

GBTA GLOBAL SPONSORSHIP OPPORTUNITIES

2011



gbta.org

WHY GBTA SPONSORSHIP IS A SMART MOVE

The premier business travel association, **GBTA** represents more than 5,000 corporate, meeting and government travel managers and suppliers. A GBTA sponsorship helps you **build brand awareness** – and represents **reliability** and a **commitment** to the industry. Throughout the year and around the globe, GBTA offers a variety of opportunities for promoting your company's product or service to the widest range of travel buyers or a specific targeted group.

Why You Need to Act Now

- Now more than ever, you need to keep your message before the business travel community. 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 supply.

GBTA 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 **GBTA 2010 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:
 - **76%** report that a company's sponsorship exposes them to that company's product line
 - **73%** report sponsorship influences their opinion of a company's credibility
 - **89%** 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 new ideas. We look forward to working with your company to make 2011 a great year!

Act Now!

If you have questions or are ready to reserve your sponsorship, contact **GBTA** today.

Zane Kerby, MBA

Senior Vice President, Events, Sponsorship & Advertising
zkerby@gbta.org
703-236-1114

Colette E. Massey, CEM, CTE

Senior Manager, Exhibits & Advertising
cmassey@gbta.org
703-236-1123

Sara Smith, CTE

Assistant Manager, Sponsorship & Advertising
ssmith@gbta.org
703-236-1156

GBTA Australia/New Zealand Conference 2011

Brisbane, Australia ■ October 23-25

The GBTA Australia/New Zealand Conference 2011 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 Pacific Brands, Ergon Energy, Mitsubishi Australia, Nationwide Hospitality Australia, United Group, IBM Australia, 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 www.gbta.org.au or by contacting Elizabeth Montgomery at emontgomery@gbta.org.au or calling +61 2 9456 4470.

Sponsorship Opportunities

Sponsorship	Priority Points	Availability
Lunch (two available)	4	Available
Dinner	3	Available
Plenary Sessions	3	Available
Morning and Afternoon Teas	3	Available
Trade Show	2	Available
Conference MC	2	Available
Keynote Speakers	2	Available
Compendium/Diary – 2012 dates	1	Available
Coach Transfers	1	Available
Conference Satchels	2	Available
Internet Café and Secretariat	2	Available
USB Sticks	1	Available
Gourmet Coffee Cart	1	Available
Diamond Package	10	Available

Trade Show – Secure your booth now! From \$4,200 AUD (includes GST)

Acting on supplier 2010 feedback GBTA Australia/New Zealand is expanding supplier timings 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 buyers over 1-2 sessions is a major cost of sale advantage.

Benefits include:

- Privileged access to travel industry buyers from Australia and New Zealand attending the conference
- Booth – size and location on trade floor to be determined
- 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
- 2 priority points

Cost to Exhibit
3 x 2m shell scheme

Cost
\$4,200

“I was able to **establish a contact** with a few vendors that I was not aware of.”

– GBTA Direct Buyer Member

Lunch (Day One or Day Two)

\$6,600 AUD (includes GST)
(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 conferences 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
- Prominent table position at the Trade Show 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

Plenary Sessions Sponsorship

\$5,500 AUD (includes GST) per session

The Plenary session concept was well received by attendees at the 2010 conference and will be repeated in 2011. These 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.

Sponsorship benefits include:

- Member of the conference committee
- 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
- 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
- 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

Conference Satchels and Lanyards

\$3,500 AUD

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

Internet Café and Secretariat

\$3,300 AUD

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

\$2,500 AUD

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

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

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.

Benefits include:

- Member of the conference committee in selecting the MC
- Opportunity to provide banners and other promotional 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 sponsorship shows **credibility and commitment.**”
– GBTA Direct Buyer Member

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.

