

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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2010 NBTA

Global Sponsorship Opportunities

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 Asia Pacific Regional Business Travel Conference Melbourne, Australia, August 2010	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 Asia Pacific, 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 International Convention & Exposition

Houston, TX / August 8-11



The business travel industry's largest and most comprehensive event, the NBTA International Convention & Exposition, features 6,000 corporate and government travel managers and suppliers. The NBTA International Convention & Exposition is the ideal channel for promoting your company's product or service. Combining educational tracks, general sessions and a trade show over three and a half days, the NBTA Convention is truly "The Business Travel Event of the Year SM".

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. NBTA Sponsorships offer the opportunity to stand out. Impact the world's largest audience of business travel purchasers and decision-makers. Reach more than 1,300 travel managers who spend, conservatively estimated, more than \$85 billion in travel services annually.

When asked, did your opinion of a company change because they were an NBTA Convention sponsor, 40% of NBTA members reported "Yes."

General Sponsorships

General sponsorships assist NBTA with production costs for print and other important collateral material produced for the NBTA International Convention. General sponsors receive significant exposure in all printed Convention collateral material.

NBTA Foundation 4th Annual Golf Classic MasterCard \$10,000

Sponsors receive two complimentary foursomes, a recognition banner at the club house, a full-page ad in the Golf Tournament Program, reserved table at the award luncheon, recognition in all tournament promotional collateral and logo placement in "Thank You" ad for industry publications. (Other sponsorships are available for this event, as well as player openings. Please contact Daphne Bryant, Foundation Executive Director, at 703-236-1141 or dbryant@nbtafoundation.org.)

- 6 priority points

Lead Retrieval Card Tri-Pen Management Corp. \$10,500

Attendees swipe this Lead Retrieval Card and their information is captured for exhibitors. Your logo or advertisement will be seen every time the Lead Retrieval Card is swiped! Sponsor is given the card's back side logo or advertisement.

- 6 priority points

Registration Area Continental Airlines \$15,500

A gathering place at Convention, the Registration Area is heavily trafficked and centrally located in the George R. Brown Convention Center. Sponsor's logo will appear along the front of registration counters.

- 6 priority points

Baggage Check \$5,000

Baggage Check will be open on 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

