

2010

2010 NBTA

Global Sponsorship Opportunities



NATIONAL BUSINESS
TRAVEL ASSOCIATION
Connecting the Business Travel World

Why Sponsor With NBTA?

The premiere business travel association, NBTA represents more than 4,000 corporate, meeting and government travel managers and suppliers.

A NBTA sponsorship helps you build brand awareness – sponsorship represents reliability and a commitment to the industry.

Throughout the year and around the globe, NBTA offers a variety of opportunities for promoting your company's product or service.

WHY YOU NEED TO ACT NOW

- In these challenging times travel buyers are turning to NBTA. Last year, NBTA events were attended by record numbers of buyers and we look forward to a great 2010.
- Now more than ever, you need to keep your message before the business travel community. NBTA 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 supply.

NBTA SPONSORSHIP GIVES YOU MORE

- 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 NBTA 2009 Buyer Member Survey the reasons are clear:

- 91% of buyers attend Convention to find new suppliers
- 72% reported an annual travel spend of \$10 million or more

The majority of attendees are more likely to consider doing business with a NBTA sponsor. Of those:

- 82% report that a company's sponsorship exposes them to that company's product line
- 77% report sponsorship influences their opinion of a company's credibility
- 89% feel that sponsorship commitment shows loyalty/support for NBTA and its members

DESIGN YOUR OWN SPONSORSHIP

Let us know if you have a new sponsorship idea; NBTA is always open to new ideas.

Let's Talk!

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| Event | Expected # of Attendees | # of Years Event Has Taken Place | Exhibiting | Sponsorships | Advertising |
|--|-------------------------|----------------------------------|------------|--------------|-------------|
| NBTA International Convention & Exposition Houston, TX, August 8-11 | 6,000 | 42 | ✓ | ✓ | ✓ |
| ISM and NBTA Summit on Travel & Meetings: Supply Management's Critical Role Tampa, FL, January 27-28 | 200 | 2 | | ✓ | ✓ |
| 5th Latin American Corporate Travel and Technology Exchange (LACTTE) Sao Paulo, Brazil, February 7-9 | 900 | 5 | ✓ | ✓ | ✓ |
| London Business Travel & Meetings Show London, U.K., February 9-10 | 2,000 per day | 16 | ✓ | | |
| Strategic Travel Symposium, Presented by NBTA and BTN New York City, NY, March 15-16 | 200 | 4 | | ✓ | |
| NBTA Mexico 4th Corporate Travel Conference Mexico City, Mexico, March 22-24 | 250 | 4 | ✓ | ✓ | |
| NBTA Canada 6th Conference & Exhibitor Showcase Toronto, Canada, April 13-14 | 250 | 6 | ✓ | ✓ | |
| National Travel Forum (NTF) Orlando, Florida, June 29-July 1 | 1,200 | | ✓ | ✓ | ✓ |
| NBTA Australia/New Zealand Regional Business Travel Conference Melbourne, Australia, August 22-24 | 250 | 14 | ✓ | ✓ | |
| Strategic Meetings & Events Conference — Latin America (SMEC-LA) Sao Paulo, Brazil, Fall 2010 | 350 | 2 | ✓ | ✓ | |
| NBTA 9th Annual Chapter Leadership Summit Jersey City, NJ, November 4-6 | 150 | 9 | | ✓ | |
| All Committee Summit Alexandria, VA, Fall 2010 | 100+ | 1 | | ✓ | |

About NBTA

The National Business Travel Association (NBTA) is the world's premier business travel and corporate meetings organization. NBTA and its regional affiliates – NBTA Australia/New Zealand, the Brazilian Business Travel Association (ABGEV), NBTA Canada, NBTA Mexico, and NBTA USA – serve a network of more than 15,000 business travel professionals around the globe with industry-leading events, networking, education & professional development, research, news & information, and advocacy. NBTA members, numbering more than 4,000 in 30 nations, are corporate and government travel and meetings managers, as well as travel service providers. They collectively manage and direct more than US\$200 billion of global business travel and meetings expenditures annually on behalf of more than 10 million business travelers within their organizations. For more information, visit www.nbta.org.

