



2012 SPONSORSHIP OPPORTUNITIES

Partner Sponsorships

Platinum Level \$19,500 *Air Canada, BMO Financial Group, CTMS Travel Group, Egencia, Scotiabank
Vision 2000 Travel*

Year Round Exposure 2012

- At all GBTA Canada events in 2012 including Canada-specific Webinar sessions(5), In-Person Travel Executive Symposiums (Toronto, Calgary), Fundamentals of Business Travel Management, and National Conference.
- Logo and name recognition on all GBTA Canada education materials and website (logo and link)
- Verbal recognition at all GBTA Canada events
- Two (2) GBTA Canada annual allied memberships (with member-access on all gbta.org regional sites)

National Conference April 11-12

- One (1) 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to five minutes)
- Two (2) HTML blasts to all conference delegates; 1 pre and 1 post-conference (*sponsor to provide to GBTA Canada all 3 HTML messages by March 1*)
- Ten (10) reserved seats for sponsor's registered conference staff and guests at each General Session
- Full-page ad in official conference e-Handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- Five (5) complimentary full-conference registrations for sponsor staff
- Three (3) complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website page for 12-months
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference

- Reduced conference registration rates for sponsors and their clients
- 20 priority points

Gold Level \$16,500

- One (1) 10'x10' exhibitor space
- Sponsor to deliver corporate message (or video) (up to two minutes)
- One (1) HTML blast to all conference delegates; 1 pre-conference (*sponsor to provide to GBTA Canada by March 1*)
- Five (5) reserved seats for sponsor's registered conference staff and guests at each General Session
- Full-page ad in official conference e-Handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- Three (3) complimentary full-conference registrations for sponsor staff
- Three (3) complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website page
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 14 priority points

Silver Level \$13,500

- Five (5) reserved seats for sponsor's registered conference staff and guests at each General Session
- Full-page ad in official conference e-Handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- Two (2) complimentary full-conference registrations for sponsor staff
- Three (3) complimentary full-conference registrations for sponsor's clients
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website page
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 10 priority points

Bronze Level 9,500

- Full-page ad in official conference e-Handbook (*sponsor upload to GBTA Canada ftp site by March 1*)
- One (1) complimentary full-conference registrations for sponsor staff
- One (1) complimentary full-conference registrations for sponsor's client
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website page
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- Reduced conference registration rates for sponsors and clients
- 8 priority points

Exclusive Sponsorships

Opening Keynote Speaker \$19,000

- Sponsor to introduce the Keynote speaker (*bios/script prepared*)
- Sponsor to address the General Session – to be tied in with Keynote Introduction (*up to two minutes*)
- Sponsor video will play following the Opening Keynote Speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the Keynote Speaker General Session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Five (5) complimentary full-conference staff registration
- Three (3) complimentary one-day registrations for sponsor's clients to the event
- 15 priority points

Conference Closing Speaker \$15,000

- Sponsor to introduce the closing speaker (*bios/script prepared*)

- Sponsor to address the General Session – to be tied in with speaker introduction (*up to two minutes*)
- Sponsor video will play following the Closing Speaker (*up to two minutes*)
- 15 reserved seats for sponsor's registered conference guests at the Closing Speaker General Session
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Three (3) complimentary full-conference staff registration
- Three (3) complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

Conference Opening Dinner \$15,000 each *Oneworld/WestJet*

- One (1) 10'x10' exhibitor space per sponsor
- Sponsor(s) to handle all logistics (including venue selection, transportation if required, meal selection, and settlement with venue for dinner expenses).
- Sponsor(s) to meet and greet all delegates arriving for the Opening Dinner
- Sponsor(s) to provide a marketing promotional item to each delegate at the Opening Dinner
- Three (3) email invites co-branded with sponsor(s) will be sent to ***all registered conference delegates*** by GBTA Canada
- Sponsor(s) will deliver welcome to all Opening Dinner delegates
- Sponsor(s) signage (pull-up banners) to be displayed throughout dinner event (*sponsor to provide*)
- One (1) reserved tables for sponsor's registered conference staff and guests
- One (1) full-page color ad in the official conference e-handbook (*must be uploaded to GBTA Canada ftp site by March 1*)
- Sponsor's logo and link on GBTA Canada conference website until June 1
- Logo on event signage

- Logo rotating on monitors at registration and in all general sessions
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Six (6) complimentary full-conference staff registration per sponsor
- Six (6) complimentary one-day registrations for sponsor's clients to the event
- 14 priority points

Conference Opening Reception \$12,500 *Egencia*

- Sponsor to deliver Conference Day 1 Closing Remarks (5 minutes) in conjunction with sponsor's video or personal message (up to 5 minutes)
- 6 reserved seats for sponsor's registered conference guests during General Sessions Day 1
- Opportunity to hand promo item to delegates as they are leaving the General Session Closing and going into the Exhibitor Showcase for the reception
- Full-page ad included in the official conference e-handbook (*sponsor to upload to the GBTA ftp site by March 1*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Four (4) complimentary full-conference staff registrations
- 13 priority points

