



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

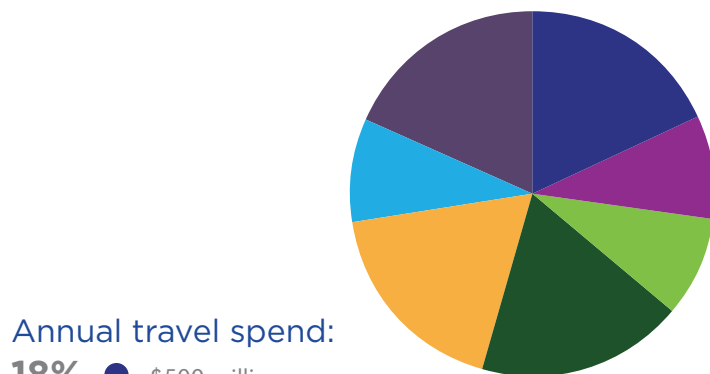
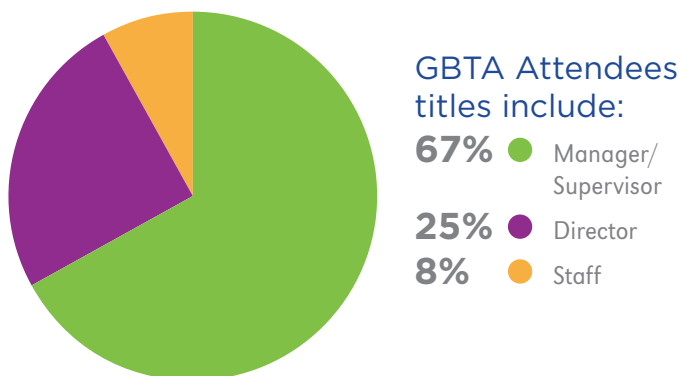
Manager, Sponsorship & Advertising
ssmith@gbta.org | +1 703 236 1156

GBTA's Government Travel Group (GTG) has expanded its programming designed for the government travel professional that manages and supports travel programs at the federal, state, and local levels. Building on the success of 2011, GBTA will offer GovTrav in the fall of 2012. This cutting-edge event will be available in person with an expected total attendance of 200, while also making the event available online via live simulcast in order to help reach a wider audience.

Focused on bringing the latest information, innovations, and insight that help attendees support their agency's or department's travel program, GovTrav enhances the travel savvy for both GBTA and the government travel space.

2011 GBTA Buyer Member Demographics*

*Based on 2011 GovTrav Buyer Member Survey



Annual travel spend:

- 18%** ● \$500 million or more
- 9%** ● \$100 million to less than \$500 million
- 9%** ● \$30 million to less than \$50 million
- 18%** ● \$20 million to less than \$30 million
- 18%** ● \$10 million to less than \$20 million
- 9%** ● \$1 million to less than \$5 million
- 18%** ● \$500K to less than \$1 million

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Registration Bag	5	Available
Registration List	4	Available
Registration Area	6	Available
Badge Lanyards	4	Available
Official Conference Program	5	Available
Coffee Break	3	Available
Closing Cocktail Reception	9	Available
Exclusive Education Sponsorship	12	Available
General Session Luncheon	14	Available
Live Webcast	7	Available
Gold	10	Available
Official Conference Program Advertising	2	Available
Registration Bag Insert	2	Available

GBTA Attendees report these areas closely resemble the department in which they work:

- 50%** Travel
- 18%** Finance
- 8%** Office Administration
- 8%** Procurement/Purchasing
- 8%** Human Resources
- 8%** Program or Vendor Relations

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.

GBTA GOVTRAV SYMPOSIUM 2012

WASHINGTON, DC, NOVEMBER 13

OFFICIAL REGISTRATION BAG — \$6,000 (EXCLUSIVITY FEE)

One of the most highly visible sponsorships, the registration bag is given to all attendees upon their arrival. Sponsor receives one side of the bag for logo or advertisement (other side reserved for the event logo). Sponsor also receives pre- and post-Direct attendee lists.

