines, Available
Education Sessions	10	Egencia, StarCite, Available
Partner Sponsorship Option 1	9	Available
Partner Sponsorship Option 2	7	Available

Prime Sponsorships

Monday General Session Luncheon	20	Sabre Travel Network, GetThere & Travelocity Business
Tuesday General Session Luncheon	20	Orbitz for Business
Wednesday General Session Luncheon	20	Boeing

Sponsorship	Priority Points	Sponsored by
Super Sponsorships		
Diamond	30	Concur, Sabre Travel Network, GetThere & Travelocity Business, SkyTeam, Wyndham Hotel Group, Available
Gold	20	Amadeus IT Group, American Airlines, Best Western, Carlson Wagonlit Travel, Star Alliance, Available

Other Marketing Opportunities

Exposition Booth	Varies	Available
Exposition Banner Advertising	Varies	Available
Carpet Logo	2	Available
Park Bench	2	Available
Registration Bag Insert	5	Available
Party Listing on Expo Map	2	Available
General Session Tables	None	Available
Infotainment Session	None	Limos.com, Available
Direct Mail Marketing	None	Available
Email Marketing	2	Available
Convention Attendee List	None	Available

Convention Advertising Opportunities

GBTA TV (3)	5	Available
GBTA My Convention Planner Banner Advertising (8)	3	Available
Exposition Map Advertising	2	Available
Convention Program Advertising	Varies	Available
gbta.org Advertising	5	Available

Technology Marketing Opportunities

HD Video Wall	Varies	Available
LCD Network	Varies	Available
Media Tower	Varies	Available
NEW! Mobile Presenter Touch	None	Available
NEW! 46" Portrait Touch Kiosk	None	Available
NEW! 60" Portrait Touch Kiosk	None	Available
NEW! 32" Touch Table Kiosk	None	Available

GBTA Foundation Sponsorships

Tournament Sponsor	6	Mastercard Worldwide, United Airlines
19th Hole Lunch Sponsor & Breakfast	5	Available
Hole-in-One Sponsor	2	Available
Hole Sponsor	1	Available

Priority Points are accrued by supplier companies through exhibiting, advertising with GBTA, and sponsorship of GBTA official events. Supplier companies are ranked according to points earned, and choose booth space (for the GBTA Convention) based on ranking.

TECHNOLOGY MARKETING OPPORTUNITIES



HD VIDEO WALL

The 2,000 square foot BCEC Video Wall is the focal point of the north lobby and is the first thing most attendees will see upon entering the convention center. Situated above the registration areas, attendees must walk under the video wall to get to both general sessions and the exhibit hall. Spanning a total of 120', the center 60' of the wall consists of a hi-definition screen, which is ideal for logos, messaging, and vivid imagery. Spanning from either end of the hi-definition screen outward are 50' screens comprised of graduated low-resolution sticks. All sponsor content must be customized to certain video wall specifications and approved by GBTA. Detailed specifications will be provided. *Limited opportunities available.*

- Priority points vary

1 minute of video per hour \$7,500
 Minimum 12 minutes per day
2 minutes of video per hour \$10,000
 Minimum 24 minutes per day
4 minutes of video per hour \$15,000
 Minimum 48 minutes per day



NEW! MOBILE PRESENTER TOUCH — \$2,000

The Mobile Presenter Touch is a one-piece formed display for tabletop displays in a 40" 16:9 screen size and includes a touch screen in the display that enables users to interact on the surface of the acrylic, giving you a floating touch display. Included is the formed tabletop touch screen display with screen and projector, all of which ship in a rolling shippable case. Price includes onsite setup and support. Computer not included.



LCD NETWORK

The LCD Network (50" and 60" inch displays) offers 33 distribution points throughout the BCEC, allowing exhibitors and sponsors to reach their audience throughout the venue.

