



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 EUROPE CONFERENCE 2012

BUDAPEST, HUNGARY, SEPTEMBER 19-21

GBTA Europe provides networking, education, and resources to business travel and meetings professionals in Europe. Founded by GBTA in 2010, GBTA Europe is powered by the UK-based Institute of Travel & Meetings (ITM) www.itm.org.uk.

GBTA Europe is the first buyer-led European network for the business travel and meetings industry. By ensuring GBTA Europe remains driven by buyers and by expert regional associations, it means that content remains focused on the realities of the changing business travel and meetings market. This is your opportunity to increase brand awareness, promote new products and services, and to complement other business development activities to more than 2,000 European business travel and meeting professionals. Being a GBTA Europe sponsor means being recognized for leading our industry.

EUROPEAN NETWORK PARTNERSHIPS — 2 TIERS

GBTA Europe is actively seeking European Network Partners. This new network offers a unique series of channels to market in business travel and meetings procurement across Europe. These partnerships are for a minimum of 12 months and are an ideal way to maximize ROI from a structured program of activity tailored to delivering the partner organization's objectives, aspirations, and priorities. These encompass increased brand/product awareness, education of target audience and product/service need, awareness of product/service procurement issues, and positioning as the "voice of authority" among competitors.

TIER 1: PLATINUM PARTNER — €60,000

- Sector exclusivity at this level
- Platinum status recognition at GBTA Europe Conference
- 10 GBTA Europe memberships
- Main GBTA Europe website side banner logo positioning
- Branding on communications including member communications to partners and GBTA Europe members
- Distribution of two company white papers per year
- 18 priority points

TIER 2: GOLD PARTNER — €45,000

- Sector exclusivity at this level
- Gold status recognition at GBTA Europe Conference
- Five GBTA Europe memberships
- Main GBTA Europe website side banner logo positioning
- Distribution of one white paper per year to members
- 15 priority points

GBTA EUROPE VIRTUAL FORUMS — SPONSOR DRIVEN & DELIVERED

Virtual technology such as webinar or video-conference are the perfect vehicle for your company to run learning and educational programs targeting key GBTA Europe buyer members from across Europe. The sponsor will drive the content and provide subject matter experts as you promote a key topic or intelligence report to the audience. GBTA Europe supports with branded invitations and attendee selection based on preferred target audience.

€3,000 per webinar

€8,000 for series of three

- Logo recognition throughout session
- Logo on registration page of GBTA Europe website
- Pre- and post-event communication to attendees
- Priority points vary

GBTA EUROPE VIRTUAL FORUMS — GBTA DRIVEN & DELIVERED

GBTA Europe holds an annual series of three seminars with delegates from Europe and the U.S. participating through virtual technology, such as webinar or video-conference.

The content is GBTA driven. Details and event dates can be found on the GBTA Europe Calendar, gbta.org/europe.

€2,000 per tele-presence

€5,000 for series of three sessions

- One of up to three sponsor logos recognized throughout session
- One of up to three logos on registration page of GBTA Europe website
- Pre- and post-event communication to attendees
- Priority points vary

GBTA EUROPE CORPORATE BREAKFAST FORUM — €10,000 (PLUS COSTS)

Host your own roundtable buyer breakfast forum in association with GBTA Europe. Drive the content and provide the subject matter experts as you exclusively engage with buyers in a specific market and talk extensively about challenges your given sector is facing, plus debate about the future and new opportunities.*

- Strategic sponsor chooses content, speakers, and provides venue
- GBTA Europe support with branded invitations, attendee selection based on preferred target audience, issue delegate handbook, and help moderate session if required
- Event listed on GBTA Europe calendar and included in member communications in the chosen market
- 7 priority points

* Subject to country partner agreeing to co-host

"I was able to establish contact with a few vendors that I was not aware of."

GBTA Direct Buyer Member



SPONSORED REPORTS & WHITE PAPERS

Sponsor or commission GBTA Europe-produced white papers and reports.

Price available on request

- Sponsor branding on front and back cover in association with GBTA Europe
- Full-page advertorial
- Strategic and editorial contribution reports/papers may be produced as a result of a buyer breakfast forum
- Reports and papers will be available to members on GBTA Europe website

GBTA EUROPE WEBSITE

GBTA Europe’s website is a primary means of reaching over 2,500 GBTA Europe members and thousands more through the 17,000 subscribers to GBTA Europe media partners and GBTA’s global members.

