



# 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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# 2012 GBTA GLOBAL SPONSORSHIP OPPORTUNITIES

EVENT	Expected # of Attendees	# of Years Event Has Taken Place	Exhibit Opp?	Sponsorship	Advertising	Page #
● GBTA Global Webinars	180	1		●		4
GBTA Technology Marketing Opportunities	n/a	1		●		7
<b>GBTA DOMESTIC</b>						
● GBTA Convention Boston, MA, July 22-25	6,000	44	●	●	●	5
The Masters Program, A GBTA Event Washington, DC, February 6-7	200	2		●		13
● GBTA Technology Symposium New York City, NY, March 5	350	6		●	●	14
Gala Dinner & Silent Auction New York, NY, March 5	400	15		●		15
● GBTA National Travel Forum (NTF) Phoenix, AZ, June 5-7	800	3	●	●	●	16
● GBTA Sports Symposium Phoenix, AZ, June 5-6	200	2		●	●	20
● GBTA Legislative Symposium 2012 Washington, DC, June 19-20	100	9		●		22
GBTA All Committee Summit Alexandria, VA, October	100+	2		●		23
● ISM and GBTA Procurement Symposium Los Angeles, CA, October 23-24	200	4		●	●	24
GBTA Annual Chapter Leadership Summit Pittsburgh, PA, November 8-10	150	11		●		26
● GBTA GovTrav Symposium Washington, DC, November 13	250	2		●	●	27
<b>GBTA INTERNATIONAL</b>						
● GBTA Mexico Conference Mexico City, Mexico, March 28-30	300	6	●	●	●	29
● GBTA Canada Conference Toronto, Canada, April 11-12	350	8	●	●	●	31
● GBTA Australia/New Zealand Conference Sydney, Australia, August 26-28	250	16	●	●		36
● GBTA Latin America Conference Buenos Aires, Argentina, September 10-12	400	1	●	●	●	39
● GBTA Oil, Gas, & Marine Travel Symposium Latin America — Rio de Janeiro, Brazil, November	150	1		●		41
● GBTA Europe Conference Budapest, Hungary, September 19-21	400	2	●	●		42
● GBTA Oil, Gas, & Marine Travel Symposium Europe — Rotterdam, Netherlands, October 24-25	150	2		●		46
● GBTA Europe Meetings Lab Tallinn, Estonia, Spring and November 14-15	150	2		●		47



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. Note: All 2012 sponsorship prices are provided in USD unless otherwise noted.



## GBTA CARES



GBTA Cares is a new initiative of the GBTA Foundation that aggregates resources from the travel community to fund CSR initiatives both domestically and globally. Through GBTA's past CSR efforts, thousands of hours, and tens of thousands of dollars have been invested in local communities in our host Convention cities. GBTA Cares will manage the GBTA Convention Service project in the Convention's host city, as well as other community service outreach programs around the world.

For GBTA Cares sponsorship opportunities, please contact Kerry Gaylor at [kgaylor@gbtafoundation.org](mailto:kgaylor@gbtafoundation.org).

## GBTA GLOBAL WEBINARS

GBTA webinars are web-based distance learning and educational programs that allow registrants, GBTA members, and chapter members to participate in live interactive forums on business travel industry issues and simultaneously view presentations. Each GBTA webinar program runs up to 60 minutes in length. A host moderator fields questions or comments from the participants and directs them to the presenter, allowing for group interaction and feedback.

GBTA is offering webinar sponsorship opportunities to our valued partners. The current opportunities are as follows:

- Level 1: Sponsor provides content and presenters with GBTA approval. **\$8,000 per webinar**
- Level 2: GBTA Academy provides content and presenters. **\$10,000 per webinar, plus custom development fee**

*Discounts available for multiple webinars*

Webinar registration fees:

- GBTA Global Members: FREE
- Chapter Members: \$49
- Non-Members: \$99

### Benefit Package\*

- Sponsor receives five comp registrations per webinar
- Webinar registrant and attendee lists, including name, title, and company, within 7-10 business days after the conclusion of the webinar
- GBTA will provide the sponsor with the archived program within 7-10 business days post event. GBTA grants the sponsor the exclusive right to post the webinar archive, other than the rights GBTA retains to post the archive on its own website. Posting shall be on the official sponsor website.
- Sponsor logo on webinar registration page and GBTA PowerPoint presentation template
- Sponsor logo exposure in GBTA webinar promotions, which may include the GBTA Daily News Brief, GBTA promotional emails, and social media
- Sponsor logo exposure on playback page of archived recording on [gbta.org](http://gbta.org) (with a link to the sponsor's website).
- Priority points vary

*\*All content must be approved by GBTA. Program information must be final at least eight weeks prior to the webinar for benefit package.*

Global platforms with streaming Internet options!

The GBTA Convention, The Business Travel Event of the Year<sup>®</sup>, features more than 6,000 corporate and government travel managers and suppliers. This event, the largest and most comprehensive within the business travel industry, combines cutting-edge educational tracks, world-class speakers, and a three-day trade show, making it the ideal channel to promote your company's products and services.

With nearly 400 of the industry's leading companies displaying their products and services at the Exposition, distinguishing your company as a viable competitor can be a challenge. GBTA sponsorships offer you the opportunity to stand out and impact the world's largest audience of business travel purchasers and decision-makers. Reach more than 1,200 travel managers at Convention who spend more than \$110 billion in travel services annually (based on GBTA's 2011 post-Convention survey).

**2011 GBTA Buyer Member Demographics\***

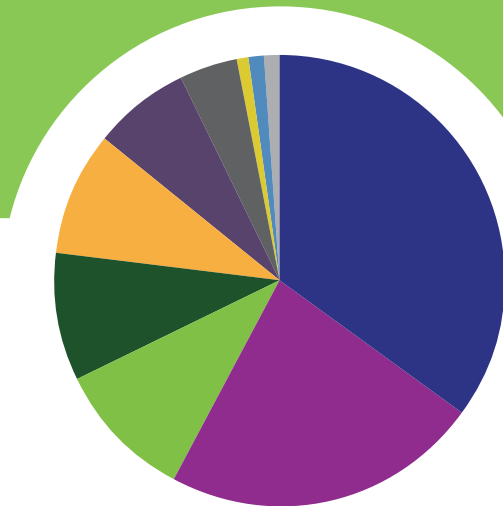
*\*Based on 2011 Convention Buyer Member Survey*

GBTA MEMBERS REPORT THESE AREAS closely resemble the department in which they work:

- |                        |                                 |                            |                                    |
|------------------------|---------------------------------|----------------------------|------------------------------------|
| <b>36%</b> Travel      | <b>8%</b> Strategic Sourcing    | <b>3%</b> Human Resources  | <b>2%</b> Sales/Marketing          |
| <b>18%</b> Procurement | <b>7%</b> Other                 | <b>3%</b> Meetings/Events  | <b>2%</b> Program/Vendor Relations |
| <b>13%</b> Finance     | <b>4%</b> Office Administration | <b>3%</b> Executive Office | <b>2%</b> Purchasing               |

**GBTA Members represent:**

- 18%** Manufacturing
- 18%** Other
- 11%** Financial Services/Insurance
- 8%** Computer/Technology
- 7%** Utilities/Oil/Petroleum/Energy/Mining
- 6%** Aerospace/Defense
- 6%** Health/Pharmaceuticals
- 4%** Retail/Wholesale Trade
- 3%** Non-Profit/Association/Foundation
- 3%** Hospitality
- 3%** Business/Professional Services/Consulting
- 3%** Transportation/Travel/Shipping/Warehousing
- 3%** Government/Public Administration
- 2%** Automotive
- 2%** Media/Information/Communications
- 2%** Education/Training
- 1%** Chemical/Biotech
- 1%** Sports/Entertainment/Arts/Recreation



**GBTA Corporate Travel Buyers reported their travel department reports to:**

- 35%** Purchasing/Procurement/Sourcing
- 23%** Finance/Accounting/Treasury
- 10%** Administrative Services/Program Services
- 9%** Human Resources
- 9%** President/CEO/COO/CFO
- 7%** Other
- 4%** Operations/Vendor Relations
- 1%** Marketing/Communications
- 1%** Meetings & Events
- 1%** Legal

# GBTA CONVENTION 2012

## BOSTON, MA, JULY 22-25

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
<b>General Sponsorships</b>		
Exposition Lounge	6	CorpTrav Management Group
Exposition Map	7	Avis Budget Group
Registration Bag	8	SkyTeam
Registration List	5	Available
Program-at-a-Glance	7	Available
Registration Area	8	Available
Badge Lanyards	8	UATP
GBTA My Convention Planner	5	Available
Relaxation Lounge	6	Available
Starbucks Coffee Vouchers	7	Available
Wireless Sponsor	5	Tryp by Wyndham
Convention Program	8	JetBlue
Thumb Drive (4)	6	Available
Coat/Baggage Check	5	Available
Lead Retrieval Card	6	Available
Chapter Chat Reception (2)	7	Mexico Tourism Board, Available
General Sponsorship Option 1	6	Available
General Sponsorship Option 2	5	Bank of America, Available

### Partner Sponsorships

Opening Welcome Session	20	Available
Closing Reception	20	Available
Wednesday CEO Panel	18	Available
First Timers Orientation & Luncheon	9	Available
Business Center	8	Available
Cyber City	10	Wingate by Wyndham
International Reception	8	NH Hoteles
Mobile App	10	Available
Shuttle Buses (2)	15	LAN Airlines, Available
Education Sessions	10	Egencia, StarCite, Available
Partner Sponsorship Option 1	9	Available
Partner Sponsorship Option 2	7	Available

### Prime Sponsorships

Monday General Session Luncheon	20	Sabre Travel Network, GetThere & Travelocity Business
Tuesday General Session Luncheon	20	Orbitz for Business
Wednesday General Session Luncheon	20	Boeing

Sponsorship	Priority Points	Sponsored by
<b>Super Sponsorships</b>		
Diamond	30	Concur, Sabre Travel Network, GetThere & Travelocity Business, SkyTeam, Wyndham Hotel Group, Available
Gold	20	Amadeus IT Group, American Airlines, Best Western, Carlson Wagonlit Travel, Star Alliance, Available

### Other Marketing Opportunities

Exposition Booth	Varies	Available
Exposition Banner Advertising	Varies	Available
Carpet Logo	2	Available
Park Bench	2	Available
Registration Bag Insert	5	Available
Party Listing on Expo Map	2	Available
General Session Tables	None	Available
Infotainment Session	None	Limos.com, Available
Direct Mail Marketing	None	Available
Email Marketing	2	Available
Convention Attendee List	None	Available

### Convention Advertising Opportunities

GBTA TV (3)	5	Available
GBTA My Convention Planner Banner Advertising (8)	3	Available
Exposition Map Advertising	2	Available
Convention Program Advertising	Varies	Available
gbta.org Advertising	5	Available

### Technology Marketing Opportunities

HD Video Wall	Varies	Available
LCD Network	Varies	Available
Media Tower	Varies	Available
<b>NEW!</b> Mobile Presenter Touch	None	Available
<b>NEW!</b> 46" Portrait Touch Kiosk	None	Available
<b>NEW!</b> 60" Portrait Touch Kiosk	None	Available
<b>NEW!</b> 32" Touch Table Kiosk	None	Available

### GBTA Foundation Sponsorships

Tournament Sponsor	6	Mastercard Worldwide, United Airlines
19th Hole Lunch Sponsor & Breakfast	5	Available
Hole-in-One Sponsor	2	Available
Hole Sponsor	1	Available

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**GBTA TECHNOLOGY MARKETING OPPORTUNITIES**



**HD VIDEO WALL**

The 2,000 square foot BCEC Video Wall is the focal point of the north lobby and is the first thing most attendees will see upon entering the convention center. Situated above the registration areas, attendees must walk under the video wall to get to both general sessions and the exhibit hall. Spanning a total of 120', the center 60' of the wall consists of a hi-definition screen, which is ideal for logos, messaging, and vivid imagery. Spanning from either end of the hi-definition screen outward are 50' screens comprised of graduated low-resolution sticks. All sponsor content must be customized to certain video wall specifications and approved by GBTA. Detailed specifications will be provided. *Limited opportunities available.*

- Priority points vary

**1 minute of video per hour . . . . . \$7,500**  
 Minimum 12 minutes per day  
**2 minutes of video per hour . . . . . \$10,000**  
 Minimum 24 minutes per day  
**4 minutes of video per hour . . . . . \$15,000**  
 Minimum 48 minutes per day



**NEW! MOBILE PRESENTER TOUCH — \$2,000**

The Mobile Presenter Touch is a one-piece formed display for tabletop displays in a 40" 16:9 screen size and includes a touch screen in the display that enables users to interact on the surface of the acrylic, giving you a floating touch display. Included is the formed tabletop touch screen display with screen and projector, all of which ship in a rolling shippable case. Price includes onsite setup and support. Computer not included.



**LCD NETWORK**

The LCD Network (50" and 60" inch displays) offers 33 distribution points throughout the BCEC, allowing exhibitors and sponsors to reach their audience throughout the venue.

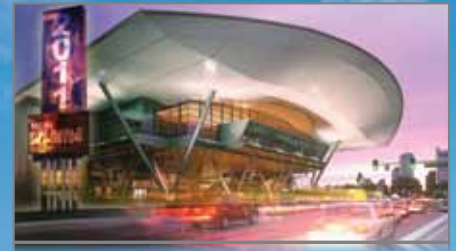
- Priority points vary

**Logo with booth location and tag line. . . \$3,000**  
 30 seconds (minimum 1x per hour = 12x per day)  
**Up to 1-minute video presentation. . . . \$5,000**  
 60 seconds (minimum 1x per hour = 12x per day)  
**Up to 3-minute video presentation. . . . \$7,000**  
 180 seconds (minimum 1x per hour = 12x per day)



**NEW! PORTRAIT TOUCH KIOSK — \$10,000 (46") AND \$12,000 (60")**

The 46" and 60" Portrait Touch Kiosks are a stand-alone touch unit with a MAC OSX or Windows 7 operating system built in, external USB ports for connecting thumb drives or external hard drives, and the latest in true dual touch screen technology. Included in the system is (Windows 7 only) multi-touch picture and video viewer and multi-touch games. Each kiosk includes three hours of content development, onsite setup, and support.



**MEDIA TOWER**

The Media Tower, visible for half a mile, announces your sponsorship and the presence of the 2012 GBTA Convention before an audience of more than 100,000 pedestrians and motorists, and captivates attendees upon their arrival at the BCEC. Offering more than 3,000 square feet of display area and standing nearly 80 feet tall, sponsors can bring their brands to life in Boston's skyline.

