



## PATA & GBTA Travel Summit

December 8-9, 2022  
Bangkok, Thailand

### Sponsorship opportunities

Premium Sponsorships	Platinum (4 avail) USD \$ 17,500	Gold USD \$ 12,500	Silver USD \$ 7,500
Complimentary supplier registrations	5	3	1
Complimentary buyer registrations (non-transferable)	5	3	2
Logo recognition on GBTA and PATA conference websites	✓	✓	✓
Banner ad to run on GBTA.org and PATA.org websites	3 months	1 months	
Branding at the venue, mobile app and digital marketing collateral	✓	✓	✓
Exhibition booth	3	2	1
Full attendee registration list with name, title, and company information only	✓	✓	✓
Buyer only registration list with name, title, company and email address (GDPR compliance). Sent once before and once after the event	✓	✓	✓
Play up to 90 sec. video on main stage	✓		

# Thought Leadership sponsorships

## Main Stage – Opening Session “Blended Travel”

December 8

USD \$17,500

- Opportunity to provide a two (2) minute presentation with 90 seconds promotional video during the conference (*Presentation to be agreed upon by GBTA / PATA and sponsor. GBTA / PATA has final editorial control*)
- Two (2) complimentary supplier registrations (VIP)
- Five (5) complimentary buyer registrations (non-transferable)
- One (1) exhibition booth (3x3m)

### Promotion and Publicity:

- Recognition as the Main Stage sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Recognition in Press release to 1,300+ business and leisure travel trade media
  - Logo on GBTA and PATA event websites, event app and other marketing collateral (such as GBTA and PATA newsletters with an audience of 100,000+) as available
  - Logo on stage monitors and in room during session
  - Brand exposure on GBTA and PATA post-event wrap-up EDM
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## Keynote Speaker Sponsor

December 8: Sustainability

December 9: Travel Risk Management

USD \$17,500

- Opportunity to provide a two (2) minute keynote speech with 90 seconds promotional video during the conference
- Two (2) complimentary supplier registrations (VIP)
- Five (5) complimentary buyer registrations (non-transferable)

### Promotion and Publicity:

- Recognition as the Keynote Speaker sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Logo on GBTA and PATA event websites, event app and other marketing collateral (such as GBTA and PATA newsletters with an audience of 100,000+) as available
  - Logo on stage monitors and in room during session
  - Brand exposure on GBTA and PATA post-event wrap-up EDM
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## Co-developed Session Sponsorship

USD \$10,000 (6 opportunities)

- Exclusive sponsorship for each topic and 2 minutes of stage time (which may include video) prior to session
- Each breakout session is 45mins
- Speaking opportunity (panel during the conference)
- One (1) complimentary supplier registration (VIP)

- Three (3) complimentary buyer registrations (non-transferable)
- Must be confirmed 6 weeks prior to conference (Oct 21 cut-off deadline)

Promotion and Publicity:

- Recognition on onsite branding
- Logo on stage monitors and in room during session
- Brand exposure on GBTA and PATA post-event wrap-up EDM

## Closing General Session: Future of Business Travel

December 9

USD \$17,500

- Opportunity to provide a two (2) minute presentation with 90 seconds promotional video during the conference (*Presentation to be agreed upon by GBTA / PATA and sponsor. GBTA / PATA has final editorial control*)
- Two (2) complimentary supplier registrations
- Five (5) complimentary buyer registrations (non-transferable)
- One (1) exhibition booth (3x3m)

Promotion and Publicity:

- Recognition as the Closing General Session sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
- Logo on GBTA and PATA event websites, event app and other marketing collateral (such as GBTA and PATA newsletters with an audience of 100,000+) as available
- Logo on stage monitors and in room during session
- Brand exposure on GBTA and PATA post-event wrap-up EDM

## Networking sessions

### VIP Dinner

December 7, 6PM (by invitation only: speakers, VIP delegates, etc)

USD \$25,000

- Three (3) complimentary supplier registrations
- Five (5) complimentary buyer registrations (non-transferable)
- Strategic placement of sponsor's table
- Opportunity to select VIP guests to join sponsor's table
- Recognition from GBTA and PATA leadership during dinner
- Opportunity to provide welcome address to dinner attendees (max 2 minutes)
- Recognition of sponsor in onsite branding: Media Briefing Backdrop and Acknowledgement Board
- Logo on GBTA and PATA event websites and event app
- Brand exposure on PATA and GBTA post-event wrap-up EDM
- Buyer Attendee List (Personal Data Protection Act compliant)
- One (1) month banner ad on GBTA and PATA websites

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**Seated Lunch // December 8 12-1.30pm & December 9 12.30-2.00pm**  
USD \$25,000

- Three (3) complimentary supplier registrations
  - Five (5) complimentary buyer registrations (non-transferable)
  - Strategic placement of sponsor's table
  - Opportunity to select VIP guests to join sponsor's table
  - Opportunity to provide welcome address to attendees (max 2 minutes)
  - Acknowledgement of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Logo on GBTA and PATA event websites and event app
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
  - Buyer Attendee List (Personal Data Protection Act compliant)
  - One (1) month banner ad on GBTA and PATA websites
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**Welcome Dinner (All delegates)**