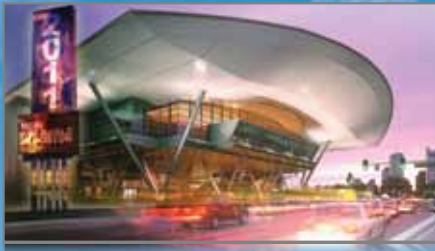
- Priority points vary

Logo with booth location and tag line. . . \$3,000
 30 seconds (minimum 1x per hour = 12x per day)
Up to 1-minute video presentation. . . . \$5,000
 60 seconds (minimum 1x per hour = 12x per day)
Up to 3-minute video presentation. . . . \$7,000
 180 seconds (minimum 1x per hour = 12x per day)



NEW! PORTRAIT TOUCH KIOSK — \$10,000 (46") AND \$12,000 (60")

The 46" and 60" Portrait Touch Kiosks are a stand-alone touch unit with a MAC OSX or Windows 7 operating system built in, external USB ports for connecting thumb drives or external hard drives, and the latest in true dual touch screen technology. Included in the system is (Windows 7 only) multi-touch picture and video viewer and multi-touch games. Each kiosk includes three hours of content development, onsite setup, and support.



MEDIA TOWER

The Media Tower, visible for half a mile, announces your sponsorship and the presence of the 2012 GBTA Convention before an audience of more than 100,000 pedestrians and motorists, and captivates attendees upon their arrival at the BCEC. Offering more than 3,000 square feet of display area and standing nearly 80 feet tall, sponsors can bring their brands to life in Boston's skyline.

- Priority points vary

1 minute per hour \$ 7,500
2 minutes per hour \$10,000
4 minutes per hour \$15,000
 (best to display in 30-60 second increments)
 Content provided by sponsor.



NEW! 32" TOUCH TABLE KIOSK — \$7,500

The 32" Touch Table Kiosk is a stand-alone touch unit with a MAC OSX or Windows 7 operating system built-in, external USB ports for connecting thumb drives or external hard drives, and the latest in true dual touch screen technology. Included in the system is (Windows 7 only) multi-touch picture and video viewer and multi-touch games. The kiosk includes three hours of content development, onsite setup, and support.

GBTA CONVENTION 2012

BOSTON, MA, JULY 22-25

GBTA MEMBER TITLES INCLUDE:

62%
Manager/
Supervisor

17%
Director

8%
Coordinator/
Assistant

7%
Vice
President

5%
Staff

1%
CEO/COO/C-Level

GENERAL SPONSORSHIPS

Sponsorships assist GBTA with production costs for print and other important collateral material produced for the GBTA Convention. General sponsors receive exposure in printed Convention collateral.

LEAD RETRIEVAL CARD — \$11,500

Attendees swipe this lead retrieval card to receive information from exhibitors. Your logo or advertisement will be seen every time the Lead Retrieval Card is swiped! Sponsor is given the card's reverse side for logo or advertisement.

- 6 priority points

REGISTRATION AREA — \$17,000

A gathering place at Convention, the registration area is heavily trafficked and centrally located in the Boston Convention Center. Sponsor's logo will appear along the front of the registration counters.

- 8 priority points

COAT/BAGGAGE CHECK — \$5,000

Coat/baggage check will be open on Monday, Tuesday, and Wednesday near the registration area. Sponsor's logo will be on area signs. Sponsor may also add a luggage tag on every piece checked.

- 5 priority points

REGISTRATION LIST — \$5,500

The registration list contains the contact information of all Convention attendees, and is included on the GBTA thumb drive. Conveniently broken out by buyer/supplier, the registration list is a great resource that travel managers use to find their peers, and suppliers use to build customer profiles. Sponsor is allowed logo placement on the PDF.

- 5 priority points

GBTA MY CONVENTION PLANNER — \$8,000

Your electronic banner ad will be exclusively displayed on the upper right portion of the facility overview or interactive floor plan map (will be on a white background) and will print each time the Expo Map is printed. Text above the 360 x 45 banner will read "Official GBTA Online Expo Sponsor." A link directing attendees to your booth on the Exposition floor plan will also be included.