- Priority points vary

**1 minute per hour . . . . . \$ 7,500**  
**2 minutes per hour . . . . . \$10,000**  
**4 minutes per hour . . . . . \$15,000**  
 (best to display in 30-60 second increments)  
 Content provided by sponsor.



**NEW! 32" TOUCH TABLE KIOSK — \$7,500**

The 32" Touch Table Kiosk is a stand-alone touch unit with a MAC OSX or Windows 7 operating system built-in, external USB ports for connecting thumb drives or external hard drives, and the latest in true dual touch screen technology. Included in the system is (Windows 7 only) multi-touch picture and video viewer and multi-touch games. The kiosk includes three hours of content development, onsite setup, and support.

# GBTA CONVENTION 2012

BOSTON, MA, JULY 22-25

## GBTA MEMBER TITLES INCLUDE:

62%  
Manager/  
Supervisor

17%  
Director

8%  
Coordinator/  
Assistant

7%  
Vice  
President

5%  
Staff

1%  
CEO/COO/C-Level

### GENERAL SPONSORSHIPS

Sponsorships assist GBTA with production costs for print and other important collateral material produced for the GBTA Convention. General sponsors receive exposure in printed Convention collateral.

#### LEAD RETRIEVAL CARD — \$11,500

Attendees swipe this lead retrieval card to receive information from exhibitors. Your logo or advertisement will be seen every time the Lead Retrieval Card is swiped! Sponsor is given the card's reverse side for logo or advertisement.

- 6 priority points

#### REGISTRATION AREA — \$17,000

A gathering place at Convention, the registration area is heavily trafficked and centrally located in the Boston Convention Center. Sponsor's logo will appear along the front of the registration counters.

- 8 priority points

#### COAT/BAGGAGE CHECK — \$5,000

Coat/baggage check will be open on Monday, Tuesday, and Wednesday near the registration area. Sponsor's logo will be on area signs. Sponsor may also add a luggage tag on every piece checked.

- 5 priority points

#### REGISTRATION LIST — \$5,500

The registration list contains the contact information of all Convention attendees, and is included on the GBTA thumb drive. Conveniently broken out by buyer/supplier, the registration list is a great resource that travel managers use to find their peers, and suppliers use to build customer profiles. Sponsor is allowed logo placement on the PDF.

- 5 priority points

#### GBTA MY CONVENTION PLANNER — \$8,000

Your electronic banner ad will be exclusively displayed on the upper right portion of the facility overview or interactive floor plan map (will be on a white background) and will print each time the Expo Map is printed. Text above the 360 x 45 banner will read "Official GBTA Online Expo Sponsor." A link directing attendees to your booth on the Exposition floor plan will also be included.

- 5 priority points

#### RELAXATION LOUNGE — \$14,000

Located near the registration area, the relaxation lounge gives Convention attendees a place to relax and network. Comfortable furniture and massage therapists are included. Sponsor may place a brochure or giveaway in the lounge, and may provide branded t-shirts to massage therapists. Lounge will be branded with sponsor's logo.

- 6 priority points

#### STARBUCKS COFFEE VOUCHERS — \$14,500

Sponsor's logo will be included on 2,000 Starbucks coffee vouchers. A voucher will be mailed to each Direct (buyer) member with their registration confirmation letter. Remaining vouchers will be given to the sponsor to distribute at their discretion.

- 7 priority points

#### EXPOSITION LOUNGE — \$11,000

*CorpTrav Management Group*

This 1,600 square foot networking lounge offers attendees a relaxing environment on the Exposition floor. Lounge includes comfortable furniture and massage therapists. The sponsor may place a brochure or giveaway in the Exposition lounge, may provide branded t-shirts to massage therapists, and provide a representative to welcome/greet guests. Sponsor is encouraged to provide light food and beverages.

- 6 priority points

#### PROGRAM-AT-A-GLANCE — \$14,500

The pocket-sized program-at-a-glance includes all Convention activity information and is included in all registration bags. Sponsor's logo is included on this popular resource.

- 7 priority points

#### CONVENTION PROGRAM — \$18,500

*JetBlue*

The Convention Program is included in all attendee registration bags and includes logistical information on all major Convention activities. Sponsor may advertise on the entire outside back cover of the Convention Program, as well receiving logo placement on the front cover.

- 8 priority points

#### EXPOSITION MAP — \$13,000

*Avis Budget Group*

This large map of the Exposition floor is included in the registration bags of all travel manager attendees and is available at the entrance to the Exposition hall. Sponsor is allowed the back cover for ad placement, and logo placement on the front cover.

- 7 priority points

#### OFFICIAL REGISTRATION BAG — \$16,500 (EXCLUSIVITY FEE)

*SkyTeam*

One of the most highly visible Convention sponsorships, the registration bag is given to all Convention attendees upon arrival. Sponsor is responsible for production costs, and receives one side of the bag for logo or advertisement (the GBTA Convention logo will be on the reverse side).

- 8 priority points

#### THUMB DRIVE — \$10,000

*(Four available or \$30,000 for exclusivity)*

GBTA will provide key resource documents on branded thumb drives. Materials may include the latest white papers on key industry issues developed by GBTA Committees, model RFPs, original business travel research, and links to education session materials. This opportunity provides an ideal way to extend the "shelf life" of your Convention sponsorship and connect your brand with industry thought leadership. The sponsor's logo will appear on at least 500 thumb drives (or 2,000 if exclusive) and everywhere that general sponsors are listed. Thumb drives will be distributed to all Direct (buyer) member attendees (at a minimum).

- 6 priority points

#### BADGE LANYARDS — \$15,000 (EXCLUSIVITY FEE)

*UATP*

One of the most highly visible Convention sponsorships, each attendee receives a badge lanyard. Badge lanyards put your company's logo eye level for the duration of Convention. Sponsor is responsible for production cost of the lanyards.

- 8 priority points

**WIRELESS SPONSOR — \$14,000**

*Tryp by Wyndham*

Complimentary Wi-Fi is available throughout the Convention Center (excluding the Expo Hall) for attendees with wireless devices. Sponsor's logo will appear on the landing page. Sponsor also receives a pre- and post-buyer attendee list.

- 5 priority points

**CHAPTER CHAT RECEPTION — \$17,500 EACH (TWO AVAILABLE)**

*Mexico Tourism Board*

The Chapter Chat Reception showcases representation from GBTA's 40 local chapters. Each chapter is awarded a table to "dress" with local paraphernalia. The Chapter Chat has grown dramatically over the past several years and has become one of Convention's most popular events. Each sponsor has the opportunity to address the audience for three minutes during the program.

- 7 priority points

**GENERAL SPONSORSHIP OPTION 1 — \$16,000**

- Insert in registration bags (buyers only)
- Two email blasts to direct (buyer) members before Convention
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Banner advertisement on GBTA's Daily News Brief (one week)
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 6 priority points

**GENERAL SPONSORSHIP OPTION 2 — \$9,500**

*Bank of America*

- Banner advertisement on gbta.org (three months)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 5 priority points

**PARTNER SPONSORSHIPS**

Partner sponsors assist GBTA with production of the key elements of the Convention program. Possible benefits include visibility, podium time at key functions, and the opportunity to address travel managers at education sessions.

**OPENING WELCOME SESSION — \$90,000**

The Welcome session is the first official GBTA Convention event. Sponsor's logo will be on event signage as well as in public areas of the center.

- Logo identification in promotional items, including registration brochure and Convention Program
- Reserved seating at session
- Two comp registrations
- Logo recognition on signage at convention
- Ability to place a brochure or giveaway on each attendee's chair (sponsor is responsible for placement)
- 10 minutes of podium time to address the audience
- One VIP table at each general session
- 20 priority points

**CLOSING RECEPTION — \$90,000**

The Closing Reception is the last social networking opportunity for all participants. Benefits include:

- Logo identification on promotional items, including registration brochure and Convention Program
- Logo on GBTA Convention website
- Logo recognition at Closing Reception
- Pre- and post-direct buyer list
- Registration bag insert (direct buyer bags only)
- One VIP Table at each General Session
- Advertisement on GBTA.org for three months
- 20 priority points

**WEDNESDAY CEO PANEL — \$80,000**

Practically Radical Roundtable: Leaders who are eager to "rethink" how they lead, work, and get results — provocative thinking that can energize their organizations, roll-up-the-sleeves advice they can put to work right away. Bill Taylor, co-founder and founding editor of Fast Company, sets forth a group of leaders enacting radical ideas about how to make deep-seated change in trying times. These messages set the stage for an instructive and entertaining conversation with panelists chosen for their relevance to the audience and how they've made remarkable strides in tough circumstances. This is a blend of the radical and the practical, the inspirational and the instructional. Some of the core lessons are Strategy, Innovation, and Leadership.

- Logo identification in promotional items, including the registration brochure and Convention Program

- Reserved seating at your sponsored panel
- Two complimentary registrations
- Logo recognition on signage at Convention (and in the CEO panel room)
- Logo included on the official GBTA Convention website
- Ability to place a giveaway or brochure on each attendee's chair in the CEO panel room (sponsor is responsible for placement)
- 10 minutes of podium time at the CEO panel
- One VIP table at each of the general sessions
- 18 priority points

**FIRST TIMERS ORIENTATION & LUNCHEON — \$30,000**

Held on Sunday, the first timers orientation & luncheon gives first-time attendees a guided tour of Convention activities. The program is one of the Convention's most memorable and enjoyable events. Sponsor has the opportunity to address the audience for up to seven minutes.

- 9 priority points

**INTERNATIONAL RECEPTION — \$19,500**

*NH Hoteles*

This invitation-only International Reception will provide a networking opportunity for over 250 U.S. travel managers with global responsibilities, as well as travel managers and suppliers outside the U.S. Sponsor's logo will be displayed on signage.

- 8 priority points

**CYBER CITY — \$35,000**

*Wingate by Wyndham*

Sponsor's logo will be included on signage at each Cyber City location, as well as everywhere partner sponsors are listed. Additionally, the sponsor will be given the opportunity to provide an image that will appear on each computer's desktop.

- 10 priority points

**BUSINESS CENTER — \$26,000**

The Business Center, located in a high traffic area of the convention center, features four meeting room subsets, a public area with tables and chairs, computers with Internet access, and photocopier machines. Sponsor's logo will be branded within the lounge.

- 8 priority points

"I definitely notice the sponsorship and it leaves a **positive impression.**"

*GBTA Direct Buyer Member*

### **EDUCATION SESSIONS — \$37,000**

*Egencia, StarCite*

*(Limited sponsorships still available)*

An essential component of the GBTA Convention, educating today's travel professional is our core competency. Education sponsors have the opportunity to introduce a minimum of seven education sessions and provide a brochure or giveaway for each attendee. Additionally, education sponsors will be branded in the public areas of the convention center and in all web and print collateral.

- 10 priority points

### **MOBILE APP — \$40,000**

**NEW IN 2012!** The mobile app will support QR codes and will be made available for the Android (in addition to iPhone, iTouch, iPad, and via the mobile website).

- Sponsor logo will appear on the home screen for all iPhone/iPad app users
- Banner at the top of the mobile website version's primary page
- Ability to message to all GBTA attendees through the iPhone/iPad mobile platform (two times total)
- Mention in the press release to Convention attendees announcing the mobile application solution
- Logo included on the GBTA Convention website
- Logo identification in Convention collateral
- Logo included as a partner sponsor on signage around the Convention Center
- 10 priority points



### **SHUTTLE BUSES — \$30,000 (TWO AVAILABLE)**

*LAN Airlines*

Shuttle buses transport GBTA attendees from designated hotels and the convention center. They are also used during official events such as the opening and closing receptions. Shuttle bus service, from a limited number of hotels, begins on Saturday and runs through Wednesday evening. The shuttle bus sponsor is allowed to affix signage to the sides of the buses, as well as place headers on the seats inside the buses. Price does not include production of signs.

- 15 priority points

### **PARTNER SPONSORSHIP OPTION 1 — \$29,000**

- One 15'x10' double-sided advertisement banner on the trade show floor
- Two email blasts to direct (buyer) members before Convention
- Two complimentary registrations for exhibiting suppliers
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Insert in the registration bags (buyers only)
- Banner advertisement on gbta.org (one month)
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 9 priority points

### **PARTNER SPONSORSHIP OPTION 2 — \$22,500**

- Priority VIP seating for sponsor and registered customers at the GBTA general sessions (one table of 10 each day)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Two complimentary registrations for exhibiting suppliers
- Logo recognition on signage located in the convention center
- Logo identification in promotional items, including the registration brochure and Convention Program
- 7 priority points

### **PRIME SPONSORSHIPS**

Prime sponsorships offer premier exposure at GBTA's Convention. Prime sponsorships are unique; they include the opportunity for an executive from the sponsor's organization to address a large audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

**Monday General Session Luncheon**  
*Sabre Travel Network, GetThere & Travelocity Business*

\$123,500 + 50% of featured speaker costs

**Tuesday General Session Luncheon**  
*Orbitz for Business*

\$123,500 + 50% of featured speaker costs

**Wednesday General Session Luncheon**  
*Boeing*

\$115,500 + 50% of featured speaker costs

Benefits include:

- Sponsor may address audience prior to the featured speaker's remarks (10-15 minutes)
- VIP seating for registered company representatives and key customer attendees near the stage at each of the three general sessions
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- Logo in promotional items, including the registration brochure and Convention Program
- Logo included on the GBTA Convention website
- Private reception with the general session featured speaker and key clients (20 person maximum)
- Logo recognition on all Convention collateral material
- Photo and featured speaker profile included in the GBTA registration brochure
- Option of placing a promotional or giveaway item on attendee chairs at the general session (sponsor is responsible for the placement of these items)
- Private hospitality room at the convention center or on Exposition floor
- Pre- and post-Convention Direct (buyer) member registration list (name, title, and company only)
- Photo and featured speaker bio is included in the Convention program
- 20 priority points

**84%**

Anticipate gaining one to eight new suppliers from their interactions on the Exposition floor.

REGISTERED BUYERS' ANNUAL SPEND:

<b>5%</b> \$500 million or more	<b>13%</b> \$30 million to less than \$50 million	<b>17%</b> \$10 million to less than \$20 million	<b>8%</b> \$1 million to less than \$5 million
<b>11%</b> \$100 million to less than \$500 million	<b>11%</b> \$20 million to less than \$30 million	<b>17%</b> \$5 million to less than \$10 million	<b>3%</b> \$500K to less than \$1 million
<b>9%</b> \$50 million to less than \$100 million			<b>4%</b> Less than \$500K

**SUPER SPONSORSHIPS**

Our Super Sponsorship Packages combine the best attributes and marketing opportunities at Convention and provide substantial exposure throughout the entire year. Diamond sponsorship offers category exclusivity (e.g., an airline's participation precludes any other airline/airline alliance from participating at the Diamond level).

