



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 NATIONAL TRAVEL FORUM 2012

PHOENIX, AZ, JUNE 5-7

GBTA National Travel Forum is now co-located with the GBTA Sports Symposium. The National Travel Forum brings together the largest gathering of government travel professionals. We invite you to partner with the Government Travel Group (GTG) of the GBTA on the 2012 National Travel Forum (NTF) scheduled to be held June 5-7, 2012, in Phoenix, AZ.

Your exhibit or sponsorship at the 2012 NTF will offer branding and exposure to the 800 government travel professionals who are expected to attend. NTF is an opportunity you won't want to miss to reach this important group of travel managers and decision makers.

NTF participation represents industry reliability as well as a branding and exposure opportunity. Sponsorship greatly influences our Government Travel Manager members and GBTA's Government Travel Group members express appreciation and loyalty to companies who support the industry.

2010 Attendee Demographics*

*Based on 2010 NTF Attendee Survey

Reach the right person –
NTF Attendees are:



Why your company should participate:

98% of attendees found the Expo beneficial

98% rated the NTF an event worth attending

Reach nearly 800 business travel managers –
the world's largest gathering of Government Travel Managers

88% of NTF attendees are likely to recommend a colleague
to attend the 2012 NTF

Introduce your new products and services –

81% of NTF Travel Manager attendees cite seeing new products
and services as the main objective for attending the NTF Expo

*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.*

SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
General Sponsorships		
Registration Bag	7	Available
Registration List	3	Available
Program-at-a-Glance	4	Available
Registration Area	8	Available
Badge Lanyards	7	Available
Official NTF Program	5	Available
Afternoon Break (3)	4	Available
Coffee Break (2)	4	Available
Partner Sponsorships		
Opening Welcome Reception	9	Available
Cyber City	9	Available
Mobile App	10	Available
Education Sessions (3)	7	Available
Tuesday General Session Breakfast	10	Available
Tuesday General Session Luncheon (joint with Sports)	10	Available
Wednesday General Session Breakfast (joint with Sports)	10	Best Western
Wednesday General Session Luncheon (joint with Sports)	10	Sabre Travel Network & GetThere
Thursday General Session Breakfast	7	Available
Super Sponsorship		
Gold	9	BMO Financial Group, Available
Silver	7	Best Western, Available
Other Marketing Opportunities		
NTF Exposition Booth	Varies	Available
Official NTF Program Advertising	2	Available
Official Registration Bag Insert	2	Available
Direct Mail Marketing	None	Available
Email Marketing	2	Available
NTF Attendee List	None	Available

NTF EXHIBIT AND SPONSORSHIP BENEFITS

- Enhance your image and visibility
- Reach a specific audience
- Establish a presence in the marketplace
- Improve the effectiveness and efficiency of your marketing efforts
- Personally meet your customers, competitors, and suppliers
- Prospect for new customers
- Introduce new products and services

GENERAL SPONSORSHIPS

General sponsorships assist GBTA with production costs for print and other important collateral material produced for the GBTA NTF. In addition to the benefits listed below, general sponsors receive significant exposure in all printed conference collateral material.

OFFICIAL NTF PROGRAM — \$5,500

The official program is included in all registration bags. It includes logistical information on all major NTF activities, including program scheduling, session descriptions, and speaker and hotel information. Sponsor may advertise on the entire inside front and outside back covers of the program, as well as logo placement on the front cover.

- 5 priority points

PROGRAM-AT-A-GLANCE — \$4,000

The handy, pocket-sized program-at-a-glance includes all NTF activity information and is included in all registration bags. Sponsor logo included on program-at-a-glance.

- 4 priority points

REGISTRATION BAG — \$7,500 (EXCLUSIVITY FEE)

One of the most highly visible sponsorships, the registration bag is given to all attendees upon their arrival. Sponsor is responsible for production costs and receives one side of the bag for logo or advertisement (the other side is reserved for NTF logo).

- 7 priority points

REGISTRATION AREA — \$8,000

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.

- 8 priority points

REGISTRATION LIST — \$3,500

Included in the NTF registration bags, the registration list gives the name, title, and company of all pre-registered attendees. A great resource for reaching attendees after NTF, the registration list has a shelf life past the event itself. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers.

