



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 TECHNOLOGY SYMPOSIUM 2012

NEW YORK CITY, NY, MARCH 5

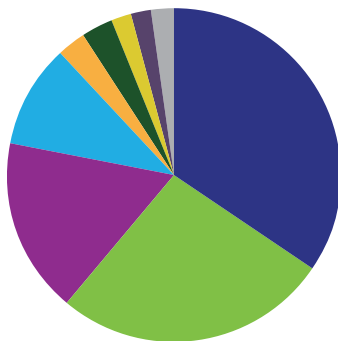
Stay up-to-date with the latest in travel technologies at the GBTA Technology Symposium, the premier must-attend event for the modern travel industry professional. Listen to featured speaker David Pogue, writer for *The New York Times* tech column, as he discusses the hottest innovations in travel technology. Check out the hottest innovations in travel technology. Learn to effectively employ the newest tools and better utilize your old standbys, all while containing costs and keeping your road warriors happy. Come away with new contacts, fresh ideas, and the tech savvy you need to advance your travel program.

GBTA Technology Symposium Buyer Demographics*

*Based on 2011 Strategic Travel Symposium Survey

GBTA Symposium Buyers reported the department they report to:

- 35%** ● Travel
- 27%** ● Procurement
- 17%** ● Finance
- 10%** ● Strategic Sourcing
- 3%** ● Purchasing
- 3%** ● Other
- 2%** ● Human Resources
- 2%** ● Analyst/Research
- 2%** ● Executive Office



SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Gold	10	Available
General Session & Luncheon	14	Available
"Buyers Only" Roundtable	12	Available
Tech Talks	7 each	Egencia, Orbitz for Business, Available
Registration Area	6	Available
Symposium Program	5	Available
Official Registration Bag	5	Available
Badge Lanyards	5	Available
Hotel Key Cards	3	Available

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.

ANNUAL TRAVEL SPEND:

- 10%** \$500 million or more
- 11%** \$100 million to less than \$500 million
- 10%** \$50 million to less than \$100 million

- 11%** \$30 million to less than \$50 million
- 17%** \$20 million to less than \$30 million

- 11%** \$10 million to less than \$20 million
- 14%** \$5 million to less than \$10 million

- 14%** \$1 million to less than \$5 million
- 2%** \$500K to less than \$1 million



GOLD — \$14,000

(Limited to three sponsors and offers category exclusivity — i.e., an airline's participation as a Gold sponsor precludes any other airline from participating at this level.)

Gold sponsorships offer significant branding throughout the entire event and packages together important marketing exposures for companies that want to establish industry leadership and brand awareness. Sponsors receive:

- Logo recognition on all Symposium material and sponsor signage

- Display booth area in close proximity to the event registration area (6' tabletop)
- Two reserved tables for sponsor and registered guests at luncheon
- Direct member registration list, pre and post
- Three complimentary event registrations
- Full-page ad in the program
- 10 priority points

GENERAL SESSION

This sponsorship offers an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

General Session & Luncheon — \$25,000

- Logo on all collateral material and sponsor signage
- VIP seating (two tables) for sponsor and registered guests at your sponsored general session
- Direct member registration list, pre and post
- Two complimentary event registrations
- Speaking time (10 minutes) at the hosted general session, as well as the speaker's photo and bio in the program
- Option to place a brochure or giveaway on each attendee's chair (sponsor is responsible for placement)
- Full-page ad in the program
- 14 priority points

"BUYERS ONLY" ROUNDTABLE — \$15,000

Sponsors receive:

- Logo on all collateral material and sponsor signage
- VIP seating (two tables) for sponsor and registered guests at the general session
- Direct member registration list, pre and post
- Two complimentary event registrations
- Speaking time (five minutes) to address the Buyers only audience
- Option to place a brochure or giveaway on each attendee's chair (sponsor is responsible for placement)
- Full-page ad in the program
- 12 priority points

TECH TALKS — \$8,000 (LIMITED OPPORTUNITIES AVAILABLE)

Egencia, Orbitz for Business

Companies have the opportunity to present their travel innovation, provide perspective on the future of travel, and what it means for travel management on the main stage.

- Logo recognition on sponsor signage
- Two complimentary event registrations
- Direct member registration list, pre and post
- 5-8 minutes to provide your perspective on the future of travel
- Table at the reception to showcase your product
- 7 priority points

REGISTRATION AREA — \$7,500

- Logo recognition in all Symposium collateral material and sponsor signage
- Logo in registration area
- Option to place brochure/giveaway in the registration area
- One complimentary registration
- Direct member registration list, pre and post
- 6 priority points

OFFICIAL REGISTRATION BAG — \$5,000 (EXCLUSIVITY FEE)

One of the most highly visible Symposium 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 the event logo). Sponsor receives pre- and post-Direct attendee lists along with one complimentary registration.

- 5 priority points

SYMPOSIUM PROGRAM — \$6,000

The Symposium program is included in all registration bags, and includes logistical and seminar information. Sponsor is given outside back cover for ad placement, as well as sponsor's logo on the front cover. Sponsor receives pre- and post-Direct attendee lists along with one complimentary registration.

- 5 priority points

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

Lanyards show your company's logo eye level for the duration of the Symposium. Sponsor to provide lanyards. Sponsor receives pre- and post-Direct attendee lists along with one complimentary registration.

- 5 priority points

HOTEL KEY CARDS — \$3,000 (EXCLUSIVITY FEE)

Upon checking-in, Symposium attendees will be given two keys to their room. Sponsor is responsible for providing the hotel key cards and will work directly with the hotel. Sponsor receives pre- and post-Direct attendee lists along with one complimentary registration.

- 3 priority points

15th Annual gala Dinner + Silent Auction

Gala Dinner & Silent Auction March 5, New York, NY

A long-established industry tradition, the GBTA Foundation Gala Dinner is the most prestigious gathering of business travel leaders from around the industry. You'll have the opportunity to network with the most influential leaders throughout the business travel industry during the pre-dinner reception and dessert after-party. Join us at the industry's premier Gala as we celebrate our accomplishments and honor the partners of the GBTA Foundation.

Benefits to a company sponsored table include:

Chairman's Table \$8,500

Friends of the Foundation Table . . . \$6,500

- Reserved seating for 10 to your table — great way to include sales staff and top clients
- Gain access to 250+ senior level buyers, as well as hundreds of your supplier partners
- Receive customized HTML invitation with your logo to invite table guests
- Special recognition in Gala dinner program
- Logo displayed on Gala dinner signage
- Logo displayed on company sponsored table
- Recognition on GBTA Foundation website
- Company logo/name listed in post-Gala email to GBTA members
- Priority points vary

Want additional exposure at the Gala Dinner?

We are pleased to invite you to participate in the GBTA Foundation Silent Auction to be held during the 15th Annual Gala Dinner. The GBTA Foundation is currently soliciting donations and we would appreciate your consideration of a donation to the auction.

Benefits of Donating:

- Company listing in the Gala dinner program, which is an excellent opportunity to promote your company (as well as your auction item)
- Company logo displayed on the GBTA Foundation website as a donor and supporter of the auction
- Company logo on tabletop display promoting the item at the event
- Great exposure in industry newsletters and ongoing auction promotions

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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