**DIAMOND — \$107,000**

- Concur, Sabre Travel Network, GetThere & Travelocity Business, SkyTeam, Wyndham Hotel Group
- 15' x 10' banner in the public area of the convention center — company may use the artwork of their choice
- Two upgrades at the host hotel
- GBTA will pre-block hotel rooms at the host hotel
- Early bird rate extended to June 8, 2012
- Weekly registration list provided with name, title, company (starting six weeks out)
- Diamond sponsor spotlight in Convention program — full-page interview with an executive from your company
- Sponsor recognition at the Monday luncheon general session
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- Logo included on the official GBTA Convention website
- Logo identification in promotional items including the registration brochure and Convention program
- 25 complimentary event registrations
- Banner ad on gbta.org (12 months)
- Individualized logo recognition banner inside the convention center
- Banner advertisement on GBTA's Daily News Brief (two weeks)
- Insert in Convention registration bags (Direct (buyer) members only)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Inclusion on the GBTA prize giveaway "punch card"
- Private hospitality room at the convention center or on Exposition floor
- Priority VIP seating for sponsor and registered customers at the GBTA general sessions (three tables of 10)

**GOLD — \$75,000**

- Amadeus IT Group, American Airlines, Best Western, Carlson Wagonlit Travel, Star Alliance
- Early Bird rate extended to June 8, 2012
- Weekly updated registration list with name, title, company (starting six weeks out)
- Sponsor recognition at the Monday luncheon general session
- Logo identification in promotional items, including the registration brochure and Convention Program
- Logo included on the official GBTA Convention website
- Logo decal stickers on the aisle carpet around sponsor's booth
- Logo on aisle sign near Exposition booth
- 10 complimentary event registrations
- Banner ad on gbta.org (three months)
- Logo recognition on meter boards and banners located in convention center
- Insert in Convention registration bags (Direct (buyer) members only)
- Direct (buyer) member registration list, pre- and post-Convention (name, title, and company only)
- Inclusion on the GBTA prize give away "punch card"
- One 15' x 10' advertisement banner for placement on GBTA's Exposition floor cross aisle
- Private hospitality room at the convention center or on the Exposition floor
- Priority VIP seating for sponsor and registered guests at the GBTA General Sessions (two tables of 10)
- A full-page advertisement in GBTA's registration brochure — offered exclusively to GBTA Super Sponsors
- 20 priority points

**OTHER MARKETING OPPORTUNITIES**

**EXPOSITION BOOTH**

\$29 per square foot (member), \$35 per square foot (non-member) until January 1, 2012. After January 1, prices increase to \$31/\$38 per square foot.

More than 1,250 corporate travel managers (many of whom work for Fortune 100 companies) walked the aisles of the Exposition show floor searching for new travel suppliers last year. Here is what we heard from our 2011 Convention exhibitors:

- 91% reached new travel buyers
- 97% reinforced existing relationships with travel buyers
- 76% reported they generated between six and 100 new leads

GBTA's Exposition can maximize your exposure to the largest audience of business travel decision-makers — translating into increased sales.

- Priority points vary

**EXPOSITION BANNER ADVERTISING**

20' x 40' single-sided . . . . . \$18,500

- 8 priority points

15' x 10' double-sided . . . . . \$11,500

- 6 priority points

Place your company name and logo on large scale banner advertisements in your choice of two prominent Exposition Hall locations. 20' x 40' banners are placed over the entrance/exit, 15' x 10' are placed along the 40' main aisle and 20' cross aisle. These aisles are where the majority of trade show traffic flows. All prices include production and rigging. Contact GBTA for a floor plan with locations.

**CARPET LOGO — \$3,500**

Draw more attention to your booth by putting your company's digital logo on a 4' x 8' section of carpet in front of your booth.

- 2 priority points



93%

Said that the information gathered while at the GBTA Convention is influential in making a decision about selecting a supplier.

**PARK BENCH — \$4,000**

Sponsor a bench along the main aisle of the Exposition floor and remind attendees to visit your booth. A stand-alone prop will be placed next to your bench. Sponsor to provide the artwork.

- 2 priority points

**OFFICIAL REGISTRATION BAG INSERT — \$6,500**

This allows your company to insert an item, brochure, or giveaway into the registration bags for buyer attendees. Previous giveaways have included chocolates, travel kits, and luggage tags.

- 5 priority points

**PARTY LISTING ON EXPO MAP — \$2,000**

Put the location of your Convention party on the city map side of the Expo map. GBTA will list the sponsor, location, date, and time.

- 2 priority points

**GENERAL SESSION TABLES — \$15,000**

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 for 10 at each general session.

**INFOTAINMENT SESSION — \$12,000**  
[Limos.com](http://Limos.com)

Sponsor receives a session in the education block. Sponsor is responsible for content and presentation.

- A spot on the agenda as one of the concurrent breakouts
- Room and standard A/V support
- One dedicated promotional email to registered buyers announcing the session
- Inclusion in Convention program/website

**REACH CONVENTION DIRECT MEMBERS**

A great group of prospective buyers will attend the Global Business Travel Association 2012 trade show. These prospects are active decision makers who are interested in acquiring the services and products you offer. You can reach Convention attendees by mail or email, before and after Convention, 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	

**CONVENTION ATTENDEE LIST**

Learn what buyers are coming to the show by purchasing the attendee list. *This list provided four weeks prior to Convention, and includes the name, title, and company only.*

Exhibitor (Member) .....	\$800
Exhibitor (Non-Member) .....	\$1,000

**CONVENTION ADVERTISING OPPORTUNITIES**

**GBTA TV — \$10,000 (THREE AVAILABLE)**

For the fourth year, GBTA will produce GBTA TV, an onsite Convention television program. GBTA TV will include news stories featuring Convention highlights, member and leadership interviews, new GBTA products and services, and more. GBTA TV will consist of several video news programs (25 to 35 minutes in length) and will be played on a variety of platforms, including most GBTA Convention hotels and shuttle buses.

Additionally, videos will be streamed on the GBTA website and announced in GBTA marketing and communications programs.

- A “visit our booth” invitation scrolled along the bottom of the video screen repeatedly throughout the Sunday-Wednesday news programs.
- Exhibitor logo shown on screen while GBTA news correspondent thanks the sponsor and asks viewers to visit them at their booth.
- Sponsor receives a two-minute in-booth interview (edited) or has the option to play their pre-produced commercial (up to one minute in length) during the daily program. Booth interviews will run on Tuesday and Wednesday, pre-produced commercials will run all four days.
- 5 priority points

86%

Attend Convention to re-establish existing relationships with suppliers.

**GBTA MY CONVENTION PLANNER BANNER ADVERTISING — \$2,200 (LIMIT 8)**

As a Banner sponsor, you receive an exclusive 360 x 45 pixel piece of exclusive real estate on every page of the interactive floor plan website, ensuring everyone knows who you are. Banners display in pairs of two and refresh every six seconds. Limited advertising space available; site is only available Spring through August.

- 3 priority points

**EXPOSITION MAP ADVERTISING — \$1,700**

With more than 120,000 net square feet and over 400 exhibitors, the GBTA Exposition can be challenging to navigate. The *Convention Exposition Map* is the most convenient way to help attendees navigate the show floor on-site. Their convenience becomes your opportunity! Promote your company on one of the "business card" Exposition map ad panels! The Exposition map is included in the registration bags of all travel manager attendees, and available at the Exposition hall entrance.

- 2 priority points

**CONVENTION PROGRAM ADVERTISING — PRICING VARIES**

The Convention Program is the comprehensive resource for GBTA Convention attendees. This guide, given to all registered attendees (nearly 6,000 travel managers and suppliers), is packed with key Convention information and helps attendees navigate their way through each day's events at the Business Travel Event of the Year®. Increase your brand awareness and help build traffic to your trade show booth by advertising in this must-read resource.

- Priority points and pricing vary

**GBTA.ORG ADVERTISING — \$5,000 (THREE MONTH MINIMUM COMMITMENT)**

Your banner on gbta.org reaches visitors wherever they are on the website. A banner ad with GBTA stays in a frame that is served up on every html page within the website. This means that your ad is served up more frequently to the over 1,200 daily visitors to gbta.org. GBTA Direct members identify gbta.org as a critical source of information regarding industry issues, which ensures that your advertising is being seen by the people you most need to reach.

- 5 priority points

**GBTA FOUNDATION SPONSORSHIPS**

6<sup>th</sup> Annual GBTA Foundation Golf Classic Sunday, July 22, Pine Hills Golf Club

**TOURNAMENT SPONSOR — \$10,000**  
*MasterCard Worldwide, United Airlines*

*Limit one company per industry segment (ground, agency, technology, hotel, air, card)*

- Two complimentary foursomes
- Logo on banner at clubhouse
- Full-page ad in program
- Complimentary hole sponsorship — opportunity to stand at tee box of hole for handouts or meet and greet all golfers
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- Reserved table at luncheon
- Reserved table at one GBTA Convention general session of your choice for 10
- First right of refusal for 2013 golf tournament
- First selection of buyers to play in foursome
- 6 priority points

**19TH HOLE LUNCH SPONSOR AND BREAKFAST — \$7,500**

- Signage at the clubhouse during breakfast and lunch
- Welcoming remarks at lunch
- Half-page ad in program
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- First right of refusal for 2013 golf tournament
- 5 priority points

**HOLE-IN-ONE SPONSOR — \$3,500**

- One complimentary foursome
- Opportunity table at hole to do a meet and greet with players
- Signage at hole-in-one
- Half-page ad in program
- Logo in thank you ad placed in industry publications
- Recognition in all tournament promotions/ media
- 2 priority points

**HOLE SPONSOR — \$2,000**

- One complimentary foursome
- Opportunity table at one hole (handouts or meet and greet)
- Signage at one hole
- Name in thank you ad placed in industry publications
- Company name listed on GBTA Foundation website
- 1 priority point

**THE MASTERS PROGRAM, A GBTA EVENT**  
 WASHINGTON, DC, FEBRUARY 6-7

With a focus on strategic leadership and global thinking, the Masters Program provides a unique opportunity to hear from some of the most respected world-class leaders and learn about the strategies and business philosophies that have made them and their organizations successful. Attendance to the Masters Program is limited, with fewer than 200 seats available for purchase.

Per person through 1/6/12..... \$2,250    Per person after 1/6/12 ..... \$2,500

In partnership with:



# GBTA TECHNOLOGY SYMPOSIUM 2012

## NEW YORK CITY, NY, MARCH 5

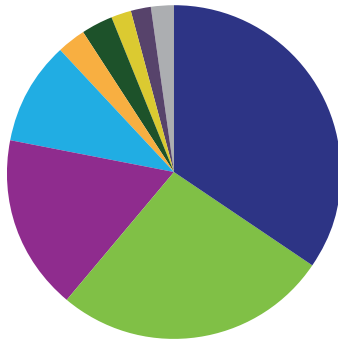
Stay up-to-date with the latest in travel technologies at the GBTA Technology Symposium, the premier must-attend event for the modern travel industry professional. Listen to featured speaker David Pogue, writer for *The New York Times* tech column, as he discusses the hottest innovations in travel technology. 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:

- |   |   |   |   |
|---|---|---|---|
| <b>10%</b> \$500 million or more                    | <b>11%</b> \$30 million to less than \$50 million | <b>11%</b> \$10 million to less than \$20 million | <b>14%</b> \$1 million to less than \$5 million |
| <b>11%</b> \$100 million to less than \$500 million | <b>17%</b> \$20 million to less than \$30 million | <b>14%</b> \$5 million to less than \$10 million  | <b>2%</b> \$500K to less than \$1 million       |
| <b>10%</b> \$50 million to less than \$100 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



**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 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
<b>General Sponsorships</b>		
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
<b>Partner Sponsorships</b>		
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
<b>Super Sponsorship</b>		
Gold	9	BMO Financial Group, Available
Silver	7	Best Western, Available
<b>Other Marketing Opportunities</b>		
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

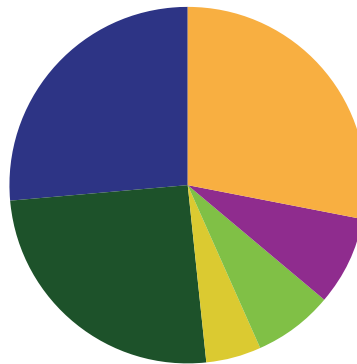
**PARTNER SPONSORSHIPS**

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



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

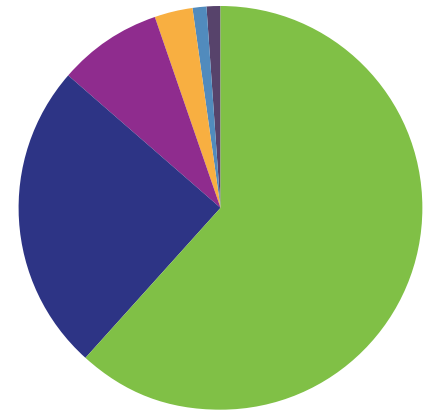
- 2 priority points

**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

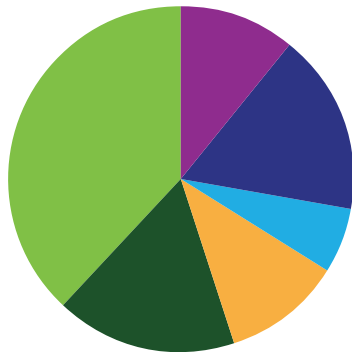
# GBTA SPORTS SYMPOSIUM 2012

## PHOENIX, AZ, JUNE 5-6

GBTA Sports Symposium is now co-located with the National Travel Forum (NTF). Building on the success of the first-ever GBTA Sports Conference 2011, the Sports Symposium 2012 will take this event to the next level. The event will converge on markets meeting at the intersection of sports and travel, to include professional and collegiate sports globally. The 300 expected attendees will achieve measurable bottom-line benefits from educational sessions focusing on streamlining sourcing negotiations, traveler safety and security, and much more. Whether you're a buyer or supplier, this is an event you won't want to miss.

