



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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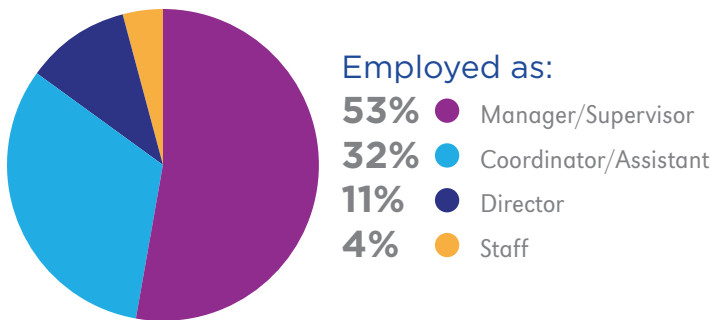
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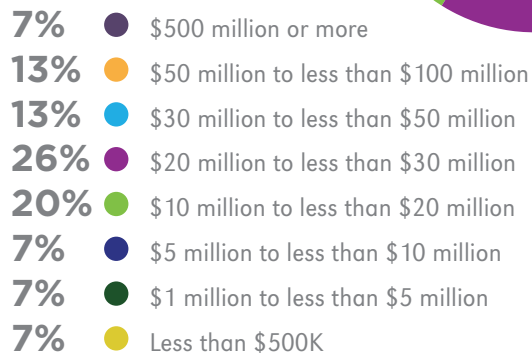
Mexico has the 14th largest economy in the world, and is an increasingly prominent player in the business travel and meetings industry. Mexico is the 5th largest country in the Americas, with an estimated population of over 112 million; it is the most populous Spanish-speaking country. The GBTA Mexico Conference, now in its 6th continuous year, will highlight the best travel management practices, meetings management strategies, and industry trends in this energetic country and region. More than 300 industry professionals from Mexico and Latin America are expected to attend in 2012. While the Mexican travel market is growing quickly, there are very few Mexican-based corporate travel conferences. Sponsorship and exhibiting opportunities at this conference provide an especially valuable arena to make meaningful contacts with travel and meetings management professionals from Latin America who are hungry for information, best practices, and expertise. Don't miss this opportunity to be involved in the Mexican business travel and meetings market.

2011 GBTA Mexico Buyer Demographics*

*Based on 2011 GBTA Mexico Buyer Survey



Annual travel spend:



SPONSORSHIP OPPORTUNITIES		
Sponsorship	Priority Points	Sponsored by
Gold	8	BCD Travel, Posadas, Sabre Travel Network & GetThere, Available
Silver	6	Available
General Sessions Breakfast/Luncheons	9	Available
Exclusive Education Sponsorship	7	Available
Registration Bag	5	Available
Networking Cocktail Reception	7	IHG, World Trade Center
Conference Program	4	La Quinta
Coffee Break (2)	4	Available
Badge Lanyards	4	UATP
Registration List	3	Available
Tradeshaw Exhibit Booth Space	2	Available
Registration Bag Insert	2	Available
Official Program Advertising	2	Available
NEW! Email Blast	2	Available
NEW! General Session Reserved Tables	2	Available

73%

of Business Travel Buyers said they are more likely to consider doing business with a company that is a GBTA Mexico sponsor.

89%

of attendees said they would recommend the conference to a colleague.

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 MEXICO CONFERENCE 2012

MEXICO CITY, MEXICO, MARCH 28-30

GOLD — \$14,000

BCD Travel, Posadas, Sabre Travel Network & GetThere

Gold sponsorships offer significant branding throughout the entire event and packages together important marketing exposures that establish industry leadership and brand awareness.