- 3 priority points

BADGE LANYARDS — \$7,500 (EXCLUSIVITY FEE)

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

- 7 priority points

COFFEE BREAK — \$4,500 (TWO AVAILABLE)

Coffee breaks will be held on Tuesday and Wednesday. Sponsor receives one complimentary event registration, logo recognition, and a pre- and post-list of attendees. Sponsor has the opportunity to provide branded napkins. Sponsor's logo will also be prominently featured on coffee break signage.

- 4 priority points

AFTERNOON BREAK — \$4,500 (THREE AVAILABLE)

Breaks will be held during the Expo on Wednesday afternoon. Break area will be near the Expo entrance and will feature logo recognition. Sponsor has the opportunity to provide branded napkins. Sponsor also receives one complimentary registration, logo recognition, and pre- and post-list of attendees.

- 4 priority points

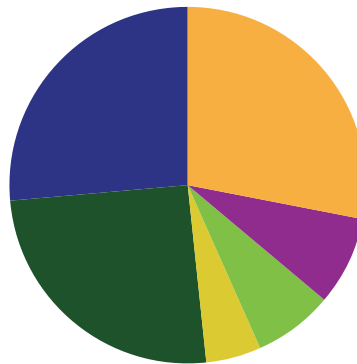
PARTNER SPONSORSHIPS

Partner sponsors assist GBTA with production of the key elements of the NTF. Possible benefits include visibility, podium time at key food and general session functions, and the ability to address travel managers at education sessions.

CYBER CITY — \$11,000

Cyber City features computer displays with a printer. Sponsor's logo will be included on signage at each location. Additionally, sponsor click-through buttons will appear on the home page at each computer.

- 9 priority points



Reach the largest companies:
of employees within company:

- 8% 50,000 or more
- 5% 25,000-49,999
- 7% 10,000-24,999
- 28% 1,000-9,999
- 25% 250-999
- 26% 1-249



GBTA NATIONAL TRAVEL FORUM 2012

PHOENIX, AZ, JUNE 5-7

REACH PEOPLE WHO WANT TO DO BUSINESS
NTF Travel Managers' goals at Expo:

81%
Learn about
new products

36%
Find new
suppliers

32%
Re-establish relationships
with existing suppliers

21%
Acquire help with
strategic direction

10%
Other

OPENING WELCOME RECEPTION — \$15,000

- Significant logo exposure
- Pre- and post-registration lists
- Podium time to address NTF attendees (five minutes)
- 9 priority points

EDUCATION SESSIONS — \$7,500 (THREE AVAILABLE)

An essential component of the NTF, educating today's federal travel professional is our core competency. Education sponsors have the opportunity to introduce six education sessions and are allowed to provide a brochure or giveaway for each attendee in each of their sessions. Additionally, education sponsors will be branded in the public areas of the hotel.

- 7 priority points

MOBILE APP — \$20,000

- Banner at the top of the mobile website version's primary page
- Sponsor logo will appear on the home screen for all iPhone/iPad app users
- Sponsor button on home screen leading to sponsor detailed section promoting sponsor and offering downloaded white paper or other resources
- Mention in the press release to NTF attendees announcing the mobile application solution
- Logo included on the NTF website
- Logo identification in NTF collateral
- Logo included on signage
- 10 priority points

GENERAL SESSION BREAKFASTS/ LUNCHEONS

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.

Tuesday General Session Breakfast . . . \$20,000

Tuesday General Session Luncheon (joint with Sports) \$35,000

Wednesday General Session Breakfast (joint with Sports) \$35,000

Best Western

Wednesday General Session Luncheon (joint with Sports) \$35,000

Sabre Travel Network & GetThere

Thursday General Session Breakfast \$12,000

Sponsors receive:

- Significant logo exposure
- Podium time to address NTF attendees (10 minutes)
- VIP seating for sponsor representatives and key clients at each general session
- Pre- and post-registration lists
- Photo and bio of sponsor's designated speaker in the NTF program
- Two complimentary registrations
- Priority points vary

EVENT SPONSORSHIPS

Event sponsorships offer significant branding opportunities throughout the entire event. Companies that want to establish industry leadership and brand awareness can package together important branding opportunities to get their message in front of NTF attendees.