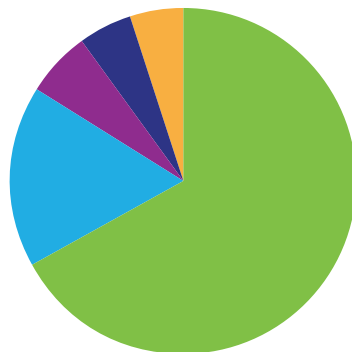
### 2011 GBTA Buyer Member Demographics\*

\*Based on 2011 Sports Symposium Buyer Member Survey



#### Annual travel spend:

- 11%** \$100 million to less than \$500 million
- 17%** \$50 million to less than \$100 million
- 6%** \$20 million to less than \$30 million
- 11%** \$10 million to less than \$20 million
- 17%** \$5 million to less than \$10 million
- 38%** \$1 million to less than \$5 million



#### GBTA Attendees report these industries best describe the company in which they work:

- 67%** Sports
- 17%** Education/Training
- 6%** Computer/Technology
- 5%** Government/Public Administration
- 5%** Non-Profit/Association/Foundation

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Registration Bag	6	Available
Registration List	3	Available
Registration Area	7	Available
Badge Lanyards	5	UATP
Official Program	6	Concur
Coffee Break	3 each	Available
Continental Breakfast	4	Available
Welcome Reception	9	Available
Exclusive Education Sponsorship	12	Available
Tuesday General Session Breakfast	12	Available
Tuesday General Session Luncheon (joint with NTF)	12	Available
Wednesday General Session Breakfast (joint with NTF)	12	Best Western
Wednesday Mid-Morning General Session	8	Available
Wednesday Closing General Session	8	Available
Wednesday General Session Luncheon (joint with NTF)	12	Sabre Travel Network & GetThere
Gold	9	Available
Official Conference Program Advertising	2	Available
Registration Bag Insert	2	Available

# 100%

of Attendees rated GBTA Sports Symposium as excellent, very good, or good!

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 ATTENDEES TITLES INCLUDE:

**56%**  
Manager/  
Supervisor

**17%**  
Director

**11%**  
Coordinator/  
Assistant

**6%**  
Vice President

**6%**  
CEO/COO/C-Level

**4%**  
Staff

**OFFICIAL REGISTRATION BAG — \$6,000 (EXCLUSIVITY FEE)**

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

- 6 priority points

**BADGE LANYARDS — \$5,500 (EXCLUSIVITY FEE)**

*UATP*

Made of heavy string or other woven fabric, badge lanyards put your company's logo eye level for the duration of the Symposium. Sponsor is responsible for production cost. Sponsor receives pre- and post-Direct (buyer) attendee lists.

- 5 priority points

**OFFICIAL PROGRAM — \$6,500**

*Concur*

The program is included in all registration bags given to attendees. It includes logistical information on all activities. Sponsor may advertise on the entire inside front and outside back covers of the program, sponsor logo will also appear on the front cover. Sponsor receives pre- and post-Direct (buyer) attendee lists.

- 6 priority points

**REGISTRATION LIST — \$4,000**

Included in the registration bags, the registration list provides name, title, and company of all pre-registered attendees. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers. Sponsor receives pre- and post-Direct (buyer) attendee lists.

- 3 priority points

**COFFEE BREAK — \$4,000 EACH**

Sponsor receives one complimentary registration, logo recognition, and pre- and post-lists of Direct (buyer) attendees. Sponsor's logo will be prominently featured on coffee break signage.

- 3 priority points

**CONTINENTAL BREAKFAST — \$4,000 EACH**

Sponsor receives one complimentary registration, logo recognition, and pre- and post-lists of Direct (buyer) attendees. Sponsor's logo will be prominently featured on breakfast signage.

- 4 priority points

**REGISTRATION AREA — \$9,000**

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 also receives pre- and post-Direct (buyer) attendee lists.

- 7 priority points

**WELCOME RECEPTION — \$15,000**

The welcome reception is the first social networking opportunity for all participants. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes of podium time. Sponsor's logo will be on signage as well as in public areas of the Symposium.

- 9 priority points

**EXCLUSIVE EDUCATION SPONSORSHIP — \$18,500**

- Logo recognition on all collateral material and sponsor signage
- Display booth in close proximity to registration area (6' tabletop)
- Two reserved tables at the general sessions
- Two complimentary event registrations
- Direct registration list, pre- and post-Symposium
- Opportunity to introduce the first and last education sessions (four minutes)
- 12 priority points

**GENERAL SESSION BREAKFASTS/ LUNCHEONS & KEYNOTE**

General session sponsorships are unique because they offer the opportunity for an executive from your organization to address the audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

**Tuesday General Session Breakfast . . . \$15,000**

**Tuesday General Session Luncheon (joint with NTF) . . . . . \$35,000**

**Wednesday General Session Breakfast (joint with NTF) . . . . . \$35,000**

*Best Western*

**Wednesday Mid-Morning General Session . . . . . \$15,000**

**Wednesday Closing General Session . . . . . \$12,000**

**Wednesday General Session Luncheon (joint with NTF) . . . . . \$35,000**

*Sabre Travel Network & GetThere*

Sponsors receive:

- Significant logo exposure at the Symposium
- Podium time to address attendees (10 minutes)
- VIP seating (two tables) near the stage for sponsor representatives and key registered customers
- Photo and speaker profile of sponsor's designated speaker included in the program
- One complimentary event registration
- Direct (buyer) registration list, pre- and post-Symposium
- Priority points vary

**GOLD — \$15,000**

*(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 Symposium and packages together important marketing exposures for companies that want to establish industry leadership and brand awareness. Benefits include:

- Logo recognition on all Symposium material and sponsor signage
- Display booth area in close proximity to the registration area (6' tabletop)
- Two reserved tables for sponsor and registered guests at luncheon
- Direct (buyer) registration list, pre- and post-Symposium
- Two complimentary event registrations
- Full-page ad in the Program
- 9 priority points

**OFFICIAL PROGRAM ADVERTISING — \$2,000**

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. Programs are placed in the registration bags.

- 2 priority points

**OFFICIAL REGISTRATION BAG INSERT — \$2,000**

This allows your company to insert an item, brochure, or giveaway into the official registration bags. Previous giveaways have included chocolates, travel kits, and luggage tags.

- 2 priority points

# 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 ALL COMMITTEE SUMMIT 2012

## ALEXANDRIA, VA, OCTOBER

The All Committee Summit will be held in Fall 2012. Participants representing approximately 100 volunteer leaders from leading corporations across the globe will come together in one location to cross-pollinate, as well as to meet individually to form the association's committee goals for the coming year. The majority of committee members are corporate travel managers.

GBTA's existing committees represent the following industry sectors — Aviation, Corporate Social Responsibility, Global Risk Management, Hotel, Sports, and Technology.

Selected GBTA staff will attend to present updates and activity in their respective areas and provide an open forum for each committee member to have questions answered and provide feedback.

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Day One Networking Reception	6	Available
Day One Dinner	8	Available
Day Two Refreshment Break (2)	3	Available
Day Two Networking Luncheon	7	Available
Day Two Dinner	8	Available
Committee Summit Agenda	2	Available

#### DAY ONE NETWORKING RECEPTION — \$6,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (three minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 6 priority points

#### DAY ONE DINNER — \$8,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (five minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 8 priority points

#### DAY TWO REFRESHMENT BREAK — \$3,000 (TWO AVAILABLE)

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Pre- and post-registration lists
- 3 priority points

#### DAY TWO NETWORKING LUNCHEON — \$6,500

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (four minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 7 priority points

#### DAY TWO DINNER — \$8,000

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Opportunity to address the group (five minutes)
- Opportunity to handout a brochure or giveaway (sponsor is responsible for this)
- Pre- and post-registration lists
- 8 priority points

#### COMMITTEE SUMMIT AGENDA — \$2,500

- Logo on the committee page of the GBTA website
- Sponsor identification on the Committee Summit agenda
- Logo on event signage
- Full-page ad on the inside front cover and outside back cover
- Pre- and post-registration lists
- 2 priority points



This is a great opportunity to meet and network with the rising GBTA leadership.

# ISM AND GBTA PROCUREMENT SYMPOSIUM 2012

## LOS ANGELES, CA, OCTOBER 23-24

The Institute for Supply Management™ (ISM) and the Global Business Travel Association (GBTA) have joined together to present the **ISM and GBTA Procurement Symposium** — designed specifically to meet the needs of senior procurement and supply management professionals with oversight responsibilities for their companies' business travel spend.

The high-level Summit, designed by an advisory board of leading supply management professionals, features up-to-date insights, tools and strategies to optimize travel spend and align Procurement with overall business performance. The hosts are widely viewed as premier providers of travel and supply management resources. ISM is the largest supply management institute in the world. GBTA is the world's largest business travel and corporate meetings organization and the pioneer of the practice of Strategic Meetings Management.

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Registration Bag	5	Available
Registration List	4	Available
Registration Area	7	Available
Hotel Key Cards	3	Available
Badge Lanyards	4	UATP
Official Summit Program	6	Available
Coffee Break	4 each	Available
Welcome Reception	9	Available
Exclusive Education Sponsorship	10	Available
Breakfast	4 each	Available
Opening Keynote General Session/Luncheon	10	Available
Closing Keynote General/Session Luncheon	10	Available
Gold	9	Orbitz for Business, Available
Official Summit Program Advertising	2	Available
Registration Bag Insert	2	Available

### Attendee ratio:

**46%**  
Buyers

**54%**  
Suppliers

### Annual travel spend:

- 4%** \$500 million or more
- 11%** \$100 million to less than \$500 million
- 11%** \$50 million to less than \$100 million
- 20%** \$30 million to less than \$50 million
- 15%** \$20 million to less than \$30 million
- 11%** \$10 million to less than \$20 million
- 15%** \$5 million to less than \$10 million
- 15%** \$1 million to less than \$5 million

*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.*

### OFFICIAL REGISTRATION BAG — \$6,000 (EXCLUSIVITY FEE)

One of the most highly visible Symposium sponsorships, the registration bag is given to all Symposium attendees upon arrival. Sponsor is responsible for production costs and receives one side of the bag for logo or advertisement (other side reserved for Symposium logo). Sponsor receives pre- and post-Direct attendee registration lists.

- 5 priority points

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

UATP

Made of heavy string or other woven fabric, Badge lanyards put your company's logo eye level for the duration of Symposium. Sponsor is responsible for production cost. Sponsor receives pre- and post-Direct attendee registration lists.

- 4 priority points

### OFFICIAL SUMMIT PROGRAM — \$7,000

The program is included in all registration bags given to attendees. It includes logistical information on all Symposium activities. Sponsor may advertise on the entire inside front and outside back covers of the Program, along with logo placement on the front cover. Sponsor receives pre- and post-Direct attendee registration lists.

- 6 priority points

### REGISTRATION LIST — \$4,000

The registration list contains the name, title, and company of all attendees and is placed in the official registration bag. Conveniently broken out by buyer/supplier, the registration list is a great resource travel managers use to find their peers, and suppliers use to build customer profiles. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers. Sponsor receives pre- and post-Direct attendee registration lists.

- 4 priority points

ATTENDEES REPORT THESE AREAS  
closely resemble the department in which they work:

**38%**  
Procurement/  
Purchasing

**28%**  
Strategic  
Sourcing

**19%**  
Travel

**7%**  
Meetings/  
Events

**4%**  
Finance

**4%**  
Analyst/  
Research

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

The Hotel Key Card is your opportunity to be the first sponsor logo seen by attendees. Upon checking-in, attendees will be given two room keys with the sponsor's color logo prominently displayed. Sponsor's logo is also included on signage throughout the conference facility.

- 3 priority points

**COFFEE BREAK — \$4,000 EACH**

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

- 4 priority points

**BREAKFAST — \$4,000 EACH**

Sponsor receives one complimentary registration, logo recognition, and pre- and post-lists of Direct attendees. Sponsor's logo will be prominently featured on breakfast signage.

- 4 priority points

**REGISTRATION AREA — \$10,500**

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 also receives pre- and post-Direct attendee lists.

- 7 priority points

**WELCOME RECEPTION — \$15,000**

The welcome reception is the first social networking opportunity for all participants. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes of podium time. Sponsor's logo will be on signage as well as in public areas of the hotel.

- 9 priority points

**EXCLUSIVE EDUCATION  
SPONSORSHIP — \$18,000**

- Logo recognition in all symposium collateral material and sponsor signage
- Display booth in close proximity to registration area (6' tabletop)
- Two reserved tables at the luncheons
- Two complimentary event registrations

- Direct (buyer) member registration list, pre- and post-Symposium
- Opportunity to introduce the first and last education sessions (four minutes)
- 10 priority points

**KEYNOTE GENERAL SESSION  
LUNCHEONS — \$20,000**

Opening Keynote General Session Luncheon  
Closing Keynote General Session Luncheon

General session sponsorships are unique because they offer the opportunity for an executive from your organization to address the conference audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

- Significant logo exposure at the Symposium
- Podium time to address Symposium attendees (10 minutes)
- VIP seating (two tables) near the stage for sponsor representatives and key registered customers
- Photo and speaker profile of sponsor's designated speaker included in the Program
- One complimentary event registration
- Direct (buyer) member registration list, pre- and post-Symposium
- 10 priority points

**GOLD — \$15,000**

*Orbitz for Business*

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

- Logo recognition on all Symposium material and sponsor signage
- Display booth area in close proximity to the registration area
- Two reserved tables for sponsor and registered guests at each general session
- Direct (buyer) member registration list, pre- and post-Symposium
- Three complimentary event registrations
- Full-page ad in the Program
- 9 priority points

**OFFICIAL SUMMIT PROGRAM  
ADVERTISING — \$2,000**

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. Programs are placed in the registration bags.

- 2 priority points

**OFFICIAL REGISTRATION BAG  
INSERT — \$2,000**

This allows your company to insert an item, brochure, or giveaway into the official registration bags. Previous giveaways have included chocolate, travel kits, and luggage tags.

- 2 priority points

**About Institute for Supply Management™  
(ISM), [www.ism.ws](http://www.ism.ws)**

Institute for Supply Management™ (ISM) is the first supply management institute in the world. Founded in 1915, ISM exists to lead and serve the supply management profession and is a highly influential and respected association in the global marketplace. By executing and extending its mission through education, research, standards of excellence, and information dissemination — including the renowned monthly *ISM Report On Business*® — ISM maintains a strong global influence among individuals and organizations. ISM is a not-for-profit educational association that serves professionals with an interest in supply management who live and work in more than 80 countries. ISM offers the Certified Professional in Supply Management® (CPSM®), Certified in Supply Management™ (CSM™), and Certified Professional in Supplier Diversity® (CPSD™) qualifications, and is a member of the International Federation of Purchasing and Supply Management (IFPSM).