- 5 priority points

RELAXATION LOUNGE — \$14,000

Located near the registration area, the relaxation lounge gives Convention attendees a place to relax and network. Comfortable furniture and massage therapists are included. Sponsor may place a brochure or giveaway in the lounge, and may provide branded t-shirts to massage therapists. Lounge will be branded with sponsor's logo.

- 6 priority points

STARBUCKS COFFEE VOUCHERS — \$14,500

Sponsor's logo will be included on 2,000 Starbucks coffee vouchers. A voucher will be mailed to each Direct (buyer) member with their registration confirmation letter. Remaining vouchers will be given to the sponsor to distribute at their discretion.

- 7 priority points

EXPOSITION LOUNGE — \$11,000

CorpTrav Management Group
This 1,600 square foot networking lounge offers attendees a relaxing environment on the Exposition floor. Lounge includes comfortable furniture and massage therapists. The sponsor may place a brochure or giveaway in the Exposition lounge, may provide branded t-shirts to massage therapists, and provide a representative to welcome/greet guests. Sponsor is encouraged to provide light food and beverages.

- 6 priority points

PROGRAM-AT-A-GLANCE — \$14,500

The pocket-sized program-at-a-glance includes all Convention activity information and is included in all registration bags. Sponsor's logo is included on this popular resource.

- 7 priority points

CONVENTION PROGRAM — \$18,500

JetBlue
The Convention Program is included in all attendee registration bags and includes logistical information on all major Convention activities. Sponsor may advertise on the entire outside back cover of the Convention Program, as well receiving logo placement on the front cover.

- 8 priority points

EXPOSITION MAP — \$13,000

Avis Budget Group
This large map of the Exposition floor is included in the registration bags of all travel manager attendees and is available at the entrance to the Exposition hall. Sponsor is allowed the back cover for ad placement, and logo placement on the front cover.

- 7 priority points

OFFICIAL REGISTRATION BAG — \$16,500 (EXCLUSIVITY FEE)

SkyTeam
One of the most highly visible Convention sponsorships, the registration bag is given to all Convention attendees upon arrival. Sponsor is responsible for production costs, and receives one side of the bag for logo or advertisement (the GBTA Convention logo will be on the reverse side).

- 8 priority points

THUMB DRIVE — \$10,000

(Four available or \$30,000 for exclusivity)
GBTA will provide key resource documents on branded thumb drives. Materials may include the latest white papers on key industry issues developed by GBTA Committees, model RFPs, original business travel research, and links to education session materials. This opportunity provides an ideal way to extend the "shelf life" of your Convention sponsorship and connect your brand with industry thought leadership. The sponsor's logo will appear on at least 500 thumb drives (or 2,000 if exclusive) and everywhere that general sponsors are listed. Thumb drives will be distributed to all Direct (buyer) member attendees (at a minimum).

- 6 priority points

BADGE LANYARDS — \$15,000 (EXCLUSIVITY FEE)

UATP
One of the most highly visible Convention sponsorships, each attendee receives a badge lanyard. Badge lanyards put your company's logo eye level for the duration of Convention. Sponsor is responsible for production cost of the lanyards.

- 8 priority points

WIRELESS SPONSOR — \$14,000

Tryp by Wyndham

Complimentary Wi-Fi is available throughout the Convention Center (excluding the Expo Hall) for attendees with wireless devices. Sponsor's logo will appear on the landing page. Sponsor also receives a pre- and post-buyer attendee list.

- 5 priority points

CHAPTER CHAT RECEPTION — \$17,500 EACH (TWO AVAILABLE)

Mexico Tourism Board

The Chapter Chat Reception showcases representation from GBTA's 40 local chapters. Each chapter is awarded a table to "dress" with local paraphernalia. The Chapter Chat has grown dramatically over the past several years and has become one of Convention's most popular events. Each sponsor has the opportunity to address the audience for three minutes during the program.