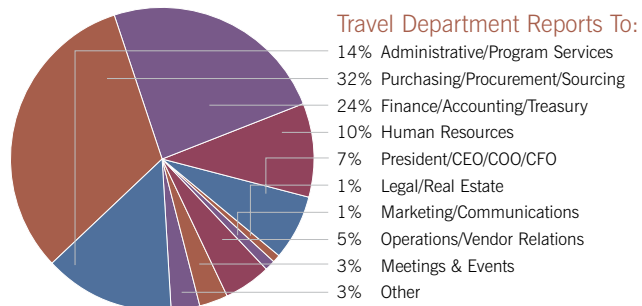
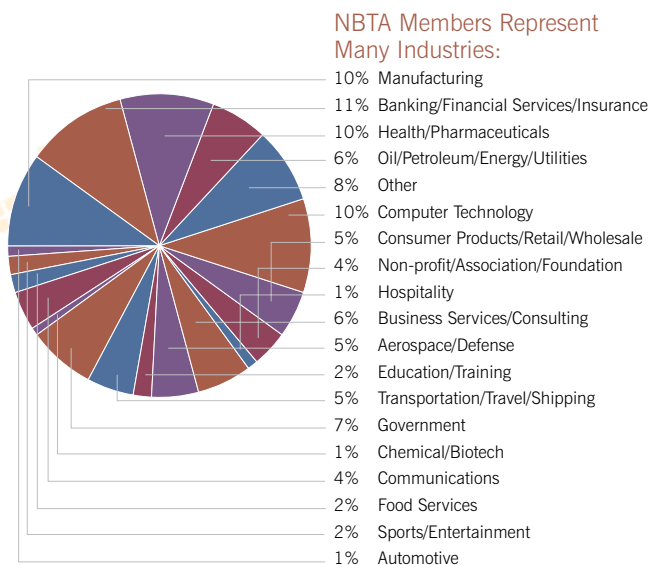
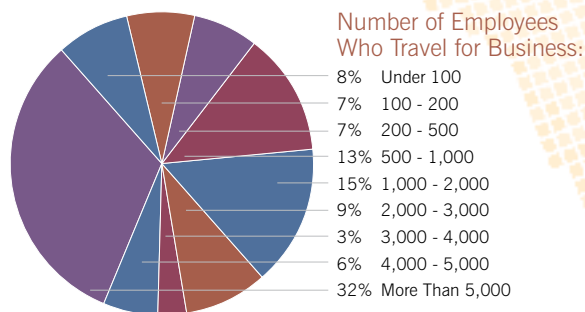
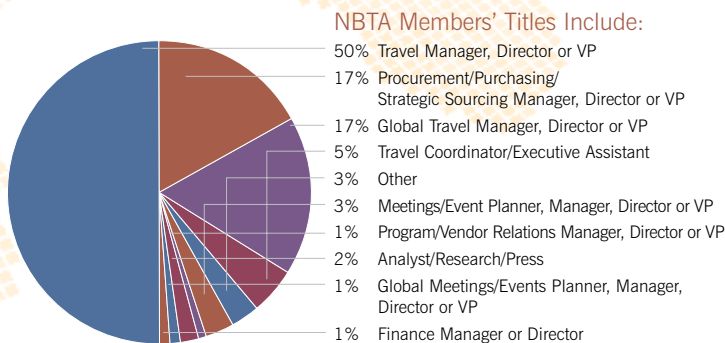
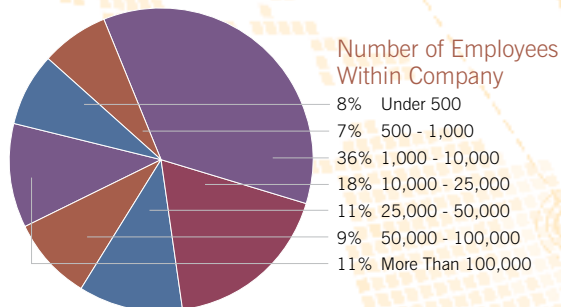
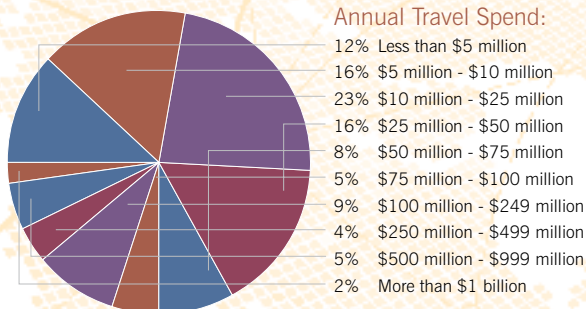
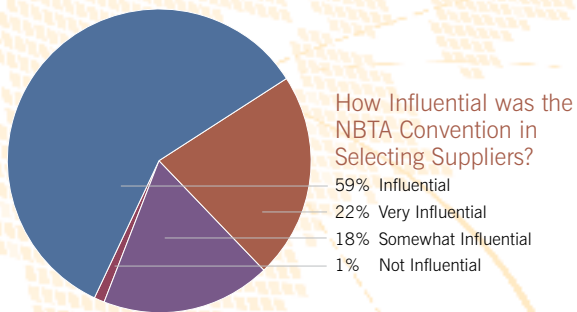
new! NBTA Online Expo Sponsor \$8,000

Your electronic banner ad will be exclusively displayed on the upper right portion of the facility overview and 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 NBTA Online Expo Sponsor." A link directing attendees to your booth on the Exposition floor plan will also be included.

- 5 priority points

Reach Your Target Audience!

NBTA Buyer Member Demographics, based on 2009 post-Convention survey



67% of NBTA Buyers have partial or full responsibility for a multi-national travel program

56% of NBTA Buyers are responsible for selecting/recommending meeting facilities and/or destinations