December 8  
USD \$35,000

- Three (3) complimentary supplier registrations
  - Five (5) complimentary buyer registrations (non-transferable)
  - Strategic placement of sponsor's table
  - Opportunity to select VIP guests to join sponsor's table
  - Recognition from GBTA and PATA leadership during dinner
  - Opportunity to provide welcome address to dinner attendees (max 2 minutes)
  - Recognition of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Logo on GBTA and PATA event websites and event app
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
  - Buyer Attendee List (Personal Data Protection Act compliant)
  - One (1) month banner ad on GBTA and PATA websites
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**Buyer Only Breakfast**

December 9  
USD \$20,000

- Three (3) complimentary supplier registrations
- Five (5) complimentary buyer registrations (non-transferable)
- Strategic placement of sponsor's table
- Opportunity to select up to 5 guests to join sponsor's table

- Acknowledgement from GBTA and PATA CEOs during breakfast
  - Opportunity to provide welcome address to attendees prior to the breakfast
  - Recognition of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Logo on GBTA and PATA event websites and event app
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
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### **Closing Dinner (All Delegates)**

December 9

USD \$35,000

- Three (3) complimentary supplier registrations
  - Five (5) complimentary buyer registrations (non-transferable)
  - Strategic placement of sponsor's table
  - Opportunity to select VIP guests to join sponsor's table
  - Recognition from GBTA and PATA leadership during dinner
  - Opportunity to provide welcome address prior to dinner (max 2 minutes)
  - Recognition of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Logo on GBTA and PATA event websites and event app
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
  - One (1) month banner ad on GBTA and PATA websites
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### **Coffee Breaks**

During Expo Time:

December 8: 11.00am-12.30pm and 3-4pm

December 9: 10.30-11.30am and 1.30pm-3pm

USD \$10,000

- Exclusive sponsorship
- Sponsor may provide pop-up banners and other sustainable branded materials during breaks

## **Brand awareness opportunities**

### **Registration Area Sponsor**

USD \$15,000

- Company logo branding at registration counters
- One (1) complimentary conference registration
- Recognition of sponsor on PATA and GBTA event websites
- Brand exposure on PATA and GBTA post-event wrap-up EDM

- Buyer Attendee List (Personal Data Protection Act compliant)
- One (1) month banner ad on GBTA and PATA websites

### **Lounge Area**

USD \$10,000

- Meeting area for delegates to relax and network
  - Prominent placement of logo and company branding at the sponsored lounge
  - Opportunity to host a contest to drive traffic / gamification engagement in the mobile app
  - One (1) complimentary conference registration
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
  - Buyer Attendee List (Personal Data Protection Act compliant)
  - One (1) month banner ad on GBTA and PATA websites
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### **Lanyards**

USD \$10,000

- Sponsor to provide 400 lanyards
  - One (1) complimentary conference registration
  - Lanyard to be distributed to all delegates at the registration desk
  - Logo recognition on PATA and GBTA event websites
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
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### **Event App**

USD \$12,500

- Exclusive sponsorship of mobile app
- One (1) complimentary conference registration
- Logo recognition on home page of event app
- Sponsor mention in communication to all delegates announcing the mobile app live date
- Recognition of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
- Brand exposure on PATA and GBTA post-event wrap-up EDM

## Selfie Station

USD \$7,500

- Opportunity to interact and network for social media engagement at a prominent heavily trafficked part of the venue
  - Prominent placement of logo on the selfie station branded unit to draw attention to your logo in the photos shared on social media; co-branded with GBTA, PATA and main event sponsor logo
  - Opportunity to place a sustainable giveaway in the area and host a contest to drive traffic / engagement
  - One (1) complimentary conference registration
  - Recognition of sponsor on onsite branding: Media Briefing Backdrop and Acknowledgement Board
  - Brand exposure on PATA and GBTA post-event wrap-up EDM
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## Exhibition Booth\* (3mx3m modular)

	<b>Description</b>	<b>Early bird – up to 23 Sept</b>	<b>Standard – 24 Sept onwards</b>
<i>Exhibitor Member</i>	<i>Supplier member of PATA with booth and 1 registrant</i>	\$ 2,599	\$ 2,799
<i>Exhibitor Non-Member</i>	<i>Supplier non-member of PATA with booth and 1 registrant</i>	\$ 3,099	\$ 3,299

- 3mx3m single modular (turnkey) booth space to include:
  - 3 back panels (no print included)
  - Dividing panel (translucent)
  - Carpet
  - Cabinet
  - 1 Round table and 2 chairs
  - Name board with booth number
  - Spotlights
- One (1) complimentary conference registration per 3m<sup>2</sup>
- Exhibitor listing on PATA and GBTA event websites and onsite Directory Map Board

\*Multiple booths available: companies can combine up to 5 (five) 3m<sup>2</sup> modular booths. Price and included elements as above. Please contact [mgarrett@gbta.org](mailto:mgarrett@gbta.org) for more details.