**85%**

of attendees rated the  
ISM and GBTA Procurement  
Symposium as excellent  
or very good.

# GBTA ANNUAL CHAPTER LEADERSHIP SUMMIT

## PITTSBURGH, PA, NOVEMBER 8-10

The Chapter Leadership Summit is a day-and-a-half of training, networking, and education sessions held in conjunction with the 2012 fourth quarter Chapter Presidents' Council meeting. Forty Chapter Presidents, along with their leadership teams (board officers, committee chairs, and members), attend this valuable interaction with their peers from across the country.

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Thursday Evening Networking Reception	8	Available
Friday Evening Networking Reception	8	Available
General Sponsorship - Level A	5	Sabre Travel Network & GetThere, Available
General Sponsorship - Level B	3	UATP, Mexico Tourism Board
General Sponsorship - Level C	2	Available
Chapter Summit Resource Booklet	3	Available

### THURSDAY EVENING NETWORKING RECEPTION — \$10,000

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Opportunity to address the group (10 minutes)
- Opportunity to hand out a brochure or giveaway
- 6' table in coffee break area
- Pre- and post-Summit registration list
- 8 priority points

### FRIDAY EVENING NETWORKING RECEPTION — \$10,000

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Opportunity to address the group (10 minutes)
- Opportunity to place a brochure or giveaway on attendees' chairs (sponsor is responsible for placement)
- 6' table in coffee break area
- Pre- and post-Summit registration list
- 8 priority points

### GENERAL SPONSORSHIP — LEVEL A — \$6,000

*Sabre Travel Network & GetThere*

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Opportunity to address the group (five minutes)
- Pre- and post-Summit registration list
- 5 priority points

### GENERAL SPONSORSHIP — LEVEL B — \$4,000

*UATP, Mexico Tourism Board*

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Opportunity to address the group (three minutes)
- Pre- and post-Summit registration list
- 3 priority points

### GENERAL SPONSORSHIP — LEVEL C — \$2,000

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Pre- and post-Summit registration list
- 2 priority points

### CHAPTER SUMMIT RESOURCE BOOKLET — \$3,000

- Logo on the chapter page of the GBTA website
- Sponsor identification in the Chapter Summit resource booklet
- Logo on event signage
- Full-page ads — inside front cover and outside back cover in Chapter Summit resource booklet
- Pre- and post-Summit registration list
- 3 priority points

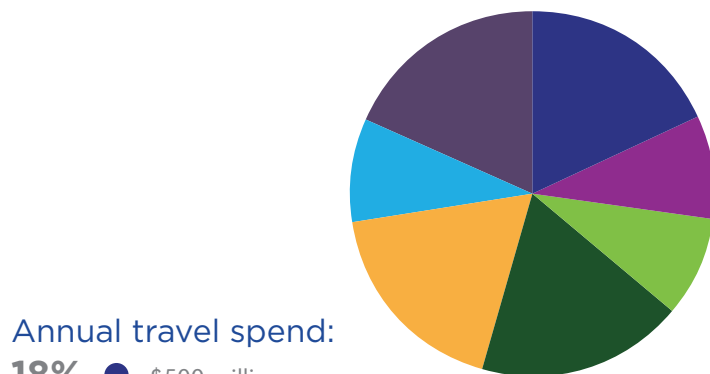
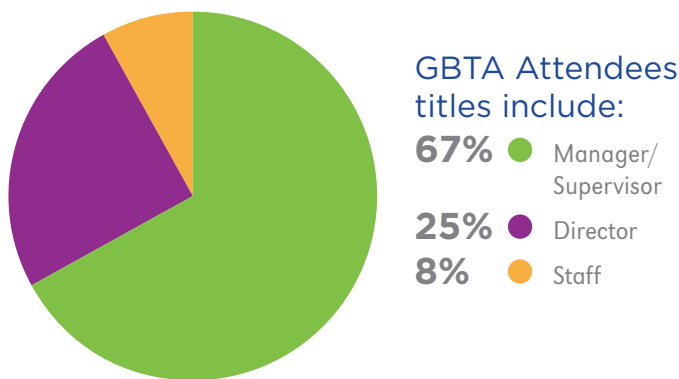


GBTA's Government Travel Group (GTG) has expanded its programming designed for the government travel professional that manages and supports travel programs at the federal, state, and local levels. Building on the success of 2011, GBTA will offer GovTrav in the fall of 2012. This cutting-edge event will be available in person with an expected total attendance of 200, while also making the event available online via live simulcast in order to help reach a wider audience.

Focused on bringing the latest information, innovations, and insight that help attendees support their agency's or department's travel program, GovTrav enhances the travel savvy for both GBTA and the government travel space.

### 2011 GBTA Buyer Member Demographics\*

\*Based on 2011 GovTrav Buyer Member Survey



### Annual travel spend:

- 18%** ● \$500 million or more
- 9%** ● \$100 million to less than \$500 million
- 9%** ● \$30 million to less than \$50 million
- 18%** ● \$20 million to less than \$30 million
- 18%** ● \$10 million to less than \$20 million
- 9%** ● \$1 million to less than \$5 million
- 18%** ● \$500K to less than \$1 million

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Registration Bag	5	Available
Registration List	4	Available
Registration Area	6	Available
Badge Lanyards	4	Available
Official Conference Program	5	Available
Coffee Break	3	Available
Closing Cocktail Reception	9	Available
Exclusive Education Sponsorship	12	Available
General Session Luncheon	14	Available
Live Webcast	7	Available
Gold	10	Available
Official Conference Program Advertising	2	Available
Registration Bag Insert	2	Available

GBTA Attendees report these areas closely resemble the department in which they work:

- 50%** Travel
- 18%** Finance
- 8%** Office Administration
- 8%** Procurement/Purchasing
- 8%** Human Resources
- 8%** Program or Vendor Relations

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.

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**OFFICIAL REGISTRATION BAG — \$6,000 (EXCLUSIVITY FEE)**

One of the most highly visible sponsorships, the registration bag is given to all attendees upon their arrival. Sponsor receives one side of the bag for logo or advertisement (other side reserved for the event logo). Sponsor also receives pre- and post-Direct attendee lists.

- 5 priority points

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**BADGE LANYARDS — \$5,500 (EXCLUSIVITY FEE)**

Made of heavy string or other woven fabric, badge lanyards put your company's logo eye level for the duration of the conference. Sponsor is responsible for production cost. Sponsor also receives pre- and post-Direct attendee lists.

- 4 priority points

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**OFFICIAL CONFERENCE PROGRAM — \$6,000**

The program is included in all registration bags given to attendees. It includes logistical information on all activities. Sponsor has the opportunity to advertise on the entire inside front and outside back covers of the program, along with logo placement on the front cover. Sponsor also receives pre- and post-Direct attendee lists.

- 5 priority points

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**REGISTRATION LIST — \$5,000**

Included in the Symposium registration bags, the registration list gives the name, title, and company of all pre-registered attendees. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers.

- 4 priority points

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**COFFEE BREAK — \$4,000**

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

- 3 priority points

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**REGISTRATION AREA — \$8,500**

The registration area is heavily trafficked and centrally located in the conference facilities. Sponsor's logo will be prominently featured on signage in the registration area. Sponsor also receives pre- and post-Direct attendee lists.

- 6 priority points

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**LIVE WEBCAST SPONSOR — \$9,000**

- Logo on login page
- Logo on webcast page
- Commercial during the live stream (up to two minutes)
- Logo exposure on-site at the event
- Logo exposure in the printed program
- 7 priority points

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**CLOSING COCKTAIL RECEPTION — \$15,000**

The Closing Cocktail Reception gives attendees a place to gather, relax, and exchange ideas and experiences with colleagues. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes of podium time. Sponsor's logo will be on signage as well as in public areas of the conference. Sponsor also receives pre- and post-lists of Direct attendees.

- 9 priority points

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**EXCLUSIVE EDUCATION SPONSORSHIP — \$18,500**

- Logo recognition in all collateral material and sponsor signage
- Display booth in close proximity to registration area (6' tabletop)
- Two reserved tables at the General Session Luncheon
- Two complimentary event registrations
- Direct registration list, pre- and post-Symposium
- Opportunity to introduce the first and last education sessions (four minutes)
- 12 priority points

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**GENERAL SESSION LUNCHEON — \$20,000**

General session sponsorships are unique because they offer the opportunity for an executive from your organization to address the conference audience. These sponsorships offer an excellent venue for an individual to share their views and perspectives on the future direction of the industry.

- Significant logo exposure at the conference
- Podium time to address attendees (10 minutes)
- VIP seating near the stage for sponsor representatives and key registered customers
- Photo and speaker profile of sponsor's designated speaker included in the program
- One complimentary event registration
- Direct registration list, pre- and post-symposium
- 14 priority points

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**GOLD — \$15,000**

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

Gold sponsorships offer significant branding throughout the Symposium and packages together important marketing exposures for companies that want to establish industry leadership and brand awareness. Benefits include:

- Logo recognition on all material and sponsor signage
- Display booth area in close proximity to the registration area (6' tabletop)
- Two reserved tables for sponsor and registered guests at luncheon
- Direct (buyer) member registration list, pre- and post-Symposium
- Two complimentary event registrations
- Full-page ad in the Program
- 10 priority points

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**OFFICIAL CONFERENCE PROGRAM ADVERTISING — \$2,000**

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. Programs are placed in the registration bags.

- 2 priority points

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**OFFICIAL REGISTRATION BAG INSERT — \$2,000**

This allows your company to insert an item, brochure, or giveaway into the official registration bags. Previous giveaways have included chocolates, travel kits, and luggage tags.

- 2 priority points

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**83%**

of attendees rated the 2011 GBTA GovTrav as excellent or very good.

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**75%**

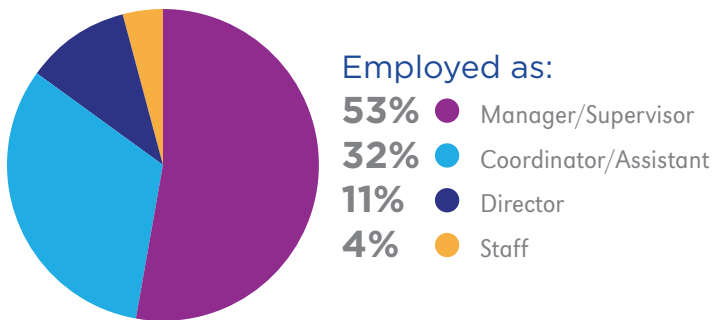
of GBTA GovTrav attendees said they are more likely to consider doing business with a GBTA sponsor.

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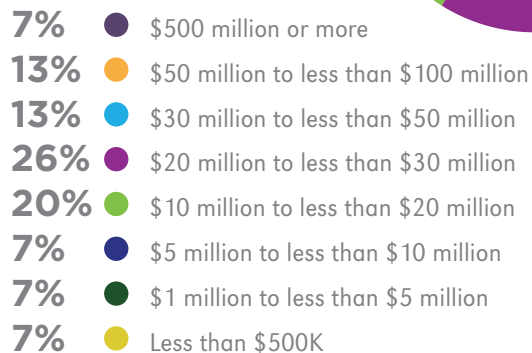
Mexico has the 14th largest economy in the world, and is an increasingly prominent player in the business travel and meetings industry. Mexico is the 5th largest country in the Americas, with an estimated population of over 112 million; it is the most populous Spanish-speaking country. The GBTA Mexico 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:



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
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
<b>NEW!</b> Email Blast	2	Available
<b>NEW!</b> 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.

# 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**

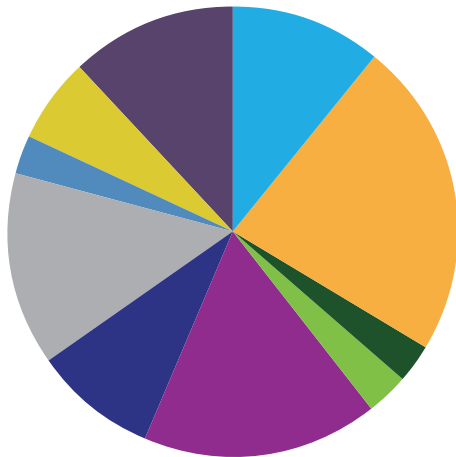
Invite your registered customers to join you at a reserved VIP table near the front of the general session stage to listen to the 2012 keynote speakers. Sponsorship includes one table of 10 at each general session.

- 2 priority points

GBTA Canada holds its Conference & Expo annually in Toronto. Each year, the record-setting, sell-out conference represents the largest gathering of travel buyers in Canada. With more than 350 attendees and 50 exhibiting companies participating in the 2011 event, sponsorship opportunities and exhibit spaces always sell out. Be sure to book your space early!

**2011 GBTA Canada Conference Buyer Demographics\***

*\*Based on 2011 buyer post-Canada Conference Survey*



**Annual travel spend:**

- 11%** ● \$100 million to less than \$500 million
- 23%** ● \$50 million to less than \$100 million
- 3%** ● \$30 million to less than \$50 million
- 3%** ● \$20 million to less than \$30 million
- 17%** ● \$10 million to less than \$20 million
- 9%** ● \$5 million to less than \$10 million
- 14%** ● \$1 million to less than \$5 million
- 3%** ● \$500K to less than \$1 million
- 6%** ● Less than \$500K
- 12%** ● Not sure/does not apply

Expo space  
**sold out**  
in 2011 and, as a result, 2012 booth space increased by 40%!