Let's Connect Cyber Kiosk \$9,500

- Premium location in conference foyer
- Four (4) laptops with hi-speed internet will be available in the Cyber Kiosk

- Sponsor's own pull-up banners will be positioned at the kiosk location
- Sponsor is invited to provide décor to make this area unique and engaging for delegates to visit
- Sponsor's logo will appear on each laptop landing page before delegates log-in
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 9 priority points

Lunch (Day 1 or Day 2) \$9,000 each

- Sponsor to deliver video or personal message at one General Session (up to 5 minutes)
- 6 reserved seats for sponsor's registered conference guests at all General Sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 9 priority points

Continental Breakfast (Day 1 or Day 2) \$7,500 each

- Sponsor to deliver video or personal message at one General Session (up to 2 minutes)
- 6 reserved seats for sponsor's registered conference guests at all General Sessions on sponsored day
- Full-page ad included in the official conference e-handbook
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 7 priority points

Conference Notebook \$6,500 (exclusivity fee)

- Sponsor's logo on each conference notebook/pad
- All conference delegates receive a notebook with sponsor's marketing message inside
- Sponsor to provide notebooks with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration

- 7 priority points

Official Conference e-Handbook \$6,000 UNIGLOBE

- The official conference e-Handbook is provided to all conference delegates in HTML format two (2) times prior to the conference
- The e-Handbook is downloaded by conference delegates to their desktops or stored as a PDF
- The e-Handbook is also posted on gbta.org/canada website in PDF for download
- Sponsor receives full-page ad placement on the inside front cover (page 2 of pdf)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 7 priority points

Thumb Drive \$6,000 (exclusivity fee)

- Sponsor's logo on each thumb drive (memory stick)
- All conference delegates receive a thumb drive with sponsor's marketing message (pre-loaded by sponsor)
- Sponsor to provide thumb drives with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website

- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 7 priority points

Registration Area \$6,000 *Star Alliance*

- Sponsor's own pull-up banners (4-6) will be positioned at the sides of the registration area
- Sponsor's staff are invited to hand out one promotional piece to all delegates in the registration line Day 1 (*does not include conference registration for staff – sponsor registration rates are available*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 4 priority points

Program-at-a-Glance \$6,000

- Program-at-a-Glance is provided to all conference delegates onsite
- Sponsor's logo is in prime location - top of the Program-at-a-Glance agenda
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list

- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 4 priority points

Full-page Color Ad Space \$5,000 each

- Full-page ad in the official conference e-Handbook
(to be uploaded to GBTA Canada ftp site by March 1)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 4 priority points

Refreshment Breaks \$4,500 each (Day 1 morning and Day 2 morning)

- Full-page ad in the official Conference Program
- Sponsor's promotional item provided by sponsor to delegates during sponsored break
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference

- Two (2) complimentary full-conference staff registration
- 5 priority points

Sponsor Conference Shirts \$4,000

- Sponsor's logo on the front of each event staff conference shirt (GBTA Canada provides staff shirts)
- Sponsor invited to wear their own corporate shirts and hand out marketing promotional piece Day 1 next to registration desk (*GBTA will not provide*)
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Pre and post-attendee list
- Verbal recognition throughout the conference
- Two (2) complimentary full-conference staff registration
- 3 priority points

Conference Tote Bag \$4,000 (exclusivity fee) *SkyTeam*

- Sponsor's B&W logo on one side of each tote bag
- All conference delegates receive a tote bag at registration
- Sponsor to provide tote bags with company logo
- Exposure in all printed conference collateral material
- Logo on event signage
- Logo rotating on monitors at registration and in all general sessions
- Logo on GBTA Canada conference website
- Verbal recognition throughout the conference
- 5 priority points

Hotel Key Cards \$3,000 *BMO Financial Group*

- Hotel Key Cards with sponsor's logo imprinted on the front of the delegate's hotel room card at check-in (2/guest)
- Sponsor responsible to provide artwork for hotel room cards (*approval required by GBTA Canada*)
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- 3 priority points

Badge Lanyards \$4,500 (exclusivity) *BMO Financial Group*

- Sponsor to provide 500 lanyards to be used at GBTA Canada Conference and all other GBTA Canada events in 2012
- Sponsor's name in all printed conference collateral material
- Sponsor's name on all event signage
- Pre and post-attendee list
- Sponsor's logo with link on GBTA Canada home website until June 1, 2012
- Sponsors' company logo rotating on monitors at registration and general sessions
- Verbal recognition throughout the conference
- 3 priority points

HTML Marketing Message \$3,000

- One (1) HTML blast to all conference delegates pre or post conference (*must provide to GBTA Canada by March 1*)
- 2 priority points

For all GBTA Canada sponsorship information, please contact

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