Benefits include:

- 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 centre stage for the duration of the conference
- 3 priority points

Compendium or Diary – 2012 dates

\$2,500 AUD (300)

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

Benefits include:

- 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

Coach Transfers

\$3,000 AUD (To/from accommodation to conference venue over the period of the conference or to/from accommodation to dinner venue (TBD))

Benefits include:

- Opportunity to provide banners or other promotional material for display in the area
- Opportunity to provide seat drops or other promotional material such as polo shirts, etc.
- 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

\$2,300 AUD (300)

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

Exclusive Conference and Annual Sponsorship

Diamond Plus Package

\$35,000 AUD (plus GST) –

Excellence Award Dinner

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:

- Presenter of award to the winner of the 2011 Excellence Award
- Corporate logo and recognition prominently displayed on all conference promotional material including conference brochures, programs, the GBTA Australia/New Zealand website and other marketing communications
- Corporate banners to be displayed prominently throughout the conference
- Sponsors use of the GBTA Australia/New Zealand 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 organisation 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 booth in a prominent position on the Trade floor
- The opportunity to have an exhibition or display in the public area of the conference at sponsor's expense
- GBTA Australia/New Zealand will provide a registration fee of \$550 for any additional company members wishing to attend the conference
- GBTA Australia/New Zealand will also consider up to six complimentary registrations for agreed buyer clients
- Recognition in the membership handbook and any other promotional material or publications
- Product and service update on the GBTA Australia/New Zealand website
- A URL link to your business travel website
- One representative to attend GBTA Australia/New Zealand buyer meetings on strategic industry issues when these meetings are conducted
- One representative to attend quarterly GBTA Australia/New Zealand buyer meetings on strategic industry issues
- Six complimentary GBTA Australia/New Zealand memberships for selected company executives
- Six complimentary memberships to your business travel buyer clients who are not members of GBTA 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 GBTA Convention in 2011
- 10 priority points

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

– GBTA Direct Buyer Member

GBTA Members Consider Sponsor Companies to be

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

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:

Abbott Laboratories	General Motors	New York Life Insurance Company
Aetna	Goldman Sachs Asia LLC	Northrop Grumman Corporation
Allstate Corporation	Hartford Financial Services	PepsiCo
Amazon.com	HCA	Pfizer
American Express Company	Hess Corporation	Philip Morris Information Services Limited
American International Group	Hewlett-Packard Company	Procter & Gamble
Apple	Honeywell	Prudential Financial
AT&T, Inc.	Humana, Inc.	Publix Super Markets, Inc.
Bank of America	IBM Brasil	Raytheon Company
Boeing Company	J.P. Morgan Chase & Co.	Safeway Inc.
Chevron	Johnson & Johnson	Sprint Nextel
Cisco Systems, Inc.	Johnson Controls	State Farm Insurance
Citigroup	Kraft Foods	SUPERVALU Inc.
Comcast Corporation	Kroger	Target Corporation
ConocoPhillips	Lockheed Martin Corporation	The Coca-Cola Company
Costco Wholesale	Lowe's Companies, Inc.	The Walt Disney Company
CVS/Caremark Corporation	Marathon Oil Company	TIAA-CREF
Delta Airlines	Massachusetts Mutual Life	Time Inc.
Dupont	Insurance Company	Travelers Companies, Inc.
ExxonMobil Corporation	McKesson Corporation	Tyson Foods, Inc.
Fannie Mae	Merck and Company, Inc.	UnitedHealth Group
FedEx	MetLife	Valero Energy Corporation
General Dynamics Corporation	Microsoft Corporation	Walgreens
General Electric Company	Morgan Stanley	Wal-Mart Stores, Inc.

Secure Your Sponsorship Now!

Global Business Travel Association

110 N. Royal Street, 4th Floor, Alexandria, VA 22314

Phone: 703-684-0836 ■ Fax: 703-684-0263

gbta.org

Contact

Sara Smith, CTE, ssmith@gbta.org

Colette Massey, CEM, CTE, cmassey@gbta.org

Zane Kerby, MBA, zkerby@gbta.org



GLOBAL BUSINESS TRAVEL ASSOCIATION

110 N. Royal Street, 4th Floor
Alexandria, VA 22314

Phone: 703-684-0836 ■ Fax: 703-684-0263
Website: gbta.org
Contact: Sara Smith, CTE, ssmith@gbta.org
Colette Massey, CEM, CTE, cmassey@gbta.org
Zane Kerby, MBA, zkerby@gbta.org

GBTA GLOBAL SPONSORSHIP OPPORTUNITIES 2011