**80%**  
are very likely or likely to consider doing business with a GBTA Canada sponsor.

**SPONSORSHIP OPPORTUNITIES**

Sponsorship	Priority Points	Sponsored by
<b>Partner Sponsorships</b>		
Platinum (Annual)	20	Air Canada/Star Alliance, Best Western, BMO Financial Group, Carlson Wagonlit Travel, CTMS Travel Group, Maritime Travel, Scotiabank, Vision 2000 Travel, Available
Gold	14	SkyTeam, Sabre Travel Network & GetThere, Available
Silver	10	Available
Bronze	8	Available
<b>Exclusive Sponsorships</b>		
Opening Keynote Speaker	15	Available
Closing Speaker	14	Available
Let's Connect Cyber Kiosk	9	Air France/KLM
Conference Notebook	7	Available
Conference e-Handbook	7	UNIGLOBE
Thumb Drive	7	Best Western
Full-Page Color Ad Space	4	Available
Registration Area	4	Star Alliance
Program-at-a-Glance	4	Concur
Refreshment Break Day 1 Morning	5	Available
Refreshment Break Day 2 Morning	5	Available
Sponsor Conference Shirts	3	Available
HTML Marketing Message	2	Available
Opening Dinner	14	Oneworld/WestJet
Badge Lanyards	3	BMO Financial Group
Hotel Key Cards	3	BMO Financial Group
Opening Reception	13	Egencia
Conference Tote Bag	5	SkyTeam
Continental Breakfast Day 1	7	Available
Continental Breakfast Day 2	7	Available
Lunch Day 1	9	IHG
Lunch Day 2	9	Available

# GBTA CANADA CONFERENCE 2012

TORONTO, CANADA, APRIL 11-12

## PARTNER SPONSORSHIPS

### PLATINUM — \$19,500 CAN + 13% HST TAX

*Air Canada/Star Alliance, Best Western, BMO Financial Group, Carlson Wagonlit Travel, CTMS Travel Group, Maritime Travel, Scotiabank, Vision 2000 Travel*

#### Year-Round Exposure 2012

- At all GBTA Canada events in 2012 including Canada-specific webinar sessions (five), in-person travel executive symposiums (Toronto, Calgary), Fundamentals of Business Travel Management course, and Canada Conference
- Logo and name recognition on all GBTA Canada education materials and website (logo and link)
- Verbal recognition at all GBTA Canada events
- Two GBTA Canada annual allied memberships (with member-access on all gbta.org regional sites)

#### National Conference April 11–12

- One 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to five minutes)
- Two HTML blasts to all conference delegates; one pre- and one post-conference (*sponsor to provide to GBTA Canada all three HTML messages by March 1*)
- 10 reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada FTP site by March 1*)
- Five complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page for 12 months
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and their clients
- 20 priority points

### GOLD — \$16,500 CAN + 13% HST TAX

*SkyTeam, Sabre Travel Network & GetThere*

- One 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to two minutes)
- One HTML blast to all conference delegates; one pre-conference (*sponsor to provide to GBTA Canada by March 1*)
- Five reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- Three complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 14 priority points

### SILVER — \$13,500 CAN + 13% HST TAX

- Five reserved seats for sponsor's registered conference staff and guests at each general session
- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada FTP site by March 1*)
- Two complimentary full-conference registrations for sponsor staff
- Three complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 10 priority points

### BRONZE — 9,500 CAN + 13% HST TAX

- Full-page ad in official conference e-handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- One complimentary full-conference registration for sponsor staff
- One complimentary full-conference registration for sponsor's client
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website page
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 8 priority points

## EXCLUSIVE SPONSORSHIPS

### OPENING KEYNOTE SPEAKER — \$19,000 CAN + 13% HST TAX

- Sponsor to introduce the keynote speaker (*bios/script prepared*)
- Sponsor to address the general session, to be tied in with keynote introduction (*up to two minutes*)
- Sponsor video will play following the opening keynote speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the keynote speaker general session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Five complimentary full-conference staff registrations
- Three complimentary one-day registrations for sponsor's clients to the event
- 15 priority points

"I felt more confident that we the supplier would be of **high caliber.**"

*GBTA Direct Buyer Member*



**CLOSING SPEAKER — \$15,000 CAN + 13% HST TAX**

- Sponsor to introduce the closing speaker (*bios/script prepared*)
- Sponsor to address the general session, to be tied in with speaker introduction (*up to two minutes*)
- Sponsor video will play following the closing speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the closing speaker general session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Three complimentary full-conference staff registrations
- Three complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

**OPENING DINNER — \$15,000 CAN + 13% HST TAX**

*Oneworld/WestJet*

- One 10'x10' exhibitor space per sponsor
- Sponsor(s) to handle all logistics (including venue selection, transportation if required, meal selection, and settlement with venue for dinner expenses)
- Sponsor(s) to meet and greet all delegates arriving for the opening dinner
- Sponsor(s) to provide a marketing promotional item to each delegate at the opening dinner
- Three email invites co-branded with sponsor(s) will be sent to all registered conference delegates by GBTA Canada
- Sponsor will welcome all delegates at the opening dinner
- Sponsor(s) signage (pull-up banners) to be displayed throughout dinner event (*sponsor to provide*)
- One reserved table for sponsor's registered conference staff and guests

**Trade Show — Secure Your Booth NOW!**

- One full-page color ad in the official conference e-handbook (*must be uploaded to GBTA Canada FTP site by March 1*)
- Sponsor's logo and link on GBTA Canada Conference website until June 1
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Six complimentary full-conference staff registrations per sponsor
- Six complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

**OPENING RECEPTION — \$12,500 CAN + 13% HST TAX**

*Egencia*

- Sponsor to deliver Conference day-one closing remarks (five minutes) in conjunction with sponsor's video or personal message (up to five minutes)
- Six reserved seats for sponsor's registered conference guests during general sessions day one
- Opportunity to hand promo item to delegates as they are leaving the general session closing and going into the Exhibitor Showcase for the reception
- Full-page ad included in the official conference e-handbook (*sponsor to upload to the GBTA FTP site by March 1*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Four complimentary full-conference staff registrations
- 13 priority points

**LET'S CONNECT CYBER KIOSK — \$9,500 CAN + 13% HST TAX**

*Air France/KLM*

- Premium location in conference foyer
- Four laptops with hi-speed Internet will be available in the cyber kiosk
- Sponsor's own pull-up banners will be positioned at the kiosk location
- Sponsor is invited to provide décor to make this area unique and engaging for delegates to visit
- Sponsor's logo will appear on each laptop landing page before delegates log-in
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 9 priority points

**LUNCH (DAY 1 OR DAY 2) — \$9,000 CAN + 13% HST TAX EACH**

*IHG*

- Sponsor to deliver video or personal message at one general session (up to five minutes)
- Six reserved seats for sponsor's registered conference guests at all general sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 9 priority points

# GBTA CANADA CONFERENCE 2012

TORONTO, CANADA, APRIL 11-12

For all GBTA Canada sponsorship information, please contact **TANYA RACZ**, [tracz@gbta.org](mailto:tracz@gbta.org).

## CONTINENTAL BREAKFAST (DAY 1 OR DAY 2) — \$7,500 CAN + 13% HST TAX EACH

- Sponsor to deliver video or personal message at one general session (up to two minutes)
- Six reserved seats for sponsor's registered conference guests at all general sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

## CONFERENCE NOTEBOOK — \$6,500 CAN + 13% HST TAX (EXCLUSIVITY FEE)

- Sponsor's logo on each conference notebook/pad
- All conference delegates receive a notebook with sponsor's marketing message inside
- Sponsor to provide notebooks with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

## OFFICIAL CONFERENCE E-HANDBOOK — \$6,000 CAN + 13% HST TAX

### UNIGLOBE

- The official conference e-handbook is provided to all conference delegates in HTML format two times prior to the conference
- The e-handbook is downloaded by conference delegates to their desktops or stored as a PDF
- The e-handbook is also posted on [gbta.org/canada](http://gbta.org/canada) website in PDF for download
- Sponsor receives full-page ad placement on the inside front cover (page 2 of PDF)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the Conference
- Two complimentary full-conference staff registrations
- 7 priority points

## THUMB DRIVE — \$6,000 CAN + 13% HST TAX (EXCLUSIVITY FEE)

### Best Western

- Sponsor's logo on each thumb drive (memory stick)
- All conference delegates receive a thumb drive with sponsor's marketing message (pre-loaded by sponsor)
- Sponsor to provide thumb drives with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 7 priority points

## REGISTRATION AREA — \$6,000 CAN + 13% HST TAX

### Star Alliance

- Sponsor's own pull-up banners (four to six) will be positioned at the sides of the registration area
- Sponsor's staff are invited to hand out one promotional piece to all delegates in the registration line day one (*does not include conference registration for staff — sponsor registration rates are available*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

## PROGRAM-AT-A-GLANCE — \$6,000 CAN + 13% HST TAX

### Concur

- Program-at-a-glance is provided to all conference delegates onsite
- Sponsor's logo is in prime location at the top of the program-at-a-glance agenda
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

## FULL-PAGE COLOR AD SPACE — \$5,000 CAN + 13% HST TAX EACH

- Full-page ad in the official conference e-handbook (*to be uploaded to GBTA Canada FTP site by March 1*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 4 priority points

"Great networking opportunity with both buyers and vendors."

GBTA Canada Conference Buyer

GBTA CANADA BUYERS REPORTED THE DEPARTMENT THEY REPORT TO:

43% Procurement	6% Office Administration	3% Purchasing	3% Executive Office
29% Travel	6% Other	3% Human Resources	3% Sales/Marketing
6% Strategic Sourcing			

**REFRESHMENT BREAKS — \$4,500 CAN + 13% HST TAX EACH (DAY 1 MORNING AND DAY 2 MORNING)**

- Full-page ad in the official Conference program
- Sponsor's promotional item provided by sponsor to delegates during sponsored break
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 5 priority points

**SPONSOR CONFERENCE SHIRTS — \$4,000 CAN + 13% HST TAX**

- Sponsor's logo on the front of each event staff conference shirt (GBTA Canada provides staff shirts)
- Sponsor invited to wear their own corporate shirts and hand out marketing promotional piece on day one next to registration desk (*GBTA will not provide*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Pre- and post-attendee lists
- Verbal recognition throughout the conference
- Two complimentary full-conference staff registrations
- 3 priority points

**CONFERENCE TOTE BAG — \$4,000 CAN + 13% HST TAX (EXCLUSIVITY FEE)**

*SkyTeam*

- Sponsor's black and white logo on one side of each tote bag
- All conference delegates receive a tote bag at registration
- Sponsor to provide tote bags with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada Conference website
- Verbal recognition throughout the conference
- 5 priority points

**HOTEL KEY CARDS — \$3,000 CAN + 13% HST TAX**

*BMO Financial Group*

- Hotel key cards with sponsor's logo imprinted on the front of the delegate's hotel room card at check-in (two per guest)
- Sponsor responsible to provide artwork for hotel room cards (*approval required by GBTA Canada*)
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the Conference
- 3 priority points

**BADGE LANYARDS — \$4,500 CAN + 13% HST TAX (EXCLUSIVITY FEE)**

*BMO Financial Group*

- Sponsor to provide 500 lanyards to be used at GBTA Canada Conference and all other GBTA Canada events in 2012
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre- and post-attendee lists
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsor's company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- 3 priority points

**HTML MARKETING MESSAGE — \$3,000 CAN + 13% HST TAX**

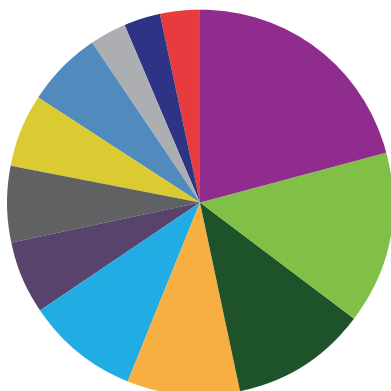
- One HTML blast to all conference delegates pre- or post-conference (*must provide to GBTA Canada by March 1*)
- 2 priority points

**EXPOSITION BOOTH**

*\$24.95 per square foot (member), \$28.95 per square foot (non-member) plus 13% HST.*

More than 350 attendees walked the aisles of the Exposition show floor searching for new travel suppliers last year. Here is what we heard from our 2011 GBTA Canada Conference attendees:

- Expo oversold in 2011 and, as a result, increased 2012 booth space by 40%
- 74% of delegates reported that they were very satisfied or satisfied with the expo to re-establish their relationships with existing suppliers
- 80% are very likely or likely to consider doing business with a GBTA Canada Sponsor
- 86% reported that they were very satisfied or satisfied with the expo to re-establish their relationships with existing suppliers



GBTA Canada Buyers represent:

- 20% Financial Services/Insurance
- 14% Other
- 11% Health/Pharmaceuticals
- 9% Media/Information/Communications
- 9% Retail/Wholesale Trade
- 6% Manufacturing
- 6% Computer/Technology
- 6% Education/Training
- 6% Construction
- 3% Transportation/Travel/Shipping/Warehousing
- 3% Government/Public Administration
- 3% Utilities/Oil/Petroleum/Energy/Mining

# GBTA AUSTRALIA/NEW ZEALAND CONFERENCE 2012

## SYDNEY, AUSTRALIA, AUGUST 26-28

The GBTA Australia/New Zealand Conference 2012 attracts delegates representing all sectors of business travel in Australia, New Zealand, and Asia.

The conference's target audience is private, public, and government sector buyers of business travel. Business travel buyers come from a diverse cross-section of organisations representing small, medium, and large enterprises. These include organisations from the travel industry, medium to large corporate business organisations, including Hewlett Packard, Raytheon Company, Pacific Brands, Volvo Group, plus state and federal government departments in Australia and New Zealand.

GBTA members in Australia/New Zealand represent organisations whose total business travel budgets exceed \$5 billion in Australia and New Zealand and make up a large portion of the top 500 companies in Australia.

Additional information and sponsorship opportunities can be found at [gbta.org/aus-nz/](http://gbta.org/aus-nz/) or by contacting Elizabeth Montgomery at [emontgomery@gbta.org](mailto:emontgomery@gbta.org) or calling +61 2 9456 4470.

### SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Sponsored by
Lunch (2)	4	Concur, Available
Plenary Sessions	3	Available
Morning and Afternoon Teas	3	Available
Trade Show	2	Available
Conference MC	2	Available
Keynote Speakers	3	Available
Compendium/Diary - 2013 Dates	1	Available
Conference Satchels and Lanyards	2	Available
Internet Café and Secretariat	2	Available
USB/Memory Sticks	1	Available
Gourmet Coffee Cart	1	Available
Dinner	8	Available
Professional Travel Manager of the Year	5	Available

### TRADE SHOW – SECURE YOUR BOOTH NOW! FROM \$4,200 AUD (INCLUDES GST)

GBTA AUS/NZ trade show can maximise your exposure to the largest audience of business travel decision makers in the region – translating into increased sales.

- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News

- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you are informed on latest industry trends and other important travel information
- 2 priority points

Size	Cost
3 x 2m Shell Scheme . . . . .	\$4,200

### LUNCH (DAY ONE OR DAY TWO) – \$6,600 AUD (INCLUDES GST)

Concur

(In conjunction with the trade show)

This is an opportunity to have a high profile from the very beginning of the Conference with a showcase sponsorship of either of the two luncheons. To acknowledge the status of a major sponsor, the following return on investment and entitlements are offered:

- One booth at the trade show
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to are informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the Conference opening slides
- Acknowledgment in all publicity and PR releases as a major sponsor
- Opportunity to provide banners or other promotional material for display in the lunch venue

# GBTA AUSTRALIA/NEW ZEALAND CONFERENCE 2012

## SYDNEY, AUSTRALIA, AUGUST 26-28

- Opportunity to provide promotional gifts as giveaways or a prize draw to delegates at the lunch
- A 10-minute address to delegates at the beginning of the lunch
- Acknowledgement wherever the lunch is mentioned
- One complimentary conference registration
- 4 priority points

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### PLENARY SESSIONS – \$5,500 AUD (INCLUDES GST) PER SESSION

The plenary sessions are critical to the ongoing education and training commitment by GBTA Australia/New Zealand. Furthermore, these sessions address the critical issues of business travel management and bring delegates up to date with technology, leading practice processes and professional management.