- 7 priority points

GENERAL SPONSORSHIP OPTION 1 — \$16,000

- Insert in registration bags (buyers only)
- Two email blasts to direct (buyer) members before Convention
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Banner advertisement on GBTA's Daily News Brief (one week)
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 6 priority points

GENERAL SPONSORSHIP OPTION 2 — \$9,500

Bank of America

- Banner advertisement on gbta.org (three months)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 5 priority points

PARTNER SPONSORSHIPS

Partner sponsors assist GBTA with production of the key elements of the Convention program. Possible benefits include visibility, podium time at key functions, and the opportunity to address travel managers at education sessions.

OPENING WELCOME SESSION — \$90,000

The Welcome session is the first official GBTA Convention event. Sponsor's logo will be on event signage as well as in public areas of the center.

- Logo identification in promotional items, including registration brochure and Convention Program
- Reserved seating at session
- Two comp registrations
- Logo recognition on signage at convention
- Ability to place a brochure or giveaway on each attendee's chair (sponsor is responsible for placement)
- 10 minutes of podium time to address the audience
- One VIP table at each general session
- 20 priority points

CLOSING RECEPTION — \$90,000

The Closing Reception is the last social networking opportunity for all participants. Benefits include:

- Logo identification on promotional items, including registration brochure and Convention Program
- Logo on GBTA Convention website
- Logo recognition at Closing Reception
- Pre- and post-direct buyer list
- Registration bag insert (direct buyer bags only)
- One VIP Table at each General Session
- Advertisement on GBTA.org for three months
- 20 priority points

WEDNESDAY CEO PANEL — \$80,000

Practically Radical Roundtable: Leaders who are eager to "rethink" how they lead, work, and get results — provocative thinking that can energize their organizations, roll-up-the-sleeves advice they can put to work right away. Bill Taylor, co-founder and founding editor of Fast Company, sets forth a group of leaders enacting radical ideas about how to make deep-seated change in trying times. These messages set the stage for an instructive and entertaining conversation with panelists chosen for their relevance to the audience and how they've made remarkable strides in tough circumstances. This is a blend of the radical and the practical, the inspirational and the instructional. Some of the core lessons are Strategy, Innovation, and Leadership.

- Logo identification in promotional items, including the registration brochure and Convention Program

- Reserved seating at your sponsored panel
- Two complimentary registrations
- Logo recognition on signage at Convention (and in the CEO panel room)
- Logo included on the official GBTA Convention website
- Ability to place a giveaway or brochure on each attendee's chair in the CEO panel room (sponsor is responsible for placement)
- 10 minutes of podium time at the CEO panel
- One VIP table at each of the general sessions
- 18 priority points

FIRST TIMERS ORIENTATION & LUNCHEON — \$30,000

Held on Sunday, the first timers orientation & luncheon gives first-time attendees a guided tour of Convention activities. The program is one of the Convention's most memorable and enjoyable events. Sponsor has the opportunity to address the audience for up to seven minutes.

- 9 priority points

INTERNATIONAL RECEPTION — \$19,500

NH Hoteles

This invitation-only International Reception will provide a networking opportunity for over 250 U.S. travel managers with global responsibilities, as well as travel managers and suppliers outside the U.S. Sponsor's logo will be displayed on signage.

- 8 priority points

CYBER CITY — \$35,000

Wingate by Wyndham

Sponsor's logo will be included on signage at each Cyber City location, as well as everywhere partner sponsors are listed. Additionally, the sponsor will be given the opportunity to provide an image that will appear on each computer's desktop.

- 10 priority points

BUSINESS CENTER — \$26,000

The Business Center, located in a high traffic area of the convention center, features four meeting room subsets, a public area with tables and chairs, computers with Internet access, and photocopier machines. Sponsor's logo will be branded within the lounge.

- 8 priority points

GBTA CONVENTION 2012

BOSTON, MA, JULY 22-25

"I definitely notice the sponsorship and it leaves a **positive impression.**"

GBTA Direct Buyer Member

EDUCATION SESSIONS — \$37,000

Egencia, StarCite

(Limited sponsorships still available)

An essential component of the GBTA Convention, educating today's travel professional is our core competency. Education sponsors have the opportunity to introduce a minimum of seven education sessions and provide a brochure or giveaway for each attendee. Additionally, education sponsors will be branded in the public areas of the convention center and in all web and print collateral.