GOLD — \$14,000

BMO Financial Group

(Offers category exclusivity – e.g., a hotel's participation as a Gold sponsor precludes any other hotel from participating at this level.)

- Logo identification in all NTF promotional items, including the registration brochure and the NTF program
- 10 complimentary event registrations
- Banner ad on website (six months)
- Logo on meter board banners located in the conference hotel
- Insert in the registration bags
- Manager registration list, post-conference
- Priority seating for sponsor representatives and key clients at the General Sessions (three tables of 10)
- Logo on aisle sign near Expo booth
- Individualized logo recognition banner inside the conference hotel
- 9 priority points

SILVER — \$10,500

Best Western

Logo identification in all NTF promotional items, including the registration brochure and the NTF program

- Five complimentary event registrations
- Banner ad on the website (three months)
- Logo on meter board banners located in the conference hotel
- Insertion into the conference registration bag
- Manager registration list, post-conference
- Priority seating for sponsor representatives and key clients at the general sessions (two tables of 10)
- 7 priority points

"Sponsorship is a good way of expressing support for the overall goals of GBTA."

GBTA Direct Buyer Member

OTHER OPPORTUNITIES

NTF EXPOSITION BOOTH

10' x 10' booth (Member) \$2,000

10' x 10' booth (Non-Member) \$2,200

Reach nearly 800 travel managers at NTF! Here is what we heard from our 2010 NTF attendees:

- 98% of attendees found the Expo beneficial
- 98% rated the NTF worth attending
- 81% of attendees cite seeing new products and services as the main objective for attending the NTF Expo

NTF's Exposition can maximize your exposure to the largest audience of government travel managers.

- Priority points vary

OFFICIAL NTF PROGRAM ADVERTISING — \$3,000

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

- 2 priority points

OFFICIAL REGISTRATION BAG INSERT — \$2,500 (NO EXCLUSIVITY)

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

- 2 priority points

REACH NTF DIRECT MEMBERS

An influential group of prospective buyers will attend the NTF 2012 trade show. These prospects are active decision makers who are interested in acquiring the services and products you offer. You can reach NTF attendees by mail or email, before and after NTF, through a third-party mailing house.

DIRECT MAIL MARKETING

Exhibiting Member

Pre OR Post \$1,400

Pre AND Post \$2,200

Exhibiting Non-Member

Pre OR Post \$1,700

Pre AND Post \$2,900

EMAIL MARKETING

Exhibiting Member \$3,200

Exhibiting Non-Member \$4,200

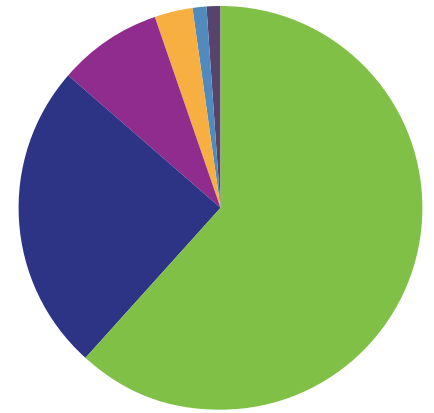
- 2 priority points

NTF ATTENDEE LIST

Learn who is coming to the show by purchasing the direct member attendee list. This list includes the name, title, and company only.

Exhibitor (Member) \$650

Exhibitor (Non-Member) \$1,000



Reach across the entire company:

NTF attendees report to:

- 60% ● Finance/Accounting/Treasury
- 24% ● Administrative Services/Program Services
- 8% ● Other
- 3% ● Purchasing/Procurement/Sourcing
- 1% ● Human Resources
- 1% ● Operations/Vendor Relations

"Sponsorship shows they are interested in long-term partnership with customers."

GBTA Direct Buyer Member

REACH MANAGERS LOOKING FOR NEW SUPPLIERS
of suppliers attendees anticipate enlisting from 2010 NTF Expo:

21%
More than 10

14%
Three to Four

10%
Five to 10

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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