Priority Points

Priority Points are accrued by supplier companies through exhibiting, advertising with NBTA, and sponsorship of NBTA official events. Supplier companies are ranked according to points earned, and choose booth space (for the NBTA International Convention & Exposition) based on ranking.

NBTA Australia/New Zealand 15th Annual Regional Business Travel Conference

Melbourne, Australia / August 22-24



The NBTA Australia/New Zealand Regional Business Travel Conference attracts delegates representing all sectors of the business travel industry from across the region.

The 2010 Annual Regional Business Travel Conference target audience is private, public and government sector buyers of business travel. NBTA Australia/New Zealand buyer members 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 Pacific Brands, Aristocrat Leisure, IBM Australia, plus state and federal government departments in Australia and New Zealand.

NBTA Australia/New Zealand represents over 380 members comprised of private and public sector organisations known as buyers plus suppliers to the business travel industry. The NBTA Australia/New Zealand has buyer member organisations whose total business travel budgets exceed \$5 billion in Australia and New Zealand and represent a large portion of the top 500 companies in Australia.

Additional information and sponsorship opportunities can be found at www.nbta.org.au or by contacting Elizabeth Montgomery at emontgomery@nbta.org.au or calling +61 2 9456 4470.

“I was able to establish a contact with a few vendors that I was not aware of.” – NBTA Direct Buyer Member

Lunch (Day One or Day Two) (in conjunction with the Supplier Sourcing or Technology Sourcing Exchanges) \$6,600 AUD (includes GST)

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 conference luncheons. To acknowledge the status of a major sponsor, the following return on investment and entitlements are offered:

- Privileged access to travel industry buyers from Australia and New Zealand attending the conference
- Corporate logo and name to be displayed on all conference promotional material such as the registration brochure and program handbook
- Insertion of your company's products/ promotional material in the conference satchel
- A table position at one of the Sourcing Exchanges at the conference
- Conference slide featuring your logo projected in session rooms
- 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 lunch
- Acknowledgement wherever the lunch is mentioned
- One complimentary conference registration
- 4 priority points

Supplier and Technology Sourcing Exchanges \$5,500 AUD (includes GST)

Become a major sponsor by accepting naming rights for the strategic sourcing exchanges on Day 1 or 2. The two sourcing exchanges are an NBTA Australia/New Zealand initiative. The benefits are clear with every supplier positioned to meet and communicate with all buyers attending the conference. Sponsorship benefits include:

- Privileged access to travel industry buyers from Australia and New Zealand attending the conference
- Corporate logo and name to be displayed on all conference promotional material such as the registration brochure and program handbook
- Insertion of your company's products/ promotional material in the conference satchel
- One complimentary delegate registration
- One complimentary table at either of the selected Exchanges
- Naming rights and an opportunity to provide banners or other promotional material for display in the area
- Opportunity to provide promotional gifts as giveaways to delegates
- A 10 minute address to delegates at the beginning of the session
- Acknowledgement whenever the sourcing exchanges are mentioned
- 3 priority points

Plenary Sessions or Workshop Sponsorship - \$5,500 AUD (includes GST)

Plenary and workshop sessions are critical to the ongoing education and training commitment by NBTA Australia/New Zealand. These sessions address the critical issues of business travel management and bring delegates up to date with technology, leading practice processes and professional management. Sponsorship benefits include:

- Privileged access to business 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 registration brochure and program handbook
- Insertion of your company's products/ promotional material in the conference satchel
- One complimentary delegate registration
- Naming rights and an opportunity to provide banners or other promotional material for display in the area
- One complimentary table at either of the selected Exchanges
- Opportunity to provide promotional gifts as giveaways to delegates