- One booth at the trade show
- Opportunity to provide promotional gifts as giveaways to delegates
- A five-minute address and company bio
- Acknowledgement whenever the plenary session is mentioned
- Member of the Conference Committee
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to be informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the plenary session opening slide
- Acknowledgment in all publicity and PR releases as a major sponsor

- An opportunity to participate in the workshop, session or panel forum dependent on the requirements of the presenter
- 3 priority points

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### MORNING AND AFTERNOON TEAS – \$5,500 AUD (INCLUDES GST)

This is a two-day sponsorship with all morning and afternoon teas included. It is also an opportunity to be recognized as a sponsor and supporter of the business travel industry.

- One booth at the trade show
- Privileged access to travel industry buyers from Australia and New Zealand attending the Conference
- Presentation opportunities to promote your product benefits
- May provide brochures, information, and promotional gifts to delegates
- Opportunity to spend quality time with each buyer delegate, a cost-effective method of selling your product
- One complimentary delegate registration for the Conference
- Corporate logo and name to be displayed on all Conference promotional material, such as the Conference program
- Corporate logo and URL on the GBTA Australia/New Zealand Conference website
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Additional delegate registrations at \$550 AUD per person which can be used for all additional staff and/or clients
- All sponsors also have access to Conference plenary sessions over the two days, ensuring you to be informed on latest industry trends and other important travel information
- Prominent booth position at the trade show
- Conference slide featuring your logo projected during the Conference opening slides
- Acknowledgment in all publicity and PR releases as a major sponsor
- Opportunity to provide banners or other promotional material for display in the lunch venue
- Opportunity to provide promotional gifts as giveaways or a prize draw to delegates at the lunch
- A 10-minute address to delegates at the beginning of the morning or afternoon tea
- Acknowledgement wherever morning or afternoon tea is mentioned
- 3 priority points

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### CONFERENCE SACHELS AND LANYARDS – \$3,500 AUD

- Logo displayed prominently on the Conference satchel and lanyard
- 2 priority points

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### INTERNET CAFÉ AND SECRETARIAT – \$3,300 AUD

- Opportunity to provide banners or other promotional material for display in the area
- Acknowledgement wherever the Internet café and secretariat is mentioned
- Provision of technology equipment for delegates to use such as email or Internet access
- Exhibition or display opportunities in the Internet café
- One complimentary conference delegate registration
- 2 priority points

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### GOURMET COFFEE CART – \$2,500 AUD

Always the most popular booth at the Conference...the gourmet coffee carts!

- Opportunity to provide banners or other promotional material for display in the area
- Acknowledgement wherever the gourmet cart is mentioned
- Naming rights to the coffee cart
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- One complimentary registration
- Advertising within the Conference delegate satchels
- 1 priority point

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### CONFERENCE MC – \$10,000 AUD

A unique opportunity to sponsor a well-known identity performing the role of MC who will ensure all delegates are reminded of your products and services.

- Opportunity to provide banners and other promotion material for display in a number of areas including centre stage
- Acknowledgement of your organisation at various times during the two days
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Three complimentary registrations
- Three complimentary dinner registrations
- Advertising within the Conference delegate satchels
- 2 priority points

# GBTA AUSTRALIA/NEW ZEALAND CONFERENCE 2012

## SYDNEY, AUSTRALIA, AUGUST 26-28

### KEYNOTE SPEAKERS — \$4,000-\$8,000 AUD

A unique opportunity to sponsor keynote speakers including international speakers. Your sponsorship could offset an international airfare, accommodation costs, speaking fee, etc. The speaker may be from your industry or you may wish to simply promote an individual that is bringing a wealth of knowledge to share with GBTA delegates.

- Member of the Conference Committee
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Two complimentary registrations
- Two complimentary dinner tickets
- Advertising within the Conference delegate satchels
- Corporate banners on center stage for the duration of the Conference
- 3 priority points

### COMPENDIUM OR DIARY — 2013 DATES (300) — \$2,500 AUD

An opportunity for your company name and contact details to be available all year round to remind GBTA members who you are.

- Opportunity to provide banners or other promotional material for display in the area
- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- Your corporate details printed on the compendium or diary
- One complimentary registration
- Advertising within the Conference delegate satchels
- 1 priority point

### USB/MEMORY STICKS (300) — \$2,300 AUD

- Corporate logo and name to be displayed on all Conference promotional material, such as registration brochure and Conference program
- One complimentary registration
- Advertising within the Conference delegate satchels
- Ability to have pre-loaded company promotional presentations on memory stick for distribution to all Conference delegates
- 1 priority point

### EXCLUSIVE CONFERENCE AND ANNUAL SPONSORSHIP

#### DINNER SPONSORSHIP — \$20,000

Benefits include:

- One booth at trade show giving you privileged access to travel buyers from Australia and New Zealand attending the conference
- Corporate logo and name to be displayed on all Conference promotional material such as the Conference program
- Corporate logo and URL on the GBTA AUS/NZ Conference website
- Corporate logo displayed on welcoming slides at the Awards Dinner
- Corporate logo displayed on electronic invitations to the Awards Dinner
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth and at the Awards Dinner
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Two complimentary registrations to the Conference
- The promotional theme and design rights for the Dinner venue
- Input into food and beverage selection
- Five minutes to address the audience at the Dinner
- Reserved table for 10 at the Awards Dinner
- 8 priority points



#### PROFESSIONAL TRAVEL MANAGER OF THE YEAR — \$10,000

Benefits include:

- Corporate logo and name to be displayed on all Conference promotional material such as the Conference program
- Corporate logo and URL on the GBTA AUS/NZ Conference website
- Corporate logo displayed on welcoming slides at the Awards Dinner
- Corporate logo displayed on electronic invitations to the Awards Dinner
- Insertion of your company's products/promotional material in the Conference satchel
- Opportunity to provide banners or other promotional material for display at your booth and at the Awards Dinner
- Opportunity to provide promotional gifts as giveaways to delegates
- Opportunity to advertise your business and/or product via the GBTA Weekly Business Travel News
- Two complimentary registrations to the Conference, including the dinner
- Reserved table for 10 at the Awards Dinner
- 5 priority points

# GBTA LATIN AMERICA CONFERENCE 2012

## BUENOS AIRES, ARGENTINA, SEPTEMBER 10-12

GBTA is expanding in Latin America! Don't miss this exciting Pan-Latin America event to be held in Buenos Aires. This event will bring together travel management professionals from all over the continent. Local GBTA leadership is currently in place in Argentina, Columbia, Peru, Panama, Costa Rica, and Mexico. The buzz has already begun; we are expecting 400 attendees for this initial program in Argentina.

SPONSORSHIP OPPORTUNITIES		
Sponsorship	Priority Points	Sponsored by
<b>General Sponsorships</b>		
Official Program	6	Available
Registration Bag	6	Available
Registration Area	6	Available
Badge Lanyards	5	Available
<b>Partner Sponsorships</b>		
Education Track 1	8	Available
Education Track 2	8	Available
Education Track 3	8	Available
Opening Reception	11	Available
Monday Opening General Session & Luncheon	12	Available
Tuesday General Session & Breakfast	12	Available
Tuesday General Session & Luncheon	12	Available
Tuesday Closing General Session	12	Available
<b>Event Sponsorships</b>		
Diamond	20	Available
Gold	14	Available
Silver	9	Available
<b>Other Opportunities</b>		
Official Program Advertising	varies	Available
Registration Bag Insert	2	Available
Hospitality Suite	8	Available
Exposition Booth	2	Available
General Session Reserved Table	2	Available
Email Blast	2	Available
Registration List	none	Available

### GENERAL SPONSORSHIPS

#### OFFICIAL PROGRAM — \$8,000

The official program is included in all registration bags given to attendees. It includes logistical information on all major GBTA Latin America activities, including program scheduling, session descriptions, speaker, and hotel information. Sponsor's logo will appear on front cover and sponsor has the opportunity to advertise on the entire inside front and outside back covers.

- 6 priority points

#### REGISTRATION BAG — \$9,000 (EXCLUSIVITY FEE)

One of the most highly visible sponsorships, the registration bag is given to all attendees upon arrival. Sponsor is responsible for production costs and may place logo or advertisement on one side (the other side is reserved for the GBTA Latin America logo).

- 6 priority points

#### REGISTRATION AREA — \$9,000

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.

- 6 priority points

#### BADGE LANYARDS — \$7,000 (EXCLUSIVITY FEE)

Lanyards put your company's logo eye level for the duration of the conference. Sponsor will provide badge lanyards with company logo.

- 5 priority points

### PARTNER SPONSORSHIPS

#### EDUCATION TRACKS — \$12,000 EACH (3 AVAILABLE)

A primary reason for any conference, the exchange of ideas is often the most valuable part for participants. Education track sponsors have the opportunity to introduce the sponsored education sessions for three minutes each and may place a brochure or giveaway on each attendee's chair. Additionally, education sponsors will be branded in the public areas of the conference facility and the education rooms.

- 8 priority points each

#### OPENING RECEPTION — \$21,000

The opening reception is the first networking opportunity for all participants. Sponsor is allowed to distribute a brochure or giveaway and will have 10 minutes of podium time. Sponsor's logo will be on event signage as well as in public areas of the conference facility. Three complimentary event registrations are included.

- 11 priority points

*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 LATIN AMERICA CONFERENCE 2012

## BUENOS AIRES, ARGENTINA, SEPTEMBER 10-12

### GENERAL SESSIONS

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.

**Monday Opening General Session and Luncheon** . . . . . \$25,000

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

**Tuesday General Session and Luncheon** . . . . . \$25,000

**Tuesday Closing General Session** . . . . . \$20,000

Sponsors receive:

- Significant logo exposure onsite
- Podium time to address attendees (10 minutes)
- VIP seating for registered company representatives and key customer attendees at each of the General Sessions
- Photo and bio of sponsor's designated speaker in the official program
- Five complimentary event registrations
- 12 priority points

### EVENT SPONSORSHIPS

#### DIAMOND — \$48,000

*(Offers category exclusivity – i.e., an airline's participation as a diamond sponsor precludes any other airline from participating at this level.)*

- Logo included on diamond sponsor banner
- Logo identification in all promotional items
- 25 complimentary event registrations
- Logo on GBTA's Latin America page
- Logo recognition on the welcome banner
- Logo recognition on meter board banners located in the Conference hotel
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Expo booth
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- Full-page ad in the official program
- Two attendee email blasts (pre and post)
- One hospitality suite
- 20 priority points

#### GOLD — \$30,000

Offers limited category participation (i.e., two to three sponsors per category)

- Logo identification in all promotional items
- 10 complimentary event registrations
- Logo on GBTA's Latin America page
- Logo on the welcome banner
- Logo on meter board banners located in the conference hotel
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Expo booth
- Full-page ad in the official Program
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- One email blast to attendees (post conference)
- 14 priority points

#### SILVER — \$18,500

- Logo identification in all promotional items
- Five complimentary event registrations
- Logo on GBTA's Latin America page
- Logo on the welcome banner
- Insertion of an item into the official registration bag
- Corporate travel buyer registration list, pre- and post-conference
- Half-page ad in the official program
- Priority VIP seating for registered company representatives and key customer attendees at each of the general sessions
- 9 priority points

### OTHER OPPORTUNITIES

#### OFFICIAL PROGRAM ADVERTISING

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 perfect size to take anywhere, the program is placed in all registration bags.

- Priority points vary

**Full-page** . . . . . \$4,000

**Half-page** . . . . . \$2,800

#### REGISTRATION BAG INSERT — \$2,000 (NO EXCLUSIVITY)

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

- 2 priority points

#### EMAIL BLAST — \$3,000

Created by you, sent by GBTA Latin America. Email blast will be sent to all buyer attendees pre- or post-conference. Limited opportunities available.

- 2 priority points

#### HOSPITALITY SUITE — \$12,000

There are a limited number of meeting rooms available. Your company can host a hospitality suite at the conference and can decorate the room to your specifications. Suites are open throughout the GBTA Latin America conference and are available to host private meetings, product demos, or hospitality events.

- 8 priority points

#### EXPOSITION BOOTH

The expo floor is open for supplier appointments throughout the two-day conference. Space includes two complimentary event registrations.

- 2 priority points

**Member** . . . . . \$3,500

**Non-Member** . . . . . \$4,500

#### GENERAL SESSION RESERVED TABLE — \$3,000

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

- 2 priority points

#### REGISTRATION LIST — \$800

Registration list of all buyer attendees will be sent pre- and post-conference. Name, title, and company only.

# 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 EUROPE CONFERENCE 2012

## BUDAPEST, HUNGARY, SEPTEMBER 19-21

GBTA Europe provides networking, education, and resources to business travel and meetings professionals in Europe. Founded by GBTA in 2010, GBTA Europe is powered by the UK-based Institute of Travel & Meetings (ITM) [www.itm.org.uk](http://www.itm.org.uk).

GBTA Europe is the first buyer-led European network for the business travel and meetings industry. By ensuring GBTA Europe remains driven by buyers and by expert regional associations, it means that content remains focused on the realities of the changing business travel and meetings market. This is your opportunity to increase brand awareness, promote new products and services, and to complement other business development activities to more than 2,000 European business travel and meeting professionals. Being a GBTA Europe sponsor means being recognized for leading our industry.

### EUROPEAN NETWORK PARTNERSHIPS — 2 TIERS

GBTA Europe is actively seeking European Network Partners. This new network offers a unique series of channels to market in business travel and meetings procurement across Europe. These partnerships are for a minimum of 12 months and are an ideal way to maximize ROI from a structured program of activity tailored to delivering the partner organization's objectives, aspirations, and priorities. These encompass increased brand/product awareness, education of target audience and product/service need, awareness of product/service procurement issues, and positioning as the "voice of authority" among competitors.

