



# 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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# GBTA OIL, GAS, & MARINE TRAVEL SYMPOSIUM 2012

## LATIN AMERICA — RIO DE JANEIRO, BRAZIL, NOVEMBER

The Oil, Gas, & Marine Travel Symposium is the only business travel event by an association to focus on this specific sector and follows in the tradition set by GBTA to operate across specialist groups, such as government and sports travel.

The forum attracts delegates from key sector locations across Latin America and beyond, including the U.S., France, Scotland, Norway and the Netherlands. Content is created by a steering group of buyers and suppliers and include global fare negotiations, booking tools, charter travel, excess baggage, and visa issues, all of which have risen as core items in the sector.

### DELEGATE GEOGRAPHY TARGETS

- Primary — Latin America, USA
- Secondary — Europe, North Africa, AsiaPacific

### OUTPUT

- Creation of papers, research, and reports
- Industry Affairs

### SPONSORSHIP LEVELS

Enjoy brand recognition and demonstrate your commitment to this unique event through a coordinated sponsorship program of pre- and post-event marketing, delegate profiling, and on-site presence. The GBTA Oil, Gas, & Marine Travel Symposium 2012 for Latin America offers three sponsorship levels.

### PLATINUM SPONSOR — SECTOR EXCLUSIVE — \$15,300

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1-2-1 meetings with up to eight chosen buyers for up to 10 minutes per buyer
- Introduce one of the sessions
- Tabletop
- Three free delegate places
- Five free client places

### GOLD SPONSOR — \$11,500

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1-2-1 meetings with up to four chosen buyers for up to 10 minutes per buyer
- Tabletop
- Two free delegate places
- Two free client places

### SILVER SPONSOR — \$6,500

- Branding on all communications, including promotion, registration, confirmation, and at event
- Tabletop
- One free delegate place
- One free client place



## LATIN AMERICA MONTHLY COUNTRY MEETINGS

### ARGENTINA, BRAZIL, COLUMBIA, COSTA RICA, MEXICO

### NETWORKING EVENT FOR CHAPTER ATTENDEES — \$5,000 PER EVENT

- Hosted breakfast for 20–40 Country Chapter attendees
- 15–20 minutes speaking/presentation time
- Materials distribution
- Logo ID on displays and banners (supplied by sponsor)
- Attendee list
- GBTA Chapter e-mail exposure

### EDUCATIONAL DAYS — \$10,000

- Logo in electronic event invitation
- 30 minutes speaking/presentation
- Logo ID on displays and banners (supplied by sponsor)
- Material distribution
- Attendee list
- GBTA Chapter e-mail exposure

# 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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