- 10 priority points

MOBILE APP — \$40,000

NEW IN 2012! The mobile app will support QR codes and will be made available for the Android (in addition to iPhone, iTouch, iPad, and via the mobile website).

- Sponsor logo will appear on the home screen for all iPhone/iPad app users
- Banner at the top of the mobile website version's primary page
- Ability to message to all GBTA attendees through the iPhone/iPad mobile platform (two times total)
- Mention in the press release to Convention attendees announcing the mobile application solution
- Logo included on the GBTA Convention website
- Logo identification in Convention collateral
- Logo included as a partner sponsor on signage around the Convention Center
- 10 priority points



SHUTTLE BUSES — \$30,000 (TWO AVAILABLE)

LAN Airlines

Shuttle buses transport GBTA attendees from designated hotels and the convention center. They are also used during official events such as the opening and closing receptions. Shuttle bus service, from a limited number of hotels, begins on Saturday and runs through Wednesday evening. The shuttle bus sponsor is allowed to affix signage to the sides of the buses, as well as place headers on the seats inside the buses. Price does not include production of signs.

- 15 priority points

PARTNER SPONSORSHIP OPTION 1 — \$29,000

- One 15'x10' double-sided advertisement banner on the trade show floor
- Two email blasts to direct (buyer) members before Convention
- Two complimentary registrations for exhibiting suppliers
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Insert in the registration bags (buyers only)
- Banner advertisement on gbta.org (one month)
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 9 priority points

PARTNER SPONSORSHIP OPTION 2 — \$22,500

- Priority VIP seating for sponsor and registered customers at the GBTA general sessions (one table of 10 each day)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 7 priority points

PRIME SPONSORSHIPS

Prime sponsorships offer premier exposure at GBTA's Convention. Prime sponsorships are unique; they include the opportunity for an executive from the sponsor's organization to address a large audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

Monday General Session Luncheon

Sabre Travel Network, GetThere & Travelocity Business

\$123,500 + 50% of featured speaker costs

Tuesday General Session Luncheon

Orbitz for Business

\$123,500 + 50% of featured speaker costs

Wednesday General Session Luncheon

Boeing

\$115,500 + 50% of featured speaker costs

Benefits include:

- Sponsor may address audience prior to the featured speaker's remarks (10-15 minutes)
- VIP seating for registered company representatives and key customer attendees near the stage at each of the three general sessions
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- Logo in promotional items, including the registration brochure and Convention Program
- Logo included on the GBTA Convention website
- Private reception with the general session featured speaker and key clients (20 person maximum)
- Logo recognition on all Convention collateral material
- Photo and featured speaker profile included in the GBTA registration brochure
- Option of placing a promotional or giveaway item on attendee chairs at the general session (sponsor is responsible for the placement of these items)
- Private hospitality room at the convention center or on Exposition floor
- Pre- and post-Convention Direct (buyer) member registration list (name, title, and company only)
- Photo and featured speaker bio is included in the Convention program
- 20 priority points

84%

Anticipate gaining one to eight new suppliers from their interactions on the Exposition floor.

REGISTERED BUYERS' ANNUAL SPEND:

5% \$500 million or more	13% \$30 million to less than \$50 million	17% \$10 million to less than \$20 million	8% \$1 million to less than \$5 million
11% \$100 million to less than \$500 million	11% \$20 million to less than \$30 million	17% \$5 million to less than \$10 million	3% \$500K to less than \$1 million
9% \$50 million to less than \$100 million			4% Less than \$500K

SUPER SPONSORSHIPS

Our Super Sponsorship Packages combine the best attributes and marketing opportunities at Convention and provide substantial exposure throughout the entire year. Diamond sponsorship offers category exclusivity (e.g., an airline's participation precludes any other airline/airline alliance from participating at the Diamond level).