SPONSORSHIP OPPORTUNITIES

| Sponsorship | Priority Points | Availability |
|--|-----------------|--------------|
| Lunch (two available) | 4 | Available |
| Supplier and Technology Sourcing Exchanges (two available) | 3 | Available |
| Plenary Sessions or Workshop Sponsorship | 3 | Available |
| Morning and Afternoon Teas | 3 | Available |
| Supplier Sourcing Exchange (Day One) or Technology Sourcing Exchange (Day Two) Table | 2 | Available |
| Conference Satchel | 2 | Available |
| Internet Café and Secretariat | 2 | Available |
| Gourmet Coffee Cart | 1 | Available |
| USB/Memory Stick | 1 | Available |
| Diamond Package | 10 | Available |
| Gold Package | 8 | Available |
| Silver Package | 6 | Available |

Priority Points are accrued by supplier companies through exhibiting, advertising with NBTA, and sponsorship of NBTA official events. Supplier companies are ranked according to points earned, and choose booth space (for the NBTA International Convention & Exposition) based on ranking.

- A five minute address and company bio
- Acknowledgement whenever the plenary session or workshop is mentioned
- An opportunity to participate in the workshop, session or panel forum dependent on the requirements of the presenter
- 3 priority points

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 recognised as a sponsor and supporter of the business travel industry. Sponsorship benefits include:

- Privileged access to travel industry buyers from Australia and New Zealand attending the conference
- Corporate logo and name to be displayed on all conference promotional material such as the registration brochure and program handbook
- Insertion of your company's products/ promotional material in the conference satchel
- One complimentary delegate registration
- One complimentary table at either of the selected Exchanges
- Opportunity to provide banners or other promotional material for display in the area
- Opportunity to provide promotional gifts as giveaways to delegates
- A five minute address and company bio on day one prior to the first morning tea
- 3 priority points

The Supplier Sourcing Exchange or Technology Sourcing Exchange

Secure your table! - \$3,800 AUD (includes GST)

Acting on supplier feedback NBTA Australia/ New Zealand initiated the sourcing exchanges to allow all buyer and supplier delegates to network, exchange information and learn more about the suppliers' products and services in an informal business environment. They remain an important component of the conference especially in the area of cost of sale. Meeting and presenting to 50 or more buyers in one session is a major cost of sale advantage. On Day 2 of the Technology Sourcing Exchange, buyers sit at the supplier tables and move for appointments from one supplier to the next, each appointment time is 10-15 minutes.

Benefits include:

- Privileged access to travel industry buyers from Australia and New Zealand attending the conference
- Opportunity to provide a stand-up display behind your table
- Presentation opportunities to promote your product benefits
- One table with three chairs
- May provide brochures, information and promotional gifts to delegates
- For the technology exchange there is an opportunity to spend 10-15 minutes with each buyer delegate, a cost effective method of selling your product
- One complimentary delegate registration for the conference
- 2 priority points



Conference Satchel

\$2,200 AUD (includes GST)

Logo displayed prominently on the conference satchel.

- 2 priority points

Internet Café and Secretariat

\$3,300 AUD (includes GST)

Benefits include:

- 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

Gourmet Coffee Cart

\$2,200 AUD (includes GST)

We have an exciting new opportunity available for sponsorship of what promises to be the most visited booth at the convention...the gourmet coffee cart!!!

Benefits include:

- 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

USB/Memory Sticks

\$2,000 AUD (includes GST)

Benefits include:

- 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

Conference and Annual Sponsorships

Diamond Package

\$40,000 AUD (plus GST)

The Diamond sponsorship package combines the best attributes and marketing opportunities at the Conference with substantial exposure provided throughout the year and is category exclusive. Sponsorship benefits include:

- Corporate logo and recognition prominently displayed on all conference promotional material including conference brochures, programs, the NBTA Australia/New Zealand website and other marketing communications

