



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 LATIN AMERICA CONFERENCE 2012

BUENOS AIRES, ARGENTINA, SEPTEMBER 10-12

GBTA is expanding in Latin America! Don't miss this exciting Pan-Latin America event to be held in Buenos Aires. This event will bring together travel management professionals from all over the continent. Local GBTA leadership is currently in place in Argentina, Columbia, Peru, Panama, Costa Rica, and Mexico. The buzz has already begun; we are expecting 400 attendees for this initial program in Argentina.

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
General Sponsorships		
Official Program	6	Available
Registration Bag	6	Available
Registration Area	6	Available
Badge Lanyards	5	Available
Partner Sponsorships		
Education Track 1	8	Available
Education Track 2	8	Available
Education Track 3	8	Available
Opening Reception	11	Available
Monday Opening General Session & Luncheon	12	Available
Tuesday General Session & Breakfast	12	Available
Tuesday General Session & Luncheon	12	Available
Tuesday Closing General Session	12	Available
Event Sponsorships		
Diamond	20	Available
Gold	14	Available
Silver	9	Available
Other Opportunities		
Official Program Advertising	varies	Available
Registration Bag Insert	2	Available
Hospitality Suite	8	Available
Exposition Booth	2	Available
General Session Reserved Table	2	Available
Email Blast	2	Available
Registration List	none	Available

GENERAL SPONSORSHIPS

OFFICIAL PROGRAM — \$8,000

The official program is included in all registration bags given to attendees. It includes logistical information on all major GBTA Latin America activities, including program scheduling, session descriptions, speaker, and hotel information. Sponsor's logo will appear on front cover and sponsor has the opportunity to advertise on the entire inside front and outside back covers.

- 6 priority points

REGISTRATION BAG — \$9,000 (EXCLUSIVITY FEE)

One of the most highly visible sponsorships, the registration bag is given to all attendees upon arrival. Sponsor is responsible for production costs and may place logo or advertisement on one side (the other side is reserved for the GBTA Latin America logo).

- 6 priority points

REGISTRATION AREA — \$9,000

The registration area is heavily trafficked and centrally located in the conference facilities. Banner with sponsor logo will be draped along the front of each registration counter.

- 6 priority points

BADGE LANYARDS — \$7,000 (EXCLUSIVITY FEE)

Lanyards put your company's logo eye level for the duration of the conference. Sponsor will provide badge lanyards with company logo.

- 5 priority points

PARTNER SPONSORSHIPS

EDUCATION TRACKS — \$12,000 EACH (3 AVAILABLE)

A primary reason for any conference, the exchange of ideas is often the most valuable part for participants. Education track sponsors have the opportunity to introduce the sponsored education sessions for three minutes each and may place a brochure or giveaway on each attendee's chair. Additionally, education sponsors will be branded in the public areas of the conference facility and the education rooms.

- 8 priority points each

OPENING RECEPTION — \$21,000

The opening reception is the first networking opportunity for all participants. Sponsor is allowed to distribute a brochure or giveaway and will have 10 minutes of podium time. Sponsor's logo will be on event signage as well as in public areas of the conference facility. Three complimentary event registrations are included.

- 11 priority points

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 LATIN AMERICA CONFERENCE 2012

BUENOS AIRES, ARGENTINA, SEPTEMBER 10-12

GENERAL SESSIONS

These unique sponsorships include the opportunity for an executive from your organization to address the conference audience. This is an excellent venue for you to share your organization's views and perspectives on the future direction of the industry.

Monday Opening General Session and Luncheon \$25,000

Tuesday General Session and Breakfast \$20,000

Tuesday General Session and Luncheon \$25,000

Tuesday Closing General Session \$20,000

Sponsors receive:

- Significant logo exposure onsite
- Podium time to address attendees (10 minutes)
- VIP seating for registered company representatives and key customer attendees at each of the General Sessions
- Photo and bio of sponsor's designated speaker in the official program
- Five complimentary event registrations
- 12 priority points

EVENT SPONSORSHIPS

DIAMOND — \$48,000

(Offers category exclusivity – i.e., an airline's participation as a diamond sponsor precludes any other airline from participating at this level.)

- Logo included on diamond sponsor banner
- Logo identification in all promotional items
- 25 complimentary event registrations
- Logo on GBTA's Latin America page
- Logo recognition on the welcome banner
- Logo recognition on meter board banners located in the Conference hotel
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Expo booth
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- Full-page ad in the official program
- Two attendee email blasts (pre and post)
- One hospitality suite
- 20 priority points

GOLD — \$30,000

Offers limited category participation (i.e., two to three sponsors per category)

- Logo identification in all promotional items
- 10 complimentary event registrations
- Logo on GBTA's Latin America page
- Logo on the welcome banner
- Logo on meter board banners located in the conference hotel
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Expo booth
- Full-page ad in the official Program
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- One email blast to attendees (post conference)
- 14 priority points

SILVER — \$18,500

- Logo identification in all promotional items
- Five complimentary event registrations
- Logo on GBTA's Latin America page
- Logo on the welcome banner
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Half-page ad in the official program
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- 9 priority points

OTHER OPPORTUNITIES

OFFICIAL PROGRAM ADVERTISING

This is a great way to get your company's name in front of all attendees. This handy resource will be used throughout the event. The perfect size to take anywhere, the program is placed in all registration bags.

- Priority points vary

Full-page \$4,000

Half-page \$2,800

REGISTRATION BAG INSERT — \$2,000 (NO EXCLUSIVITY)

Insert an item, brochure, or giveaway into the conference registration bag. Previous items have included chocolates, beach balls, cookbooks, and CDs.

- 2 priority points

EMAIL BLAST — \$3,000

Created by you, sent by GBTA Latin America. Email blast will be sent to all buyer attendees pre- or post-conference. Limited opportunities available.

- 2 priority points

HOSPITALITY SUITE — \$12,000

There are a limited number of meeting rooms available. Your company can host a hospitality suite at the conference and can decorate the room to your specifications. Suites are open throughout the GBTA Latin America conference and are available to host private meetings, product demos, or hospitality events.

- 8 priority points

EXPOSITION BOOTH

The expo floor is open for supplier appointments throughout the two-day conference. Space includes two complimentary event registrations.

- 2 priority points

Member \$3,500

Non-Member \$4,500

GENERAL SESSION RESERVED TABLE — \$3,000

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

- 2 priority points

REGISTRATION LIST — \$800

Registration list of all buyer attendees will be sent pre- and post-conference. Name, title, and company only.

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