#### TIER 1: PLATINUM PARTNER — €60,000

- Sector exclusivity at this level
- Platinum status recognition at GBTA Europe Conference
- 10 GBTA Europe memberships
- Main GBTA Europe website side banner logo positioning
- Branding on communications including member communications to partners and GBTA Europe members
- Distribution of two company white papers per year
- 18 priority points

#### TIER 2: GOLD PARTNER — €45,000

- Sector exclusivity at this level
- Gold status recognition at GBTA Europe Conference
- Five GBTA Europe memberships
- Main GBTA Europe website side banner logo positioning
- Distribution of one white paper per year to members
- 15 priority points

### GBTA EUROPE VIRTUAL FORUMS — SPONSOR DRIVEN & DELIVERED

Virtual technology such as webinar or video-conference are the perfect vehicle for your company to run learning and educational programs targeting key GBTA Europe buyer members from across Europe. The sponsor will drive the content and provide subject matter experts as you promote a key topic or intelligence report to the audience. GBTA Europe supports with branded invitations and attendee selection based on preferred target audience.

€3,000 per webinar

€8,000 for series of three

- Logo recognition throughout session
- Logo on registration page of GBTA Europe website
- Pre- and post-event communication to attendees
- Priority points vary

### GBTA EUROPE VIRTUAL FORUMS — GBTA DRIVEN & DELIVERED

GBTA Europe holds an annual series of three seminars with delegates from Europe and the U.S. participating through virtual technology, such as webinar or video-conference.

The content is GBTA driven. Details and event dates can be found on the GBTA Europe Calendar, [gbta.org/europe](http://gbta.org/europe).

€2,000 per tele-presence

€5,000 for series of three sessions

- One of up to three sponsor logos recognized throughout session
- One of up to three logos on registration page of GBTA Europe website
- Pre- and post-event communication to attendees
- Priority points vary

### GBTA EUROPE CORPORATE BREAKFAST FORUM — €10,000 (PLUS COSTS)

Host your own roundtable buyer breakfast forum in association with GBTA Europe. Drive the content and provide the subject matter experts as you exclusively engage with buyers in a specific market and talk extensively about challenges your given sector is facing, plus debate about the future and new opportunities.\*

- Strategic sponsor chooses content, speakers, and provides venue
- GBTA Europe support with branded invitations, attendee selection based on preferred target audience, issue delegate handbook, and help moderate session if required
- Event listed on GBTA Europe calendar and included in member communications in the chosen market
- 7 priority points

\* Subject to country partner agreeing to co-host

"I was able to establish contact with a few vendors that I was not aware of."

*GBTA Direct Buyer Member*



**SPONSORED REPORTS & WHITE PAPERS**

*Sponsor or commission GBTA Europe-produced white papers and reports.*

*Price available on request*

- Sponsor branding on front and back cover in association with GBTA Europe
- Full-page advertorial
- Strategic and editorial contribution reports/papers may be produced as a result of a buyer breakfast forum
- Reports and papers will be available to members on GBTA Europe website

**GBTA EUROPE WEBSITE**

GBTA Europe’s website is a primary means of reaching over 2,500 GBTA Europe members and thousands more through the 17,000 subscribers to GBTA Europe media partners and GBTA’s global members.

**Banner Ads**

The homepage showcases up to six rotating banners. Banner advertisements appear on every page, rotating when the page is refreshed or a new page within the site is visited. Every banner advertiser receives equal exposure. Website ads are 468 x 60 pixels and in a gif/animated gif format, maximum 20K file size.

- Priority points vary

Duration of Tenancy	Cost (plus VAT)
3 months.....	€2,500
12 months.....	€9,000

**GBTA EUROPE NETWORK NEWS**

Network News is GBTA Europe’s monthly newsletter sent out to all members on the third Friday of every month. It contains the latest GBTA Europe news, highlights training courses and educational forums, and the latest association events. Each edition of GBTA Europe Network News has space for up to two sponsors, each receiving the following benefits:

- Logo
- URL link to landing page on GBTA Europe website with up to 200 words of copy, logo, and website

Duration of Tenancy	Cost (plus VAT)
1 issue.....	€1,500
6 issues.....	€7,500
12 issues.....	€13,000

“I feel **loyalty and a connection** to other sponsor members and try to use them whenever possible.”

*GBTA Direct Buyer Member*

# GBTA EUROPE CONFERENCE 2012

## BUDAPEST, HUNGARY, SEPTEMBER 19-21

### SPONSORSHIP & MARKETING OPPORTUNITIES

Enjoy brand recognition through a coordinated program of pre-event marketing, delegate profiling, and on-site presence. These levels will offer various opportunities across this European event. GBTA Europe offers four sponsorship levels.

#### PLATINUM — €40,000

- Four complimentary delegate registrations
- Four non-member client registrations
- Allocation of a “networking host” to help your company delegates network with targeted buyers
- Logo presence at the event
- One message on SpotMe device to all delegates
- Pre-event e-blast
- Banner advertisement on GBTA Europe Conference website
- 15 priority points

#### GOLD — €25,000

- Three complimentary delegate registrations
- Three non-member client registrations
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 12 priority points

#### SILVER — €15,000

##### *Sabre Travel Network & GetThere*

- Two complimentary delegate registrations
- Two non-member client registrations
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 9 priority points

#### BRONZE — €10,000

- One complimentary delegate registration
- One non-member client registration
- Logo presence at the event
- Logo presence on GBTA Europe Conference website
- 7 priority points

### MIND MARKET EXHIBITION BOOTHS — €7,000

Place your company branding, literature, and staff in a specially designed exhibition booth at the GBTA Europe Conference for meetings with European buyers. With all breaks held in this space and delegates encouraged to visit each booth for a chance to win one of several great prizes, you really will get your chance to engage with buyers at the event.

- 7 priority points

### CONFERENCE OPPORTUNITIES — INDUSTRY EDUCATION

#### MAIN STAGE PLENARY SESSIONS — €10,000 (ADDRESS UP TO 500 DELEGATES)

Opportunity to have branding on screens/stage throughout the facility, including entrance signage and a short personal address (cost covers sponsorship of one session).

- 7 priority points

#### ALTERNATIVE STREAM CONTENT SESSIONS — €5,000 PER SESSION (ADDRESS UP TO 150 DELEGATES)

Our educational sessions are the key ingredient of the GBTA Europe Conference. Sponsors have the opportunity to sponsor individual sessions or a full stream. Align your company and brand to your appropriate session/stream. Sponsorship includes three-minute personal introduction, in-room branding, and delegate collateral.

- 5 priority points

#### INDUSTRY WHITE PAPER — €5,000

Promotion and distribution at the Conference of your company’s intelligence paper. Use of GBTA Europe database for e-blast; results highlights announced in the introduction by sponsor (three minutes) and posted to knowledge center in GBTA Europe website.

- 5 priority points

### CONFERENCE OPPORTUNITIES — NETWORKING

#### COFFEE BREAKS/BREAKFASTS/LUNCHES — €15,000

Keep your company name in view throughout the two-day Conference by sponsoring all of the delegate tea/coffee breaks. Various coffee/networking areas will be used. Opportunity to brand areas include signage, pop-up stands, and branded items.

- 9 priority points

#### OPENING NIGHT RECEPTION — €25,000

Kick things off in style and get maximum brand exposure for your company with this important event on the first night of the Conference.

- 12 priority points

#### AFTER PARTY/SILENT DISCO — €25,000 (EXCLUDING DRINKS)

Adding yet another dimension to the Conference! Following the networking dinner, buses will transport all delegates back to an after party venue where there will be a disco reserved exclusively for GBTA Europe. Sponsor the after party and turn up the volume! Sponsorship can include, but is not limited to, branding opportunities, table and bar branding.

- 12 priority points

#### NETWORKING DINNER — €50,000 OR €25,000 EACH FOR TWO SPONSORS

Our main event on the evening of the second day of Conference for all delegates. Sponsorship can include, but is not limited to, delegate address and specific branding opportunities such as gobos or colored lighting\*, table or bar branding.

- Priority points vary

(\*Additional costs may apply)

**CONFERENCE OPPORTUNITIES — INNOVATION**

**SPOTME DEVICE — €25,000**

Used by delegates for itinerary and meeting schedules, interactive voting, submitting questions to panel sessions, locating delegates, and electronic business card swap, these SpotMe handsets ensure delegates have the most interactive experience at the GBTA Europe Conference. Sponsor opportunity includes logo on LCD screen of all handsets, logo on all slides showing voting results, and one SpotMe message to all delegates each day of the Conference.

- 12 priority points

**THE NETWORK CAFÉ — €25,000 (PLUS BUILD COSTS)**

Dedicated area next to mind market where attendees can network and follow up with other delegates on “gives and takes.”

- 12 priority points

**THE CONNECTION ZONE — €25,000 (PLUS BUILD COSTS)**

An area where delegates can access wireless Internet as well as stand-up computer monitors; good opportunity for product demonstrations. Opportunity for mobile handset charging point.

- 12 priority points

For all GBTA Europe sponsorship information, please contact:

**MELANIE GARRETT**  
melanie.garrett@gbta.org.

**VIRTUAL HOST — €45,000 CUSTOMIZED\***

Be part of one of the most innovative conference ideas to date — a virtual host! We can create a character that is unique to the Conference and to you as the sponsor. Our virtual host can be a talking logo, an airplane, or even an imaginary character and will interact with our on-stage moderator to add a third dimension to the plenaries. The virtual host is actually the voice of an actor, who will be behind the scenes and responding/interacting with the moderator in such a way that the character seems “alive” as it responds in real time to all things happening in the main meeting room.

- 16 priority points

*\*Choose a standard avatar from an existing selection. For non-tailored version, the cost is €40,000.*

**CONFERENCE OPPORTUNITIES — BRAND AWARENESS**

**COLLATERAL OR GIFT DOOR DROP — €5,000**

Maximize your company’s brand through a piece of collateral or gift that will be delivered overnight to delegates’ doors.

- 5 priority points

**DELEGATE BAG — €10,000 (PLUS BAG COSTS)**

This is one of the most highly-visible forms of sponsorship as the delegate bag is given to all Conference attendees upon arrival. The sponsor will receive opportunity to brand the delegate bag with company logo alongside the GBTA Europe logo. Includes one collateral insert.

- 7 priority points

**LANYARDS — €10,000**

A superb branding opportunity. Branded with your company’s logo and distributed to each delegate. Not only do delegates use a lanyard at Conference, they also take them away from the event and re-use them in their everyday work and home life.

- 7 priority points

**BRANDED WATER BOTTLES AND RECYCLE BINS — €15,000**

Water is the source of life and delegates will rely on this staple to keep them hydrated throughout the Conference. Align your company’s brand with this essential opportunity!

- 9 priority points

**REGISTRATION DESK AND BADGES — €20,000**

Be the first in mind as delegates arrive at Conference and brand our registration area.

Opportunity to brand full area, including logo on desks and pop-up signage. In addition, put your company’s logo at eye level for the duration of the Conference and add your branding/logo to our delegate badge.

- 11 priority points

**FLASH DRIVE — €15,000**

Logo printed on flash drive (memory stick) and distributed to all attendees at registration. Excellent for delegates to download presentations and research documents and use in everyday work life.

- 9 priority points

**TRANSPORTATION (MAIN EVENING EVENT) — €15,000**

Opportunity to have your company’s branding on shuttle buses for GBTA Europe attendees from the Conference hotel to the main evening event on Tuesday. The shuttle bus sponsor may place signage on the sides of the buses as well as place headers on the seats inside the buses. Price does not include production.

- 9 priority points

“Sponsorship shows me a company wants to actively support and participate in the education and development of the business travel industry. Establishing this type of relationship shows a commitment to their clients that goes beyond just sales.”

*GBTA Direct Buyer Member*

# GBTA OIL, GAS, & MARINE TRAVEL SYMPOSIUM 2012

## EUROPE — ROTTERDAM, NETHERLANDS, OCTOBER 24-25

The GBTA 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 vertical markets, such as government and sports travel.

The forum attracts delegates from key sector locations, including France, Scotland, Norway, and the Netherlands, as well as interest from Greece, Africa, and the U.S. Content is created by a steering group of buyers and suppliers and includes 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 — France, Scotland, Norway, Netherlands
- Secondary — Greece, Philippines, U.S., North Africa

### OUTPUT

Global Task Force to be created for long-term engagement for:

- Creation of papers, research, and reports
- Industry affairs/lobbying

### 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 onsite presence. GBTA Oil, Gas, & Marine Travel Symposium 2012 offers three sponsorship levels.

### PLATINUM — €12,000

Sector Exclusive Sponsorship

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1:1 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
- 8 priority points

### GOLD — €9,000

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

### SILVER — €5,000

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

"Dollar for dollar, the GBTA OGM Travel Symposium in Europe offered the **best return on investment** of any exhibition where we committed spend last year."

*Wings Travel Management*



## GBTA EUROPE MEETINGS LAB 2012

TALLINN, ESTONIA, SPRING AND NOVEMBER 14-15

The GBTA Europe Meetings Lab is the first buyer-led forum created to discuss key issues in the meetings and events sector using experimental and innovative meeting formats to give delegates insights into meeting methods and objectives, while experiencing unusual formats themselves.

This unique event allows delegates to experience unusual session formats while discussing issues of the day including remuneration, RFPs, measuring event success, effective policy and processes, and the importance of meetings architecture.

Session formats include *The Collaborative Distraction* – where delegates work collaboratively while discussing various issues; *Pass the Problem* – where delegates pass issues to other participants to contribute potential solutions; and *The Freudian Walk* – where delegates are divided into small groups to walk outside and discuss contentious issues affecting the sector.

### OUTPUT

We will create a global task force to help shape future events and long-term engagement for:

- Creation of papers, research, and reports
- Industry affairs/lobbying

### 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. GBTA Europe's Meetings Lab offers three sponsorship levels.

### PLATINUM – €12,000

Sector Exclusive Sponsorship

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1:1 meetings with up to eight chosen Buyers for 10 minutes per buyer
- Introduce one of the sessions
- Tabletop
- Three free delegate places
- Able to invite up to five clients free
- 8 priority points

### GOLD – €9,000

- Branding on all communications, including promotion, registration, confirmation, and at event
- 1:1 meetings with up to four chosen Buyers for 10 minutes per buyer
- Recognized during intro and close
- Tabletop
- Two free delegate places
- Able to invite up to two clients free
- 7 priority points

### SILVER – €5,000

- Branding on all communications, including promotion, registration, confirmation, and at event
- Recognized during intro and close
- Tabletop
- One free delegate place
- 5 priority points



GBTA ASIA  
SPONSORSHIP OPPORTUNITIES TO COME.

# 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*

## GBTA 2012 GLOBAL SPONSORSHIP OPPORTUNITIES

