

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, 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](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.



# Strategic Travel Symposium Presented by NBTA and BTN

New York City, NY / March 15-16



*“Lots of valuable information and insight in a one-day seminar.”* — NBTA Financial Forum Buyer Attendee

**New for 2010!** Produced in partnership with BTN, this two-day Symposium will feature an examination and analysis of current financial issues facing the corporate travel industry. While the corporate travel industry adjusts to “the new normal,” corporate financial executives and analysts are coping with unprecedented change and uncertainty in the current economic recovery.

This new Symposium will reveal how top Fortune 500 financial executives and analysts are managing and what new directions are being charted for corporate travel. Using the combined expertise of NBTA and BTN, this Symposium is intended for experienced corporate travel professionals interested in having a strategic conversation with Fortune 500 CFOs and financial executives.

This is an exceptional opportunity for the corporate travel manager and financial executives to exchange information. Attendees will gain solid information to use in aligning the goals and objectives of their travel department with the overall corporate strategy.

The first day concludes with the annual NBTA Foundation Gala Dinner. Building upon the success of NBTA’s Business Travel Financial Forum, the quality of the buyer attendees and the companies they represent are a virtual Who’s Who of the Fortune 500 and offer a tremendous opportunity to reach influential buyers with high travel spend.

## Gold Sponsorship

**\$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 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
- Two reserved tables for sponsor and registered guests at Luncheon (20 total placements)
- Direct member registration list, pre- and post
- Three complimentary event registrations
- Full-page ad in the program
- 9 priority points

## General Sessions

**Monday Opening General Session: *Economic Outlook: The New Normal* \$20,000**

**Monday General Session Luncheon & Keynote \$25,000 *ADTRAV***

**Monday Afternoon General Session: *The CFO Agenda & Travel* \$10,000**

**Tuesday Morning General Session 1: *Business, Travel and How Travel Means Business Globally* \$10,000**

**Tuesday Morning General Session 2: *Hotel Company Performance and Negotiating Outlook* \$10,000**

**Tuesday Morning General Session 3: *Airlines and Corporate Customers 2010* \$10,000**

**Tuesday Closing General Session Luncheon: *BTN Top 25 Awards* \$25,000**

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

## SPONSORSHIP OPPORTUNITIES

Sponsorship	Priority Points	Availability
Gold Sponsorship	9	Available
Monday Opening General Session	12	Available
Monday General Session Luncheon	12	ADTRAV
Monday Afternoon General Session	7	Available
Tuesday Morning General Session (three available)	7 each	Available
Tuesday Closing General Session Luncheon	12	Available
Education Sessions (five available)	5 each	Available*
Education Session: Corporate Travel 100 Benchmarking Summit (three available)	6 each	Available
Hotel Key Cards	4	Available
Networking Break	3	Available*
Registration Area	5	Available
Registration Bag	3	Available*
Symposium Program	4	Available*
Badge Lanyards	2	Available

\*2009 Sponsor has First Right of Renewal

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tiering down and consortia negotiations, as well as consolidating hotel expenditures, including combining group and transient hotel volumes. Join this expert panel in discussing recent experiences in these areas.

### Making The Most Of Your TMC Relationship

Whether your company uses several partners or a single travel agency, fully outsources its travel program or operates its own Corporate Travel Department, relationships with travel management companies can be critical to supporting a company's business. A growing number of companies, and not just those with procurement organizations, have implemented service-level agreements to measure and manage such relationships. This session will examine several different service-level agreements and measurements that are being applied today.

### Managing Unbundled Fees

With billions in ancillary revenues posted so far, airline merchandizing is here to stay. How do these fees impact your average ticket price? Your travel policy? How can you track, reconcile and negotiate them? Learn what participants throughout the supply chain—buyers, airlines, GDS, credit card companies and TMCs—are doing to address the myriad of add on fees during this interactive session.

### Building a More Strategic Meetings Management Program (SMMP)

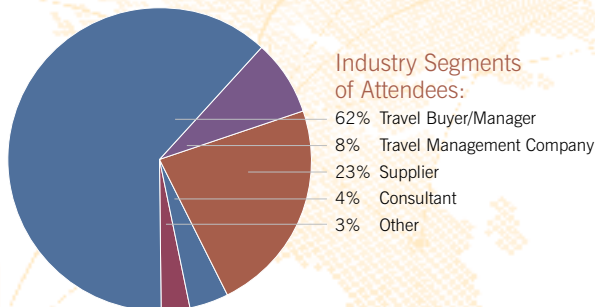
Companies spend billions on corporate meetings in the U.S. each year, yet only a small percentage have this sizable, but fragmented, spend under management. Drawing from the Strategic Meetings Management Program (SMMP) framework developed by NBTA, learn how to identify quick wins, risks, and long term ways to maximize your management of meetings.

