



# 2012 GBTA GLOBAL SPONSORSHIP OPPORTUNITIES



[gbta.org](http://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](http://gbta.org/advertising)

## SIGN UP TODAY

If you have questions or are ready to reserve your sponsorship, contact GBTA today.

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# ISM AND GBTA PROCUREMENT SYMPOSIUM 2012

## LOS ANGELES, CA, OCTOBER 23-24

The Institute for Supply Management™ (ISM) and the Global Business Travel Association (GBTA) have joined together to present the **ISM and GBTA Procurement Symposium** — designed specifically to meet the needs of senior procurement and supply management professionals with oversight responsibilities for their companies' business travel spend.

The high-level Summit, designed by an advisory board of leading supply management professionals, features up-to-date insights, tools and strategies to optimize travel spend and align Procurement with overall business performance. The hosts are widely viewed as premier providers of travel and supply management resources. ISM is the largest supply management institute in the world. GBTA is the world's largest business travel and corporate meetings organization and the pioneer of the practice of Strategic Meetings Management.

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Registration Bag	5	Available
Registration List	4	Available
Registration Area	7	Available
Hotel Key Cards	3	Available
Badge Lanyards	4	UATP
Official Summit Program	6	Available
Coffee Break	4 each	Available
Welcome Reception	9	Available
Exclusive Education Sponsorship	10	Available
Breakfast	4 each	Available
Opening Keynote General Session/Luncheon	10	Available
Closing Keynote General/Session Luncheon	10	Available
Gold	9	Orbitz for Business, Available
Official Summit Program Advertising	2	Available
Registration Bag Insert	2	Available

Attendee ratio:

**46%**  
Buyers

**54%**  
Suppliers

Annual travel spend:

- 4%** \$500 million or more
- 11%** \$100 million to less than \$500 million
- 11%** \$50 million to less than \$100 million
- 20%** \$30 million to less than \$50 million
- 15%** \$20 million to less than \$30 million
- 11%** \$10 million to less than \$20 million
- 15%** \$5 million to less than \$10 million
- 15%** \$1 million to less than \$5 million

*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.*

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

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

- 5 priority points

### BADGE LANYARDS — \$5,000 (EXCLUSIVITY FEE)

UATP

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

- 4 priority points

### OFFICIAL SUMMIT PROGRAM — \$7,000

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

- 6 priority points

### REGISTRATION LIST — \$4,000

The registration list contains the name, title, and company of all attendees and is placed in the official registration bag. Conveniently broken out by buyer/supplier, the registration list is a great resource travel managers use to find their peers, and suppliers use to build customer profiles. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers. Sponsor receives pre- and post-Direct attendee registration lists.

- 4 priority points

# ISM AND GBTA PROCUREMENT SYMPOSIUM 2012

LOS ANGELES, CA, OCTOBER 23-24

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

**38%**  
Procurement/  
Purchasing

**28%**  
Strategic  
Sourcing

**19%**  
Travel

**7%**  
Meetings/  
Events

**4%**  
Finance

**4%**  
Analyst/  
Research

## HOTEL KEY CARDS — \$3,000 (EXCLUSIVITY FEE)

The Hotel Key Card is your opportunity to be the first sponsor logo seen by attendees. Upon checking-in, attendees will be given two room keys with the sponsor's color logo prominently displayed. Sponsor's logo is also included on signage throughout the conference facility.

- 3 priority points

## COFFEE BREAK — \$4,000 EACH

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.

- 4 priority points

## BREAKFAST — \$4,000 EACH

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

- 4 priority points

## REGISTRATION AREA — \$10,500

A gathering place at the Symposium, the registration area is heavily trafficked and centrally located in the conference facilities. Sponsor's logo will be prominently featured in the registration area. Sponsor also receives pre- and post-Direct attendee lists.

- 7 priority points

## WELCOME RECEPTION — \$15,000

The welcome reception is the first social networking opportunity for all participants. 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 hotel.

- 9 priority points

## EXCLUSIVE EDUCATION SPONSORSHIP — \$18,000

- Logo recognition in all symposium collateral material and sponsor signage
- Display booth in close proximity to registration area (6' tabletop)
- Two reserved tables at the luncheons
- Two complimentary event registrations

- Direct (buyer) member registration list, pre- and post-Symposium
- Opportunity to introduce the first and last education sessions (four minutes)
- 10 priority points

## KEYNOTE GENERAL SESSION LUNCHEONS — \$20,000

### Opening Keynote General Session Luncheon Closing Keynote General Session Luncheon

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 Symposium
- Podium time to address Symposium attendees (10 minutes)
- VIP seating (two tables) 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 (buyer) member registration list, pre- and post-Symposium
- 10 priority points

## GOLD — \$15,000

### Orbitz for Business

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

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

## OFFICIAL SUMMIT 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 chocolate, travel kits, and luggage tags.

- 2 priority points

## About Institute for Supply Management™ (ISM), [www.ism.ws](http://www.ism.ws)

Institute for Supply Management™ (ISM) is the first supply management institute in the world. Founded in 1915, ISM exists to lead and serve the supply management profession and is a highly influential and respected association in the global marketplace. By executing and extending its mission through education, research, standards of excellence, and information dissemination — including the renowned monthly *ISM Report On Business*® — ISM maintains a strong global influence among individuals and organizations. ISM is a not-for-profit educational association that serves professionals with an interest in supply management who live and work in more than 80 countries. ISM offers the Certified Professional in Supply Management® (CPSM®), Certified in Supply Management™ (CSM™), and Certified Professional in Supplier Diversity® (CPSD™) qualifications, and is a member of the International Federation of Purchasing and Supply Management (IFPSM).

**85%**

of attendees rated the  
ISM and GBTA Procurement  
Symposium as excellent  
or very good.

# 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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