Banner Ads

The homepage showcases up to six rotating banners. Banner advertisements appear on every page, rotating when the page is refreshed or a new page within the site is visited. Every banner advertiser receives equal exposure. Website ads are 468 x 60 pixels and in a gif/animated gif format, maximum 20K file size.

- Priority points vary

Duration of Tenancy	Cost (plus VAT)
3 months	€2,500
12 months	€9,000

GBTA EUROPE NETWORK NEWS

Network News is GBTA Europe’s monthly newsletter sent out to all members on the third Friday of every month. It contains the latest GBTA Europe news, highlights training courses and educational forums, and the latest association events. Each edition of GBTA Europe Network News has space for up to two sponsors, each receiving the following benefits:

- Logo
- URL link to landing page on GBTA Europe website with up to 200 words of copy, logo, and website

Duration of Tenancy	Cost (plus VAT)
1 issue	€1,500
6 issues	€7,500
12 issues	€13,000

“I feel **loyalty and a connection** to other sponsor members and try to use them whenever possible.”

GBTA Direct Buyer Member

GBTA EUROPE CONFERENCE 2012

BUDAPEST, HUNGARY, SEPTEMBER 19-21

SPONSORSHIP & MARKETING OPPORTUNITIES

Enjoy brand recognition through a coordinated program of pre-event marketing, delegate profiling, and on-site presence. These levels will offer various opportunities across this European event. GBTA Europe offers four sponsorship levels.

PLATINUM — €40,000

- Four complimentary delegate registrations
- Four non-member client registrations
- Allocation of a “networking host” to help your company delegates network with targeted buyers
- Logo presence at the event
- One message on SpotMe device to all delegates
- Pre-event e-blast
- Banner advertisement on GBTA Europe Conference website
- 15 priority points

GOLD — €25,000

- Three complimentary delegate registrations
- Three non-member client registrations
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 12 priority points

SILVER — €15,000

Sabre Travel Network & GetThere

- Two complimentary delegate registrations
- Two non-member client registrations
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 9 priority points

BRONZE — €10,000

- One complimentary delegate registration
- One non-member client registration
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 7 priority points

MIND MARKET EXHIBITION BOOTHS — €7,000

Place your company branding, literature, and staff in a specially designed exhibition booth at the GBTA Europe Conference for meetings with European buyers. With all breaks held in this space and delegates encouraged to visit each booth for a chance to win one of several great prizes, you really will get your chance to engage with buyers at the event.

- 7 priority points

CONFERENCE OPPORTUNITIES — INDUSTRY EDUCATION

MAIN STAGE PLENARY SESSIONS — €10,000 (ADDRESS UP TO 500 DELEGATES)

Opportunity to have branding on screens/ stage throughout the facility, including entrance signage and a short personal address (cost covers sponsorship of one session).

- 7 priority points

ALTERNATIVE STREAM CONTENT SESSIONS — €5,000 PER SESSION (ADDRESS UP TO 150 DELEGATES)

Our educational sessions are the key ingredient of the GBTA Europe Conference. Sponsors have the opportunity to sponsor individual sessions or a full stream. Align your company and brand to your appropriate session/stream. Sponsorship includes three-minute personal introduction, in-room branding, and delegate collateral.

- 5 priority points

INDUSTRY WHITE PAPER — €5,000

Promotion and distribution at the Conference of your company’s intelligence paper. Use of GBTA Europe database for e-blast; results highlights announced in the introduction by sponsor (three minutes) and posted to knowledge center in GBTA Europe website.

- 5 priority points

CONFERENCE OPPORTUNITIES — NETWORKING

COFFEE BREAKS/BREAKFASTS/ LUNCHES — €15,000

Keep your company name in view throughout the two-day Conference by sponsoring all of the delegate tea/coffee breaks. Various coffee/networking areas will be used. Opportunity to brand areas include signage, pop-up stands, and branded items.

- 9 priority points

OPENING NIGHT RECEPTION — €25,000

Kick things off in style and get maximum brand exposure for your company with this important event on the first night of the Conference.