- Corporate banners to be displayed prominently throughout the conference
- Sponsors use of the NBTA Australia/New Zealand logo and details to promote their sponsorship role in the conference
- Sponsor's logo will appear on all promotional AV slides throughout the conference
- Automatic sponsorship of a selected opening, plenary or exchange session if available with a five minute opening address by a company representative
- Insertion of sponsor's promotional material and brochures into delegates' conference satchels
- Complimentary sponsors' table seating 10 people at the Excellence Awards dinner to host clients or colleagues
- Six complimentary delegate registrations for the conference
- A representative of your organization will be called on to participate in any panel sessions, forums or workshops related to your sector of the industry for both the conference and other training workshops or forums
- Opportunity to work with the conference committee on the marketing and promotion of the annual conference
- You will be given access to a private room for client or potential client meetings (based on availability)
- Full participant list of all conference delegates names and addresses in accordance with privacy legislation requirements
- A table at both the Strategic Sourcing Exchange and Technology Sourcing Exchange
- The opportunity to have an exhibition or display in the public area of the conference at sponsor's expense
- NBTA Australia/New Zealand will provide a registration fee of \$550 for any additional company members wishing to attend the conference
- NBTA Australia/New Zealand will also consider up to six complimentary registrations for agreed buyer clients
- Recognition in the NBTA Australia/New Zealand quarterly journal, membership handbook and any other promotional material or publications
- A complimentary full page advertisement & editorial in an edition of the NBTA Australia/New Zealand quarterly members journal
- Product and service update on the NBTA Australia/New Zealand website
- A URL link to your business travel website
- One representative to attend NBTA Australia/New Zealand buyer meetings on strategic industry issues when these meetings are conducted
- One representative to attend quarterly NBTA Australia/New Zealand buyer meetings on strategic industry issues
- Six complimentary NBTA Australia/New Zealand memberships for selected company executives

“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.” — NBTA Direct Buyer Member

- Six complimentary memberships to your business travel buyer clients who are not members of NBTA Australia/New Zealand
- A position on the supplier advisory council benefiting the ongoing development of the association
- One complimentary registration for a company business travel executive to attend the 2010 NBTA International Convention & Exposition conference in Houston, TX
- 10 priority points

Gold Package **\$30,000 AUD (plus GST)**

The Gold Sponsorship package combines the best attributes and marketing opportunities at the Conference with substantial exposure provided throughout the year and is category exclusive. Sponsorship benefits include:

- Corporate logo and recognition prominently displayed on all conference promotional material including conference brochures, programs, the NBTA Australia/New Zealand website and other marketing communications
- Corporate banners to be displayed prominently throughout the conference
- Sponsor's use of the NBTA Australia/New Zealand logo and details to promote their sponsorship role in the conference
- Sponsor's logo will appear on all promotional AV slides throughout the conference
- Insertion of sponsors promotional material and brochures into delegates' conference satchels
- Sponsor's table at the Excellence Awards dinner to host clients or colleagues
- Four complimentary delegate registrations for the conference
- A representative of your organization will be called on to participate in any panel sessions, forums or workshops related to your sector of the industry for both the conference and other training workshops or forums
- Opportunity to work with the conference committee on the marketing and promotion of the annual conference
- Full participant list of all conference delegates names and addresses in accordance with privacy legislation requirements
- Table at one of the two Sourcing Exchange sessions
- The opportunity to have an exhibition or display in the public area of the conference venue at sponsor's expense
- NBTA Australia/New Zealand will provide a registration fee of \$550 for any additional company members wishing to attend the conference

- NBTA Australia/New Zealand will also consider up to four complimentary registrations for agreed buyer clients who wish to attend the conference
- Recognition in the NBTA Australia/New Zealand quarterly journal, membership handbook and any other promotional material or publications
- A complimentary full page advertisement in one edition of the member's quarterly journal
- Product and services update on the NBTA Australia/New Zealand website
- A URL link to your business travel website
- One representative to attend NBTA Australia/New Zealand buyer meetings on strategic industry issues when these meetings are conducted
- Four complimentary NBTA Australia/New Zealand memberships for selected company executives
- Four complimentary memberships to your business travel buyer clients who are not members of NBTA Australia/New Zealand
- A position on the supplier advisory council benefiting the ongoing development of the association
- One complimentary registration for a company business travel executive to attend the 2010 NBTA International Convention & Exposition conference in Houston, TX
- 8 priority points

Silver Package **\$20,000 AUD (plus GST)**

The Silver Sponsorship package combines the best attributes and marketing opportunities at the Conference with substantial exposure provided throughout the year. Sponsorship benefits include:

- Corporate logo prominently displayed on the front cover of all conference promotional material
- Recognition of silver sponsor status on all NBTA Australia/New Zealand brochures and promotional material
- Sponsor's logo will appear on all promotional AV slides throughout the conference
- Recognition as a silver sponsor on conference banners prominently displayed throughout the conference
- A short acknowledgement of silver sponsors in the main conference brochure
- Two complimentary registrations to the conference
- Two complimentary tickets to the awards dinner, allowing representatives to network among buyer members

- A table at one of the two Sourcing Exchange sessions
- Insertion of sponsors brochures and information in delegates' conference satchels
- Full participant list of delegates' names and addresses in accordance with privacy legislation requirements
- Recognition as a Silver Sponsor in the NBTA Australia/New Zealand member's journal
- A half page advertisement in any one of the quarterly member journals
- An information section in the NBTA Australia/New Zealand website updating products and services to NBTA Australia/New Zealand members including a link to your website
- Two Corporate Membership for selected company members
- Two complimentary memberships for your business travel buyer clients who are not members of NBTA Australia/New Zealand
- 6 priority points

For all NBTA Australia/New Zealand events and sponsorship information, please contact Elizabeth Montgomery at emontgomery@nbta.org.au or 61 2 9456 4470.



N B T A G L O B A L S P O N S O R S H I P O P P O R T U N I T I E S

How Do NBTA Members Regard Sponsor Companies?

Strongly Agree/Agree

| | |
|---|-----|
| Industry leaders | 95% |
| Financially stable | 92% |
| Innovative | 86% |
| Committed to customer service | 86% |
| Trustworthy..... | 85% |
| Good citizens in the corporate travel community | 90% |
| Consistently making improvements to products/services..... | 81% |
| Dedicated to advancing the business travel profession | 94% |
| Investing in state-of-the-art technology | 89% |

Does Your Company Fit This Profile?

Get Noticed!

NBTA Sponsors Gain Access to Fortune 100 NBTA Member Company Travel Buyers

| | | | |
|--------------------------|------------------------------|----------------------------------|---------------------------------|
| 3M Company | DuPont | Johnson Controls | Sprint Nextel |
| Abbott Laboratories | ExxonMobil Corporation | Kraft Foods | State Farm Insurance |
| Aetna Inc. | FedEx Corporation | Kroger | SUPERVALU Inc. |
| Allstate Corporation | Ford Motor Company | Lockheed Martin Corporation | SYSCO Corporation |
| American Express Company | General Dynamics Corporation | Lowe's Companies, Inc. | Target Corporation |
| Apple | General Electric Company | Macy's, Inc | Tesoro |
| AT&T, Inc. | General Motors | Marathon Oil Company | The Coca-Cola Company |
| Bank of America | Goldman Sachs & Co. | McKesson Corporation | TIAA-CREF |
| Best Buy Co., Inc. | HCA | MetLife | Time Warner, Inc. |
| Boeing Company | Hewlett-Packard Company | Microsoft Corporation | Travelers Companies, Inc. |
| Chevron Corporation | Home Depot | New York Life Insurance Company | Tyson Foods, Inc. |
| Cisco Systems, Inc. | Honeywell International Inc. | Northrop Grumman Corporation | United Technologies Corporation |
| Citigroup | Humana, Inc. | Occidental Petroleum Corporation | UnitedHealth Group |
| Comcast Corporation | IBM | PepsiCo | Valero Energy Corporation |
| ConocoPhillips | Ingram Micro Inc. | Pfizer | Wal-Mart Stores, Inc. |
| Costco Wholesale | Intel Corporation | Procter & Gamble | Walt Disney Company |
| Deere & Company | J.P. Morgan Chase & Co. | Prudential Financial | WellPoint, Inc. |
| Dow Chemical | Johnson & Johnson | Safeway Inc. | Wells Fargo Financial |

Secure Your Sponsorship Now!

National Business Travel Association

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www.nbta.org

www.nbtaconvention.org

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