DIAMOND — \$107,000

- Concur, Sabre Travel Network, GetThere & Travelocity Business, SkyTeam, Wyndham Hotel Group
- 15' x 10' banner in the public area of the convention center — company may use the artwork of their choice
- Two upgrades at the host hotel
- GBTA will pre-block hotel rooms at the host hotel
- Early bird rate extended to June 8, 2012
- Weekly registration list provided with name, title, company (starting six weeks out)
- Diamond sponsor spotlight in Convention program — full-page interview with an executive from your company
- Sponsor recognition at the Monday luncheon general session
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- Logo included on the official GBTA Convention website
- Logo identification in promotional items including the registration brochure and Convention program
- 25 complimentary event registrations
- Banner ad on gbta.org (12 months)
- Individualized logo recognition banner inside the convention center
- Banner advertisement on GBTA's Daily News Brief (two weeks)
- Insert in Convention registration bags (Direct (buyer) members only)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Inclusion on the GBTA prize giveaway "punch card"
- Private hospitality room at the convention center or on Exposition floor
- Priority VIP seating for sponsor and registered customers at the GBTA general sessions (three tables of 10)

GOLD — \$75,000

- Amadeus IT Group, American Airlines, Best Western, Carlson Wagonlit Travel, Star Alliance
- Early Bird rate extended to June 8, 2012
- Weekly updated registration list with name, title, company (starting six weeks out)
- Sponsor recognition at the Monday luncheon general session
- Logo identification in promotional items, including the registration brochure and Convention Program
- Logo included on the official GBTA Convention website
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- 10 complimentary event registrations
- Banner ad on gbta.org (three months)
- Logo recognition on meter boards and banners located in convention center
- Insert in Convention registration bags (Direct (buyer) members only)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Inclusion on the GBTA prize give away "punch card"
- One 15' x 10' advertisement banner for placement on GBTA's Exposition floor cross aisle
- Private hospitality room at the convention center or on the Exposition floor
- Priority VIP seating for sponsor and registered guests at the GBTA General Sessions (two tables of 10)
- A full-page advertisement in GBTA's registration brochure — offered exclusively to GBTA Super Sponsors
- 20 priority points

OTHER MARKETING OPPORTUNITIES

EXPOSITION BOOTH

\$29 per square foot (member), \$35 per square foot (non-member) until January 1, 2012. After January 1, prices increase to \$31/\$38 per square foot.

More than 1,250 corporate travel managers (many of whom work for Fortune 100 companies) walked the aisles of the Exposition show floor searching for new travel suppliers last year. Here is what we heard from our 2011 Convention exhibitors:

- 91% reached new travel buyers
- 97% reinforced existing relationships with travel buyers
- 76% reported they generated between six and 100 new leads

GBTA's Exposition can maximize your exposure to the largest audience of business travel decision-makers — translating into increased sales.

- Priority points vary

EXPOSITION BANNER ADVERTISING

20' x 40' single-sided \$18,500

- 8 priority points

15' x 10' double-sided \$11,500

- 6 priority points

Place your company name and logo on large scale banner advertisements in your choice of two prominent Exposition Hall locations. 20' x 40' banners are placed over the entrance/exit, 15' x 10' are placed along the 40' main aisle and 20' cross aisle. These aisles are where the majority of trade show traffic flows. All prices include production and rigging. Contact GBTA for a floor plan with locations.

CARPET LOGO — \$3,500

Draw more attention to your booth by putting your company's digital logo on a 4' x 8' section of carpet in front of your booth.

- 2 priority points

GBTA CONVENTION 2012
BOSTON, MA, JULY 22-25



PARK BENCH — \$4,000

Sponsor a bench along the main aisle of the Exposition floor and remind attendees to visit your booth. A stand-alone prop will be placed next to your bench. Sponsor to provide the artwork.