Sponsorship	Priority Points	Availability
General Sponsorships		
NBTA Foundation 4th Annual Golf Classic	6	MasterCard
Lead Retrieval Card	6	Tri-Pen Management Corp.
Registration Area	6	Continental Airlines
Baggage Check	5	Available
NBTA Online Expo Sponsor	5	Available
Facility Map	2	BMO Financial Group
Relaxation Lounge	6	Available
Starbucks Coffee Vouchers	6	Available
Exposition Lounge	6	Available
Program-at-a-Glance	7	Amtrak
Convention Program & Exposition Guide	8	JetBlue
Exposition Map	6	Avis Budget Group
Registration Bag	8	Delta Air Lines
Registration List	6	Available
Thumb Drive (four available)	6 (each)	Available
Badge Lanyards	5	UATP
Wireless Hotspot	5	Ramada Worldwide
SMMP Reception	7	StarCite, Available
Chapter Chat Reception	7	CARINO Hotels and Resorts Worldwide, Available
Partner Sponsorships		
Cyber City	10	Wingate by Wyndham
Business Lounge	8	RADIUS
My.NBTAConvention Portal	7	Available
International Reception	7	NH Hoteles
Education Sessions (five available)	9 (each)	StarCite, BCD Travel, Egencia, American Express, Available
First Timers Orientation & Luncheon	7	Dav El
Prime Sponsorships		
Monday General Session & Luncheon	20	Sabre Travel Network, GetThere & Travelocity Business
Tuesday General Session & Luncheon	20	Orbitz
Wednesday General Session & Luncheon	20	Amadeus IT Group
Super Sponsorship		
Gold	20	Concur, Star Alliance, MasterCard, American Airlines, Carlson Wagonlit Travel, Available
Diamond	30	SkyTeam, Sabre Travel Network, GetThere & Travelocity Business, Wyndham Hotel Group, Available
Other Marketing Opportunities		
NBTA Exposition Booth	Varies	Available
NBTA TV	Varies	Available
Exposition Banner Advertising	Varies	Available
NBTA Online Expo Banner Advertising	3	Available
Registration Bag Insert	5	Available
Carpet Logo Sponsorship	2	Available
Exposition Map Advertising	2	Available
Convention Program & Exposition Guide Advertising	Varies	Available
www.nbta.org Advertising	4	Available
Direct Member Mailing Lists	None	Available
Email Marketing Opportunity	2	Available

*2009 Sponsor has First Right of Renewal

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.

“Best conference and trade show with business travel focus”

— NBTA Buyer

Facility Map BMO Financial Group \$3,000

The Facility Map contains the convention center map on one side and a shuttle bus schedule on the opposite side. Placed at the registration area (one of the most high traffic locations) for all to pick up and use during the Convention. Sponsor's logo is included on the Facility Map.

- 2 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. Lounge will be branded with sponsor's logo.

- 6 priority points

Starbucks Coffee Vouchers \$14,500 (exclusivity fee)

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. The rest of the vouchers will be given to the sponsor to distribute at the sponsor's discretion.

- 6 priority points

Exposition Lounge \$10,000

This 1,600 sq. ft. networking lounge offers attendees a comfortable environment on the Exposition floor. Lounge includes comfortable furniture and massage therapists. The sponsor may place a brochure or giveaway in the Exposition Lounge, and provide a representative to welcome/greet guests. Sponsor is encouraged to provide light food and beverage.

- 6 priority points

Program-at-a-Glance Amtrak \$13,000

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 Program-at-a-Glance as well as on the free-standing Program-at-a-Glance board.

- 7 priority points

“Sponsorship commitment shows loyalty and support for NBTA and the industry in general” – NBTA Buyer

Convention Program & Exposition Guide *JetBlue*
\$15,750

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

- 8 priority points

Exposition Map *Avis Budget Group*
\$11,000

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.

- 6 priority points

Registration Bag *Delta Air Lines*
\$15,500 (exclusivity fee)

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 NBTA Convention logo will be on the reverse side).

- 8 priority points

Registration List
\$10,500

The registration list contains the contact information of all Convention attendees, and is placed in the official registration bags. 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.

- 6 priority points

Thumb Drive
\$10,000 (four available or \$30,000 for exclusivity)

NBTA will provide key resource documents on branded thumb drives. Materials may include the latest whitepapers on key industry issues developed by NBTA 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 member attendees (at a minimum).

- 6 priority points

Badge Lanyards *UATP*
\$11,500 (exclusivity fee)

Usually a heavy string or other woven fabric, Badge lanyards put your company’s logo eye level for the duration of Convention. Sponsor is responsible for production cost of the lanyards.

- 5 priority points

Wireless Hot Spot *Ramada Worldwide*
\$10,000

The Wireless Hot Spot internet connection area is located near the registration area. Sponsor’s logo will be included on signage at the Wireless Hot Spot location.

