



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 MEETINGS LAB 2012

TALLINN, ESTONIA, SPRING AND NOVEMBER 14-15

The GBTA Europe Meetings Lab is the first buyer-led forum created to discuss key issues in the meetings and events sector using experimental and innovative meeting formats to give delegates insights into meeting methods and objectives, while experiencing unusual formats themselves.

This unique event allows delegates to experience unusual session formats while discussing issues of the day including remuneration, RFPs, measuring event success, effective policy and processes, and the importance of meetings architecture.

Session formats include *The Collaborative Distraction* – where delegates work collaboratively while discussing various issues; *Pass the Problem* – where delegates pass issues to other participants to contribute potential solutions; and *The Freudian Walk* – where delegates are divided into small groups to walk outside and discuss contentious issues affecting the sector.

OUTPUT

We will create a global task force to help shape future events and long-term engagement for:

- Creation of papers, research, and reports
- Industry affairs/lobbying

SPONSORSHIP LEVELS

Enjoy brand recognition and demonstrate your commitment to this unique event through a coordinated sponsorship program of pre- and post-event marketing, delegate profiling, and on site presence. GBTA Europe's Meetings Lab offers three sponsorship levels.

PLATINUM – €12,000

Sector Exclusive Sponsorship

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1:1 meetings with up to eight chosen Buyers for 10 minutes per buyer
- Introduce one of the sessions
- Tabletop
- Three free delegate places
- Able to invite up to five clients free
- 8 priority points

GOLD – €9,000

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1:1 meetings with up to four chosen Buyers for 10 minutes per buyer
- Recognized during intro and close
- Tabletop
- Two free delegate places
- Able to invite up to two clients free
- 7 priority points

SILVER – €5,000

- Branding on all communications, including promotion, registration, confirmation, and at event
- Recognized during intro and close
- Tabletop
- One free delegate place
- 5 priority points



GBTA ASIA
SPONSORSHIP OPPORTUNITIES TO COME.

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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