- 2 priority points

OFFICIAL REGISTRATION BAG INSERT — \$6,500

This allows your company to insert an item, brochure, or giveaway into the registration bags for buyer attendees. Previous giveaways have included chocolates, travel kits, and luggage tags.

- 5 priority points

PARTY LISTING ON EXPO MAP — \$2,000

Put the location of your Convention party on the city map side of the Expo map. GBTA will list the sponsor, location, date, and time.

- 2 priority points

GENERAL SESSION TABLES — \$15,000

Invite your registered customers to join you at a reserved VIP table near the front of the general session stage to listen to the 2012 keynote speakers. Sponsorship includes one table for 10 at each general session.

INFOTAINMENT SESSION — \$12,000
Limos.com

Sponsor receives a session in the education block. Sponsor is responsible for content and presentation.

- A spot on the agenda as one of the concurrent breakouts
- Room and standard A/V support
- One dedicated promotional email to registered buyers announcing the session
- Inclusion in Convention program/website

REACH CONVENTION DIRECT MEMBERS

A great group of prospective buyers will attend the Global Business Travel Association 2012 trade show. These prospects are active decision makers who are interested in acquiring the services and products you offer. You can reach Convention attendees by mail or email, before and after Convention, through a third-party mailing house.

DIRECT MAIL MARKETING

Exhibiting Member

Pre OR Post	\$1,400
Pre AND Post	\$2,200

Exhibiting Non-Member

Pre OR Post	\$1,700
Pre AND Post	\$2,900

EMAIL MARKETING

Exhibiting Member	\$3,200
Exhibiting Non-Member	\$4,200

- 2 priority points

CONVENTION ATTENDEE LIST

Learn what buyers are coming to the show by purchasing the attendee list. *This list provided four weeks prior to Convention, and includes the name, title, and company only.*

Exhibitor (Member)	\$800
Exhibitor (Non-Member)	\$1,000

CONVENTION ADVERTISING OPPORTUNITIES

GBTA TV — \$10,000 (THREE AVAILABLE)

For the fourth year, GBTA will produce GBTA TV, an onsite Convention television program. GBTA TV will include news stories featuring Convention highlights, member and leadership interviews, new GBTA products and services, and more. GBTA TV will consist of several video news programs (25 to 35 minutes in length) and will be played on a variety of platforms, including most GBTA Convention hotels and shuttle buses.

Additionally, videos will be streamed on the GBTA website and announced in GBTA marketing and communications programs.

- A “visit our booth” invitation scrolled along the bottom of the video screen repeatedly throughout the Sunday-Wednesday news programs.
- Exhibitor logo shown on screen while GBTA news correspondent thanks the sponsor and asks viewers to visit them at their booth.
- Sponsor receives a two-minute in-booth interview (edited) or has the option to play their pre-produced commercial (up to one minute in length) during the daily program. Booth interviews will run on Tuesday and Wednesday, pre-produced commercials will run all four days.
- 5 priority points

93%

Said that the information gathered while at the GBTA Convention is influential in making a decision about selecting a supplier.

86%

Attend Convention to re-establish existing relationships with suppliers.

GBTA MY CONVENTION PLANNER BANNER ADVERTISING — \$2,200 (LIMIT 8)

As a Banner sponsor, you receive an exclusive 360 x 45 pixel piece of exclusive real estate on every page of the interactive floor plan website, ensuring everyone knows who you are. Banners display in pairs of two and refresh every six seconds. Limited advertising space available; site is only available Spring through August.

- 3 priority points

EXPOSITION MAP ADVERTISING — \$1,700

With more than 120,000 net square feet and over 400 exhibitors, the GBTA Exposition can be challenging to navigate. The *Convention Exposition Map* is the most convenient way to help attendees navigate the show floor on-site. Their convenience becomes your opportunity! Promote your company on one of the "business card" Exposition map ad panels! The Exposition map is included in the registration bags of all travel manager attendees, and available at the Exposition hall entrance.