- 5 priority points

SMMP Reception *StarCite, Available*
\$15,000

This invitation-only, SMMP Reception is a networking opportunity designed specifically for individuals whose main responsibilities involve Strategic Meetings Management (SMMP). The 2009 targeted invitation list included over 630 travel managers and others with SMMP oversight. Sponsor will have an opportunity to address the audience for 10 minutes, as well as logo recognition at the SMMP Reception and throughout the convention center.

- 7 priority points

Chapter Chat Reception *\$13,000*
CARINO Hotels and Resorts Worldwide, Available

The Chapter Chat Reception showcases representation from NBTA’s 45 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. The sponsor has the opportunity to address the audience for 10 minutes during the program.

- 7 priority points

***new!* General Sponsorship – Option 1** **\$15,000**

- Insert in Registration Bags
- 2 email blasts to direct members before Convention
- Direct (buyer) member registration list, pre- and post- Convention
- 2 comp registrations for exhibiting suppliers
- Banner advertisement on NBTA’s Daily News Brief (1 week)
- Logo recognition on signage located in the Convention Center

- Logo identification in promotional items including the Registration Brochure, Convention Program and Thank You Sponsors Brochure

- 6 priority points

***new!* General Sponsorship – Option 2** **\$10,500**

- Banner ad on www.nbta.org (3 months)
- NBTA TV – option 3
- Direct (buyer) member registration list, pre- and post- Convention
- 2 comp registrations for exhibiting suppliers
- Logo recognition on signage located in the Convention Center
- Logo identification in promotional items including the Registration Brochure, Convention Program and Thank You Sponsors Brochure
- 5 priority points



95% of buyers report they attend Convention to re-establish existing relationships with suppliers

Partner Sponsorships

Partner sponsors assist NBTA 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.

Cyber City Wingate by Wyndham
\$31,500

- 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



“The networking opportunities are incredible—buyers have the opportunity to meet with essentially all of their vendors in one place. Overall it’s just a great opportunity to keep up with the dynamic nature of our industry.” — NBTA Buyer

Business Lounge RADIUS
\$26,000

The Business Lounge, 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

new! My.NBTAConvention Portal
\$18,000

The new My.NBTAConvention portal provides Convention attendees the ability to collaborate in a social networking environment by scheduling meetings, colleague tracking, and session selection. Attendees have the ability to connect with exhibitors and other attendees pre- and post-Convention by scheduling meetings and “linking” to each other in order to network online. The portal can be accessed by all 2010 NBTA Convention registered attendees. Sponsor has the opportunity to place up to 10 different banner ads on the my.nbtaconvention.org site as well as logo exposure on the Convention banner header on my.nbtaconvention.org. Sponsor’s logo will be included on onsite signage everywhere Partner sponsors are listed.

- 7 priority points

International Reception NH Hoteles
\$18,500

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 located outside the U.S. Sponsor’s logo will be displayed on signage.

- 7 priority points

Education Sessions StarCite, BCD Travel, Egencia, American Express, Available
\$34,000 (five available)

An essential component of the NBTA 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 hall and in all web and print collateral.

- 9 priority points

First Timers Orientation & Luncheon Dav El
\$21,000

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 10 minutes.

- 7 priority points

new! Partner Sponsorship – Option 1 \$28,000

- One 15’x10’ double sided advertisement banner on the trade show floor
- NBTA TV – option 3
- 2 email blasts to direct members before Convention
- 2 comp registrations for exhibiting suppliers
- Insert in Registration Bags
- Banner ad on www.nbta.org (1 month)
- Banner advertisement in NBTA’s Connecting News (1 month)
- Logo recognition on signage located in the Convention Center
- Logo identification in promotional items including the Registration Brochure, Convention Program and Thank You Sponsors Brochure
- 9 priority points

new! Partner Sponsorship – Option 2 \$20,000

- Priority VIP seating for sponsor and registered customers at the NBTA General Sessions (one table of 10)
- Direct (buyer) member registration list, pre- and post- Convention
- Banner ad on www.nbta.org (3 months)
- 2 comp registrations for exhibiting suppliers
- Banner advertisement on NBTA’s Daily News Brief (1 week)
- Logo recognition on signage located in the Convention Center
- Logo identification in promotional items including the Registration Brochure, Convention Program and Thank You Sponsors Brochure
- 7 priority points

Prime Sponsorships

Prime sponsorships offer premiere exposure at NBTA’s International Convention & Exposition. 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
\$115,000 + 50% of featured speaker costs
Sabre Travel Network, GetThere & Travelocity Business

