

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.

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ISM and GBTA Travel & Meetings Summit 2011

New Orleans, LA • April 19-20

The Institute for Supply Management™ (ISM) and the Global Business Travel Association (GBTA) have joined together to present the ISM and GBTA Travel & Meetings Summit – designed specifically to meet the needs of senior procurement and supply management professionals with oversight responsibilities for their companies' meetings and business travel spend.

The two-day high-level Summit, designed by an advisory board of leading supply management professionals, features **up-to-date insights, tools** and **strategies** to optimize travel & meetings spend and align Procurement with overall business performance. The hosts are widely viewed as premier providers of travel and meetings supply management resources. ISM is the **largest supply management institute** in the world. GBTA is the world's largest business travel and corporate meetings organization and the pioneer of the practice of Strategic Meetings Management.

2010 ISM and GBTA Travel & Meetings Summit Buyer Demographics

Based on 2010 ISM and GBTA Travel & Meetings Summit post survey

Attendee Ratio

- 55% Buyers
- 45% Suppliers

Buyers are employed as

- 52% Procurement/Purchasing/Strategic Sourcing Manager, Director or VP
- 28% Travel Manager, Director or VP
- 12% Analyst/Research
- 4% Corporate Meeting Event Planner Manager, Director or VP
- 4% Travel Coordinator/Executive Assistant

Attendees Annual Travel Spend

- 4% Under \$1 million
- 12% \$1 million – \$5 million
- 16% \$5 million – \$10 million
- 20% \$10 million – \$25 million
- 20% \$25 million – \$50 million
- 12% \$50 million – \$200 million
- 16% More Than \$200 million

“The event gave a **unique perspective** as it encompassed both travel and procurement professionals. In an event of this size, it enabled us to **network with our peers** to share best practices. This type of event is **critical** for travel/procurement managers to attend.”

– Karoline Mayr, Deltek, Inc.

Sponsorship Opportunities

Sponsorship	Priority Points	Availability
Registration Bag	5	LAN Airlines
Registration List	4	Available
Registration Area	7	Sabre Travel Network, GetThere & Travelocity Business, Available
Hotel Key Cards	3	Available
Badge Lanyards	4	UATP
Official Summit Program	6	Concur, Available
Coffee Break	3	Available
Welcome Reception	9	Available
Exclusive Education Sponsorship	10	Maxvantage
Tuesday Breakfast	4	Available
General Sessions (two available)	10	ADTRAV, Available
Wednesday Breakfast	4	Available
Gold	9	Orbitz for Business, Available
Official Summit Program Advertising	2	Available
Registration Bag Insert	2	Available

I have attended the ISM GBTA Summit since inception. This is one of the **most valuable events** our association sponsors. Bringing travel management and procurement professionals together with a **common goal** allows us to **learn best practices** from one another and **shape the future** of our industry.

– C. Maylena Burchfield, CCTE, GLP, ADTRAV

Official Registration Bag *LAN Airlines* \$6,000 (exclusivity fee)

One of the most highly visible Summit sponsorships, the registration bag is given to all Summit attendees upon arrival. Sponsor is responsible for production costs, and receives one side of the bag for logo or advertisement (other side reserved for Summit logo).

- 5 priority points

Badge Lanyards *UATP* \$4,000 (exclusivity fee)

Made of heavy string or other woven fabric, badge lanyards put your company's logo eye level for the duration of Summit. Sponsor is responsible for production cost.

- 4 priority points

Official Summit Program *Concur* \$7,000

The Summit Program is included in all registration bags given to Summit attendees. It includes logistical information on all Summit activities. Sponsor may advertise on the entire inside front and outside back covers of the Summit Program, sponsor also receives logo placement on the front cover.

- 6 priority points

Registration List \$4,000

The Registration List contains the contact information of all Summit attendees, and is placed in the official registration bag. 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.

- 4 priority points

Hotel Key Cards \$3,000 (exclusivity fee)

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

- 3 priority points

Coffee Break Sponsorship \$4,000

Sponsor receives one complimentary registration, logo recognition, and pre- and post- list of attendees. Sponsor's logo will be prominently featured on coffee break signage.

- 4 priority points

Breakfast Sponsorship \$4,000 each (two available)

Sponsor receives one complimentary registration, logo recognition, and pre- and post- list of attendees. Sponsor's logo will be prominently featured on breakfast signage.

- 4 priority points

Registration Area *Sabre Travel Network, GetThere & Travelocity Business* \$10,000

A gathering place at the Summit, the registration area is heavily trafficked and centrally located in the conference facilities. Sponsor's logo will appear on the banner draped along the front of each registration counter.

- 7 priority points

Welcome Reception \$15,000

The Welcome Reception is the first social networking opportunity for all participants. Sponsor is allowed to distribute a brochure or giveaway and will have two to three minutes podium time. Sponsor's logo will be on Summit signage as well as in public areas of the hotel.

- 9 priority points

Exclusive Education Sponsorship

Maxvantage

\$18,000

- Logo recognition in all Summit collateral material and sponsor signage
- Display booth in close proximity to registration area (6 ft. table top)
- Two reserved tables at the Tuesday and Wednesday luncheons
- Two complimentary event registrations
- Direct (buyer) member registration list, post-Summit
- Opportunity to introduce the first and last education sessions (four minutes)
- 10 priority points

General Sessions (two available)

ADTRAV

\$20,000

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

Sponsors receive:

- Significant logo exposure at the Summit
- Podium time to address Summit attendees (10 minutes)
- VIP seating near the stage for sponsor representatives and key registered customers
- Photo and speaker profile of sponsor's designated speaker included in the Summit Program.
- One complimentary event registration
- Direct (buyer) member registration list, post-Summit
- 10 priority points

Gold Sponsorship *Orbitz for Business*

\$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 Summit and packages together important marketing exposures for companies that want to establish industry leadership and brand awareness.

Benefits include:

- Logo recognition on all Summit material and sponsor signage
- Two reserved tables for sponsor and registered guests at luncheon
- Direct (buyer) member registration list, post-Summit
- Three complimentary event registrations
- Full-page ad in the Summit Program
- 9 priority points

Official Summit Program Advertising

\$2,000

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. Summit Programs are placed in the registration bags.

- 2 priority points

Official Registration Bag Insert

\$2,000

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

- 2 priority points

When asked, how would you rate the ISM and GBTA Travel & Meetings Summit, **83%** of responded excellent or very good

65% reported they were more likely to consider doing business with a company that is a sponsor of an ISM and GBTA event

About ISM

As the largest supply management institute in the world, the mission of Institute for Supply Management™ (ISM) is to lead supply management. By executing and extending its mission through education, research, standards of excellence, influence building and information dissemination – including the renowned monthly ISM Report On Business® – ISM continues to extend the global impact of supply management. ISM is proud to recognize professional excellence in supply management with awards such as the ISM R. Gene Richter Awards for Leadership and Innovation in Supply Management and the J. Shipman Gold Medal Award. ISM's membership base includes more than 40,000 supply management professionals in 75 countries. Supply management professionals are responsible for trillions of dollars in the purchases of products and services annually. ISM is a member of the International Federation of Purchasing and Supply Management (IFPSM). For more information, visit www.ism.ws.

“This program is a **great opportunity** to share best practices at a strategic level and **network with c-level members** of the industry.”

– Sandy Anderson, Marriott Hotels & Resorts

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!

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