- 2 priority points

CONVENTION PROGRAM ADVERTISING — PRICING VARIES

The Convention Program is the comprehensive resource for GBTA Convention attendees. This guide, given to all registered attendees (nearly 6,000 travel managers and suppliers), is packed with key Convention information and helps attendees navigate their way through each day's events at the Business Travel Event of the Year®. Increase your brand awareness and help build traffic to your trade show booth by advertising in this must-read resource.

- Priority points and pricing vary

GBTA.ORG ADVERTISING — \$5,000 (THREE MONTH MINIMUM COMMITMENT)

Your banner on gbta.org reaches visitors wherever they are on the website. A banner ad with GBTA stays in a frame that is served up on every html page within the website. This means that your ad is served up more frequently to the over 1,200 daily visitors to gbta.org. GBTA Direct members identify gbta.org as a critical source of information regarding industry issues, which ensures that your advertising is being seen by the people you most need to reach.

- 5 priority points

GBTA FOUNDATION SPONSORSHIPS

6th Annual GBTA Foundation Golf Classic
Sunday, July 22, Pine Hills Golf Club

TOURNAMENT SPONSOR — \$10,000
MasterCard Worldwide, United Airlines

Limit one company per industry segment (ground, agency, technology, hotel, air, card)

- Two complimentary foursomes
- Logo on banner at clubhouse
- Full-page ad in program
- Complimentary hole sponsorship — opportunity to stand at tee box of hole for handouts or meet and greet all golfers
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- Reserved table at luncheon
- Reserved table at one GBTA Convention general session of your choice for 10
- First right of refusal for 2013 golf tournament
- First selection of buyers to play in foursome
- 6 priority points

19TH HOLE LUNCH SPONSOR AND BREAKFAST — \$7,500

- Signage at the clubhouse during breakfast and lunch
- Welcoming remarks at lunch
- Half-page ad in program
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- First right of refusal for 2013 golf tournament
- 5 priority points

HOLE-IN-ONE SPONSOR — \$3,500

- One complimentary foursome
- Opportunity table at hole to do a meet and greet with players
- Signage at hole-in-one
- Half-page ad in program
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- 2 priority points

HOLE SPONSOR — \$2,000

- One complimentary foursome
- Opportunity table at one hole (handouts or meet and greet)
- Signage at one hole
- Name in thank you ad placed in industry publications
- Company name listed on GBTA Foundation website
- 1 priority point

THE MASTERS PROGRAM, A GBTA EVENT
WASHINGTON, DC, FEBRUARY 6-7

With a focus on strategic leadership and global thinking, the Masters Program provides a unique opportunity to hear from some of the most respected world-class leaders and learn about the strategies and business philosophies that have made them and their organizations successful. Attendance to the Masters Program is limited, with fewer than 200 seats available for purchase.

Per person through 1/6/12..... \$2,250 Per person after 1/6/12 \$2,500

In partnership with:



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!

GBTA (GLOBAL BUSINESS TRAVEL ASSOCIATION)
123 N. PITT STREET
ALEXANDRIA, VA 22314
PHONE: +1 703 684 0836
FAX: +1 703 342 4324
gbta.org

CONTACT:

SARA SMITH, CTE, ssmith@gbta.org
COLETTE MASSEY, CEM, CTE, cmassey@gbta.org
SUE SHEATS, ssheats@gbta.org
ZANE KERBY, MBA, zkerby@gbta.org



GLOBAL BUSINESS TRAVEL ASSOCIATION

123 N. PITT STREET
ALEXANDRIA, VA 22314

CONTACT:

SARA SMITH, CTE
ssmith@gbta.org

COLETTE MASSEY, CEM, CTE
cmassey@gbta.org

SUE SHEATS
ssheats@gbta.org

ZANE KERBY, MBA
zkerby@gbta.org

Phone: +1 703 684 0836
Fax: +1 703 342 4324
gbta.org | gbta.org/convention

"GBTA sponsorship shows
credibility and commitment."

GBTA Direct Buyer Member

GBTA 2012 GLOBAL SPONSORSHIP OPPORTUNITIES

