

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 Asia Pacific Regional Business Travel Conference Melbourne, Australia, September 6-7	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](http://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.

## London Business Travel & Meetings Show

London, U.K. / February 9-10



*Take advantage of this limited opportunity to expand your presence in the UK.*

Through NBTA's partnership with Centaur Exhibitions, we are pleased to again offer NBTA member companies discounted booth space in the NBTA Arena at the London Business Travel & Meetings Show.

### **London Business Travel & Meetings Show Features & Benefits:**

- 17 hours of exhibit time over two days
- Over 6,000 buyers from the UK and Western Europe, of which 70% book or purchase business travel and 55% book or purchase meetings
- NBTA exhibitors will receive full access to the new event appointment scheduler - BTMS Connect. This cutting-edge online networking site introduces buyers and suppliers pre-show, making it easier for them to interact, make appointments and create personalised agendas for the 2010 event
- 60% of attendee buyers send travelers to the U.S.
- 32% have a travel budget greater than GB£1m per annum.
- Total travel spend of audience GB£10.2bn, Total meeting spend GB£7.7bn
- Decision makers - 69% of buyers said they will make a purchase as a direct result of meeting a supplier at the show.
- Booth includes unlimited complimentary exhibit badges, carpet, table, two chairs, shell scheme, header, and electric outlet.
- 5 priority points

### **NBTA Discount Price:**

Cost is US \$650 per square meter -- a savings of 30% by purchasing directly with NBTA. Contact NBTA's Colette Massey, +1 703-236-1123 or [cmassey@nbta.org](mailto:cmassey@nbta.org), for additional information and to exhibit.

## 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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