- Logo on all conference material
- Exhibit booth in expo
- Two reserved tables for sponsor and registered guests at the general session luncheon
- Corporate travel buyer registration list pre- and post-conference
- Six complimentary event registrations
- Full-page advertisement in the conference program
- Logo on conference signage onsite
- Opportunity to place a brochure or giveaway in the registration bags
- Logo on GBTA Mexico website
- 8 priority points

SILVER — \$9,000

- Logo on all conference material
- One reserved table for sponsor and registered guests at the general session luncheon
- Corporate travel buyer registration list pre- and post-conference
- Four complimentary event registrations
- Full-page advertisement in the conference program
- Logo on conference signage onsite
- Logo on GBTA Mexico website
- 6 priority points

GENERAL SESSIONS BREAKFAST/LUNCHEONS — \$14,500 + 50% OF FEATURED SPEAKER FEES (IF APPLICABLE)

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.

Thursday Opening Breakfast General Session

Thursday Luncheon General Session

Friday Closing Luncheon General Session

- Logo on all conference material
- Two reserved tables for sponsor and registered guests at the conference luncheon
- Corporate travel buyer registration list pre- and post-conference
- Three complimentary event registrations
- Speaking time at the hosted luncheon (10 minutes), as well as the speaker's photo and bio in the conference program
- Option to place brochure or giveaway on each attendee's chair (sponsor is responsible for placement)
- Logo on conference signage
- 9 priority points

EXCLUSIVE EDUCATION SPONSORSHIP — \$12,500

- Logo on all conference material
- Corporate travel buyer registration list pre- and post-conference
- Two complimentary event registrations
- Opportunity to address first and last education sessions (four minutes)
- Logo on opening slide at all education sessions
- Option to place a brochure or giveaway on each education session attendee's chair (sponsor is responsible for placement)
- Logo on conference signage
- 7 priority points

NETWORKING COCKTAIL RECEPTION — \$12,000

IHG, World Trade Center

The networking reception will be held on Thursday evening for all attendees. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes of podium time. Sponsor's logo will be displayed on event signage in the public areas of the conference facility.

- 7 priority points

REGISTRATION BAG — \$6,000

One of the most highly visible sponsorships, the registration bag is given to all attendees upon their arrival at the conference. Sponsor receives one side of the bag for logo or advertisement (GBTA Mexico logo is on the reverse side). Pre- and post-conference attendee lists are included.

- 5 priority points

CONFERENCE PROGRAM — \$5,000

La Quinta

Included in all registration bags, the conference program includes logistical and seminar information. Sponsor is given inside front and outside back cover for an ad, plus logo placement on the front cover. Sponsor receives the pre- and post-conference attendee lists.

- 4 priority points

COFFEE BREAK — \$4,000 (TWO AVAILABLE)

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

- 4 priority points

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

UATP

Lanyards connect an attendee to an attendee name badge. Badge lanyards show your company's logo eye level for the duration of the conference. Sponsor to provide lanyards.

- 4 priority points

REGISTRATION LIST — \$3,000

Included in the conference registration bag, the registration list provides the name, title, and company of all pre-registered attendees; a great resource for reaching attendees after the conference. Sponsor receives logo placement on the list.

- 3 priority points

TRADESHOW EXHIBIT BOOTH SPACE (LIMITED OPPORTUNITIES)

GBTA Member \$2,300

GBTA Non-Member \$2,500

The trade show will be held on Thursday and Friday. Dedicated visitation hours will allow today's top travel suppliers the ability to showcase their current and future market offers.

- 2 priority points

OFFICIAL REGISTRATION BAG INSERT — \$1,500 (NO EXCLUSIVITY)

Insert an item, brochure, or giveaway, into the official conference registration bag. Previous giveaways have included chocolates, travel kits, and luggage tags.

- 2 priority points

OFFICIAL PROGRAM ADVERTISING — \$2,000

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 program is placed in all registration bags.

- 2 priority points

NEW! EMAIL BLAST — \$2,000

GBTA will send your company's email, created by you, to direct GBTA Mexico attendees. Email blasts become more valuable the closer we get to the conference. *Limited opportunities available.*

- 2 priority points

NEW! GENERAL SESSION RESERVED TABLES — \$3,500

Invite your registered customers to join you at a reserved VIP table near the front of the general session stage to listen to the 2012 keynote speakers. Sponsorship includes one table of 10 at each general session.

- 2 priority points

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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