Tuesday General Session Luncheon
\$115,000 + 50% of featured speaker costs
Orbitz

Wednesday Lunch General Session
\$105,000 + 50% of featured speaker costs
Amadeus IT Group

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

“I cut some hotel deals on the trade floor, reconnected with some colleagues who I may have an opportunity to work with again, gained exposure to a potential committee membership.” – NBTA Buyer

- 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, Convention Program & Exposition Guide, and “Thank You Sponsors” brochure
- Logo included on the NBTA Convention website
- Private reception with the General Session featured speaker and key clients (20 person maximum)
- Inclusion on the NBTA Exposition prize giveaway “punch card”
- Logo recognition on all Convention collateral material
- Photo and featured speaker profile included in the NBTA 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
- Photo and featured speaker bio is included in the NBTA Convention Program & Exposition Guide
- 20 priority points

- 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 NBTA Convention website
- Logo identification in promotional items including the registration brochure, Convention Program & Exposition Guide and “Thank You Sponsors” brochure
- 25 complimentary event registrations
- Banner ad on www.nbta.org – (12 months)
- Individualized logo recognition banner inside the convention center
- Banner advertisement on NBTA’s Daily News Brief (two weeks)
- Insert in registration bags
- Direct (buyer) member registration list, pre- and post-Convention
- Inclusion on the NBTA 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 NBTA General Sessions (three tables of 10)
- One 15’ x 10’ advertisement banner for placement on NBTA’s Exposition floor cross aisle
- Logo recognition on meter boards and banners located in convention center
- A full-page advertisement in NBTA’s registration brochure – offered exclusively to NBTA Super Sponsors
- 30 priority points

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 Sponsorship \$105,000 *SkyTeam, Sabre Travel Network, GetThere & Travelocity Business, Wyndham Hotel Group, Available*

- 15’ x10’ banner in the public area of the Convention Center - company may use whatever artwork they like
- Two upgrades at the host hotel
- NBTA will pre-block hotel rooms at the host hotel
- Early bird rate extended to 6/30/10
- Weekly registration list with name, title, company, city and state (starting six weeks out)
- Diamond sponsor spotlight in Convention Program & Exposition Guide - full-page interview with an executive from your company

Gold Sponsorship \$70,500 *Concur, Star Alliance, MasterCard, American Airlines, Carlson Wagonlit Travel, Available*

- Early Bird rate extended to 6/30/10
- Weekly updated registration list with name, title, company, city and state (starting six weeks out)
- Sponsor recognition at the Monday Luncheon General session
- Logo identification in promotional items including the registration brochure, Convention Program & Exposition Guide and “Thank You Sponsors” brochure
- Logo included on the NBTA 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 www.nbta.org (three months)
- Logo recognition on meter boards and banners located in convention center



“Especially during today’s economic times, it gave me a chance to meet face-to-face with my suppliers and discuss current and future programs. This is why it is so valuable—everyone there in the same place. It makes it so much easier to do business.”

– NBTA Buyer

- Insert in Registration Bags
- Direct (buyer) member registration list, pre- and post-Convention
- Inclusion on the NBTA prize give away “punch card”
- One 15’ x 10’ advertisement banner for placement on NBTA’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 NBTA General Sessions (two tables of 10)
- A full-page advertisement in NBTA’s registration brochure – offered exclusively to NBTA Super Sponsors
- 20 priority points



“NBTA provides the unique opportunity to meet face-to-face with multiple suppliers, shop the competition, and discover suppliers we may not have previously considered. Additionally, suppliers and buyers are able to “socialize” during the event, giving each a better sense of the human factor behind a particular company, and often it is these relationships that are the true key to our shared success.” – NBTA Buyer

Other Marketing Opportunities

NBTA Exposition Booth

\$22 per square foot (member), \$30 per square foot (non-member) until January 1, 2010. After January 1, prices increase to \$26/\$34 per square foot.

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 2009 International Convention & Exposition exhibitors:

- 89% reached new travel managers
- 95% reinforced existing relationships with travel manager customers
- 46% reported they generated between 11 and 120+ new leads
- NBTA's Exposition can maximize your exposure to the largest audience of business travel decision-makers – translating into increased sales.
- Priority points vary

NBTA TV

For the third year, NBTA will produce NBTA TV, an on-site Convention television program. NBTA TV will include news stories featuring Convention highlights, member and leadership interviews, new NBTA products & services, and more. NBTA 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 NBTA Convention hotels, shuttle buses, as well as strategically placed LCD screens around the convention center. Additionally, videos will be streamed on the NBTA website and announced in NBTA marketing and communications programs.