- 12 priority points

AFTER PARTY/SILENT DISCO — €25,000 (EXCLUDING DRINKS)

Adding yet another dimension to the Conference! Following the networking dinner, buses will transport all delegates back to an after party venue where there will be a disco reserved exclusively for GBTA Europe. Sponsor the after party and turn up the volume! Sponsorship can include, but is not limited to, branding opportunities, table and bar branding.

- 12 priority points

NETWORKING DINNER — €50,000 OR €25,000 EACH FOR TWO SPONSORS

Our main event on the evening of the second day of Conference for all delegates. Sponsorship can include, but is not limited to, delegate address and specific branding opportunities such as gobos or colored lighting*, table or bar branding.

- Priority points vary

(*Additional costs may apply)

CONFERENCE OPPORTUNITIES — INNOVATION

SPOTME DEVICE — €25,000

Used by delegates for itinerary and meeting schedules, interactive voting, submitting questions to panel sessions, locating delegates, and electronic business card swap, these SpotMe handsets ensure delegates have the most interactive experience at the GBTA Europe Conference. Sponsor opportunity includes logo on LCD screen of all handsets, logo on all slides showing voting results, and one SpotMe message to all delegates each day of the Conference.

- 12 priority points

THE NETWORK CAFÉ — €25,000 (PLUS BUILD COSTS)

Dedicated area next to mind market where attendees can network and follow up with other delegates on “gives and takes.”

- 12 priority points

THE CONNECTION ZONE — €25,000 (PLUS BUILD COSTS)

An area where delegates can access wireless Internet as well as stand-up computer monitors; good opportunity for product demonstrations. Opportunity for mobile handset charging point.

- 12 priority points

VIRTUAL HOST — €45,000 CUSTOMIZED*

Be part of one of the most innovative conference ideas to date — a virtual host! We can create a character that is unique to the Conference and to you as the sponsor. Our virtual host can be a talking logo, an airplane, or even an imaginary character and will interact with our on-stage moderator to add a third dimension to the plenaries. The virtual host is actually the voice of an actor, who will be behind the scenes and responding/interacting with the moderator in such a way that the character seems “alive” as it responds in real time to all things happening in the main meeting room.

- 16 priority points

**Choose a standard avatar from an existing selection. For non-tailored version, the cost is €40,000.*

CONFERENCE OPPORTUNITIES — BRAND AWARENESS

COLLATERAL OR GIFT DOOR DROP — €5,000

Maximize your company’s brand through a piece of collateral or gift that will be delivered overnight to delegates’ doors.

- 5 priority points

DELEGATE BAG — €10,000 (PLUS BAG COSTS)

This is one of the most highly-visible forms of sponsorship as the delegate bag is given to all Conference attendees upon arrival. The sponsor will receive opportunity to brand the delegate bag with company logo alongside the GBTA Europe logo. Includes one collateral insert.

- 7 priority points

LANYARDS — €10,000

A superb branding opportunity. Branded with your company’s logo and distributed to each delegate. Not only do delegates use a lanyard at Conference, they also take them away from the event and re-use them in their everyday work and home life.

- 7 priority points

BRANDED WATER BOTTLES AND RECYCLE BINS — €15,000

Water is the source of life and delegates will rely on this staple to keep them hydrated throughout the Conference. Align your company’s brand with this essential opportunity!

- 9 priority points

REGISTRATION DESK AND BADGES — €20,000

Be the first in mind as delegates arrive at Conference and brand our registration area.

Opportunity to brand full area, including logo on desks and pop-up signage. In addition, put your company’s logo at eye level for the duration of the Conference and add your branding/logo to our delegate badge.

- 11 priority points

FLASH DRIVE — €15,000

Logo printed on flash drive (memory stick) and distributed to all attendees at registration. Excellent for delegates to download presentations and research documents and use in everyday work life.

- 9 priority points

TRANSPORTATION (MAIN EVENING EVENT) — €15,000

Opportunity to have your company’s branding on shuttle buses for GBTA Europe attendees from the Conference hotel to the main evening event on Tuesday. The shuttle bus sponsor may place signage on the sides of the buses as well as place headers on the seats inside the buses. Price does not include production.

- 9 priority points

For all GBTA Europe sponsorship information, please contact:

MELANIE GARRETT
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“Sponsorship shows me a company wants to actively support and participate in the education and development of the business travel industry. Establishing this type of relationship shows a commitment to their clients that goes beyond just sales.”

GBTA Direct Buyer Member

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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