- 5 priority points

BADGE LANYARDS — \$5,500 (EXCLUSIVITY FEE)

Made of heavy string or other woven fabric, badge lanyards put your company's logo eye level for the duration of the conference. Sponsor is responsible for production cost. Sponsor also receives pre- and post-Direct attendee lists.

- 4 priority points

OFFICIAL CONFERENCE PROGRAM — \$6,000

The program is included in all registration bags given to attendees. It includes logistical information on all activities. Sponsor has the opportunity to advertise on the entire inside front and outside back covers of the program, along with logo placement on the front cover. Sponsor also receives pre- and post-Direct attendee lists.

- 5 priority points

REGISTRATION LIST — \$5,000

Included in the Symposium registration bags, the registration list gives the name, title, and company of all pre-registered attendees. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers.

- 4 priority points

COFFEE BREAK — \$4,000

Sponsor receives one complimentary registration, logo recognition, and pre- and post-lists of Direct attendees. Sponsor's logo will be prominently featured on coffee break signage.

- 3 priority points

REGISTRATION AREA — \$8,500

The registration area is heavily trafficked and centrally located in the conference facilities. Sponsor's logo will be prominently featured on signage in the registration area. Sponsor also receives pre- and post-Direct attendee lists.

- 6 priority points

LIVE WEBCAST SPONSOR — \$9,000

- Logo on login page
- Logo on webcast page
- Commercial during the live stream (up to two minutes)
- Logo exposure on-site at the event
- Logo exposure in the printed program
- 7 priority points

CLOSING COCKTAIL RECEPTION — \$15,000

The Closing Cocktail Reception gives attendees a place to gather, relax, and exchange ideas and experiences with colleagues. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes of podium time. Sponsor's logo will be on signage as well as in public areas of the conference. Sponsor also receives pre- and post-lists of Direct attendees.

- 9 priority points

EXCLUSIVE EDUCATION SPONSORSHIP — \$18,500

- Logo recognition in all collateral material and sponsor signage
- Display booth in close proximity to registration area (6' tabletop)
- Two reserved tables at the General Session Luncheon
- Two complimentary event registrations
- Direct registration list, pre- and post-Symposium
- Opportunity to introduce the first and last education sessions (four minutes)
- 12 priority points

GENERAL SESSION LUNCHEON — \$20,000

General session sponsorships are unique because they offer the opportunity for an executive from your organization to address the conference audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

- Significant logo exposure at the conference
- Podium time to address attendees (10 minutes)
- VIP seating near the stage for sponsor representatives and key registered customers
- Photo and speaker profile of sponsor's designated speaker included in the program
- One complimentary event registration
- Direct registration list, pre- and post-symposium
- 14 priority points

GOLD — \$15,000

(Limited to three sponsors and offers category exclusivity — e.g., an airline's participation as a gold sponsor precludes any other airline from participating at this level.)

Gold sponsorships offer significant branding throughout the Symposium and packages together important marketing exposures for companies that want to establish industry leadership and brand awareness. Benefits include:

- Logo recognition on all material and sponsor signage
- Display booth area in close proximity to the registration area (6' tabletop)
- Two reserved tables for sponsor and registered guests at luncheon
- Direct (buyer) member registration list, pre- and post-Symposium
- Two complimentary event registrations
- Full-page ad in the Program
- 10 priority points

OFFICIAL CONFERENCE PROGRAM ADVERTISING — \$2,000

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. Programs are placed in the registration bags.

- 2 priority points

OFFICIAL REGISTRATION BAG INSERT — \$2,000

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

- 2 priority points

83%

of attendees rated the 2011 GBTA GovTrav as excellent or very good.

75%

of GBTA GovTrav attendees said they are more likely to consider doing business with a GBTA sponsor.

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

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