Option 1 – \$1,000: A “Visit our Booth” invitation scrolled along the bottom of the video screen repeatedly throughout the Sunday-Wednesday news programs.

Option 2 – \$2,000: Exhibitor logo shown on screen while NBTA news correspondent thanks the exhibitor and asks viewers to visit them at their booth.

“Sponsorship at Convention shows who the big players are” – NBTA Buyer

Option 3 – \$4,000: Exhibitor 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.

- Priority points vary

Exposition Banner Advertising

20' x 40' single sided - \$16,500 8 priority points

15' x 10' double sided - \$9,500 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 NBTA for a floor map with locations.

new! NBTA Online Expo Banner Advertising \$2,500 (Limit 8)

As a Banner Sponsor, you receive an exclusive 360 x 45 pixel piece of real-estate on every page of the interactive floor plan website (www.nbtaconvention.org/floorplan) ensuring everyone knows who you are. Banners display in pairs of two, and refresh every 6 seconds. There is limited space available for this sponsorship opportunity. Advertising on this site is only available May – August, don't miss out!

- 3 priority points

Registration Bag Insert \$6,300

This allows your company to insert an item, either brochure or giveaway into the registration bags for buyer attendees. Previous giveaways have included chocolate, beach balls, cookbooks, and CD's.

- 5 priority points

new! Carpet Logo Sponsorship \$2,000

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

“The single must attend corporate travel conference of the year...” – NBTA Buyer

Exposition Map Advertising

\$1,200

Because of the size of the NBTA Exposition, the Convention Exposition Map is the most convenient way to help attendees navigate the show floor. Their convenience becomes your opportunity! Promote your company on one of the 3.4” x 1.5” Exposition Map sponsor panels! Make your own special offer to attendees and call out your booth location in the place attendees will look on-site to plan their trade show visits. The map is included in the registration bags of all travel manager attendees, and available at the Exposition hall entrance.

- 2 priority points

Convention Program & Exposition Guide Advertising
Pricing varies

The Convention Program & Exposition Guide is the one publication sure to accompany attendees everywhere they go while at the 2010 Convention. An ad in the Convention Program & Exposition Guide helps build traffic to your booth. This publication is given to all registered attendees (over 5,600 travel managers and suppliers) at the Convention. Packed with key Convention information, plus a listing of all Convention exhibitors, this is the definitive, must-read resource to help Convention attendees plan their Convention time on the Exposition floor. It is also sent to travel buyers unable to attend the Convention and included in new members’ welcome kits (while supplies last), making it the exhibitor’s link to Convention attendees during and post Convention. In our Convention survey over 88% of the 1,200 corporate travel managers who attend Convention reported they use the Convention Program & Exposition Guide to plan their trade show visits and conference schedule as well as after the event when making their purchasing decisions throughout the year.

- Priority points and pricing vary

Advertising on www.nbta.org

\$4,800 (Three month minimum commitment)

Your banner on NBTA.org ensures that you reach users regardless of where they are on the website. A banner ad with NBTA 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 website’s over 900 daily visitors. Eighty percent of NBTA Direct members identify NBTA.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

Direct Member Mailing Lists

NBTA Convention List

\$500 – Exhibiting Member

\$650 – Exhibiting Non-member

Give attendees a reason to visit your booth. Best of all, when you purchase the pre-Convention mailing list, containing nearly 1,000

pre-registered travel managers, you also receive a complete post-Convention registrant list containing more than 1,200 travel managers.

NBTA Membership List

\$600

Reach nearly 2,000 contacts with the list of active NBTA Direct (buyer) members. This highly valued marketing tool provides allied members a direct connection to the industry’s key decision makers. (Members only - contact the NBTA Membership department by emailing member@nbta.org.) *Direct members from NBTA Asia Pacific, NBTA Canada and NBTA Mexico as well as members who have requested to not be included on the mailing list will be excluded.*

Email Marketing Opportunity

\$1,500 NBTA Members, \$2,500 Non- members

NBTA will send your company’s email, created by you, to Direct members. Subject to availability and regular NBTA communication schedule.

- 2 priority points



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!

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www.nbta.org

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