



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 LEGISLATIVE SYMPOSIUM 2012

WASHINGTON, DC, JUNE 19-20

The Legislative Symposium is an intimate gathering of GBTA movers and shakers. This event is held in conjunction with the GBTA Board of Directors meeting and is typically attended by a majority of the Board and has reached over 100 attendees the last two years.

The 2012 Legislative Symposium opens with a welcome reception on Capitol Hill. The first day is a crash course on issues impacting the business travel industry, members of Congress addressing the group and instructions on how to lobby. The second day, attendees go to the Capitol to meet with their Representatives and Senators to lobby for issues that are important to the business travel community.

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Monday Opening Networking Reception	8	Available
Coffee Break	3	Available
Registration Area	4	Available
Closing Networking Reception	5	Concur

MONDAY OPENING NETWORKING RECEPTION — \$15,000

- Logo on event signage
- Opportunity to address the group (five minutes)
- Opportunity to hand out a brochure or giveaway
- Pre- and post-registration lists
- 8 priority points

COFFEE BREAK — \$3,000

- Sponsor receives one complimentary registration
- Logo recognition
- Pre- and post-lists of attendees
- Sponsor's logo will be prominently featured on coffee break signage
- 3 priority points

REGISTRATION AREA — \$4,500

- 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 receives pre- and post-attendee lists
 - 4 priority points

CLOSING NETWORKING RECEPTION — \$5,000

Concur

- Logo on event signage
- Opportunity to hand out a brochure or giveaway
- Pre- and post-Symposium registration lists
- 5 priority points

“GBTA Sponsorship shows willingness to work toward a common goal.”

GBTA Direct Buyer Member



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 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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