### Communicating in a Socially Networked World

How will the advent of social media impact business communications in general and corporate travel specifically? Pioneers in this arena will address how to develop a Travel 2.0 strategy in alignment with enterprise capabilities, choose appropriate platforms and evaluate ROI of a social networking strategy for travel.

## Reach Your Target Audience!

NBTA Business Travel Financial Forum Buyer Demographics, based on 2009 post-Forum survey



Sponsors receive:

- Logo on all collateral material and sponsor signage
- VIP seating for sponsor and registered guests at your sponsored General Session (20 total placements)
- Direct member registration list, pre- and post-Symposium
- Four complimentary event registrations
- Speaking time (10-12 minutes) at the hosted luncheon, 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
- Display booth area in close proximity to the registration area
- Priority points vary

### Education Session Sponsorships \$4,500 each (five available)

- Logo recognition on sponsor signage
- One complimentary event registration
- Direct member registration list, pre- and post
- Opportunity to introduce your education session (for two minutes)
- Opportunity to place a brochure or giveaway on education session attendee chairs (sponsor is responsible for placement of items)
- 5 priority points

### Hotel Negotiating and Alternatives

Many travel buyers during the most recent round of hotel negotiating found success with alternatives to standard negotiation strategies, including reverse auctions, block space programs, capped dynamic pricing,

96% of attendees found the Financial Forum met or exceeded their expectations

#### Education Session: Corporate Travel 100 Benchmarking Summit (by invitation only) (three available) \$9,000 each or \$20,000 for exclusivity

An exclusive discussion of benchmarks and best practices, including air, hotel, ground transportation, meetings, payment, travel management and technology, only for travel buyers from companies that spent more than \$35 million in 2009 on airline tickets bought in the U.S. to anywhere. Sponsors receive:

- Logo recognition on sponsor signage
- One complimentary event registration
- Direct member registration list, pre- and post
- Opportunity to introduce your education session (for two minutes)
- Opportunity to place a brochure or giveaway on education session attendee chairs (sponsor is responsible for placement of items)
- 6 priority points

#### Hotel Key Cards \$5,000

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

- 4 priority points

#### Networking Break Sponsorship \$4,000

- Logo recognition in all Symposium collateral material and sponsor signage
- Direct member registration list, pre- and post
- One complimentary event registration
- Logo recognition on all networking break signage
- 3 priority points

#### Registration Area Sponsorship \$6,000

- Logo recognition in all Symposium collateral material and sponsor signage
- Logo in registration area
- Option to place brochure/giveaway in the registration area
- Display booth in close proximity to registration area (6 ft. table top)
- Direct member registration list, pre- and post
- 5 priority points

#### Registration Bag \$4,000 (exclusivity fee)

One of the most highly visible Symposium sponsorships, the registration bag is given to all attendees upon their arrival at the hotel. 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).

- 3 priority points

#### Symposium Program \$5,000

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.

- 4 priority points

#### Badge Lanyards \$3,000 (exclusivity fee)

Lanyards show your company's logo eye level for the duration of the Symposium. Sponsor to provide lanyards.

- 2 priority points

#### About BTN

Business Travel News (BTN) has been the voice of authority for corporate travel buyers throughout North America for 25 years. BTN publishes twenty annual issues, digitally and in-print, including seven exclusive research issues. BTN offers product extensions providing total coverage of the commercial travel industry through a complete platform of digital offerings: *BTNonline.com*, *BTN Weekly e-Newsletter*, *EuroBTN e-Newsletter*, digital editions and topical, monthly webcasts. BTNonline.com is the preeminent corporate travel website providing news and information for businesses that manage travel with original daily news updates in a searchable archive dating back to 1996. BTNonline also offers access to BTN's seven annual exclusive research studies. For more information, visit [btnonline.com](http://btnonline.com).

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# 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](http://www.nbta.org)

[www.nbtaconvention.org](http://www.nbtaconvention.org)

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