

## GBTA Business Travel Forum 2023 | Toronto & Calgary

### Sponsorship Opportunities

The **Business Travel Forum** is a one and a half day, education, and networking program, replicated in each of the 2 Canadian cities. The program will be structured to deliver key knowledge, insights and education to the industry that continues to deal with increasing costs, uncertain supply, and multi-faceted disruption.

In addition to the important educational content, there will be intimate networking opportunities, allowing time over both days for buyer interaction in the Supplier Showcase.

Participating in these workshops will provide sponsors an essential platform as travel suppliers to showcase how they are continuing to evolve to support the changing travel program and traveller expectations. Sponsorship of the Business Travel Forum clearly demonstrates the travel suppliers drive towards growing the Canadian Business Travel Industry and supporting the development of strong Corporate Travel Programs.

<b>Calgary</b>	<b>Toronto</b>
<b>The Best Western Premier Calgary Plaza Hotel and Conference Centre</b> 1316 33 Street NE, Calgary, AB, T2A 6B6	<b>The Park Hyatt Hotel Toronto</b> 4 Avenue Road Toronto, ON, M5R 2E8
November 8 – 9, 2023	November 13 – 14, 2023
Day 1 – 11:30am – 5:30pm Day 2 – 8:00am – 3:30pm	

### Business Travel Forum

#### Disruption and Change Management

The program will be replicated in each city, delivering a full comprehensive day of education sessions that will focus on managing disruption and change.

Throughout the program, the content will examine the 6 key areas of ***Internal Stakeholder Engagement, Risk Mitigation for Non-Employee Travel, Collaborative Supplier Relationships, Stakeholder Communication, Visionary Thinking & Problem Solving, Managing Disruption and Change in Technology***, to breakdown how to engage, manage and communicate through disruption. As both buyers and suppliers have a stake in change management, these sessions will provide takeaways that both stakeholders can apply when dealing with disruptions to the environment.

Participation in this workshop will benefit anyone who is a travel buyer, travel manager, responsible for T&E, or is a contributing stakeholder; Internal Stakeholder: Executives, Human Resources, Risk, Security, Finance, IT, Legal, Procurement, Administration, within your company. External Stakeholder: Travel Suppliers.

**Program Agenda:**

Day 1

11:30am – 12:00pm	Registration
12:00pm – 1:30pm	Direct Talk Buyer Only Lunch
1:30pm – 2:00pm	Networking Break in Supplier Showcase
2:00pm - 2:10pm	Welcome and Opening Remarks
2:10pm – 2:45pm	Session #1 – Gaining Value from Your Internal Stakeholder Relationships
2:45pm – 3:15pm	Supplier Spotlight
3:15pm – 4:00pm	Session #2 – Collaborative Supplier Relationships-Beyond Contract Management
4:00pm – 5:30pm	Networking Reception in Supplier Showcase

Day 2

8:00am – 9:00am	Registration & Continental Breakfast
9:00am – 9:45am	Session #3 – Determining the Risk in Non-Employee and Blended Travel
9:45am – 10:15am	Supplier Spotlight
10:15am – 11:00am	Coffee Break & Supplier Showcase
11:00am – 11:45am	Session #4 – Stakeholder Communication – Using Data to Craft the Story
11:45am-12:30pm	Session #5 – Visionary Thinking & Creative Problem Solving
12:30pm – 2:00pm	Lunch & Supplier Showcase
2:00pm – 2:15pm	Supplier Spotlight
2:15pm – 3:00pm	Session #6 – Disruption & Change Management in Technology
3:00pm – 3:30pm	Wrap-Up & Prize Drawing

**Note:**

F & B inclusions

- Day 1 - Buyer Only Lunch, Coffee Break and Break style reception
- Day 2 – Continental Breakfast, Morning Coffee Break and Lunch

Total Supplier Showcase Time – 3+ hours

### **#1 Feature Sponsor (2-city) \$10,000 CAD + 13% HST per sponsor supplier**

#### **Sponsorship Includes:**

- Participation in each of the 2 city events
- 1 tabletop exhibit per city, open during the networking lunch and coffee breaks (6' table top)
- 2 supplier staff registrations per event city
- Opportunity to deliver a 2-minute presentation on sponsor company, as 'commercial breaks' within the day's program
- Intimate interaction with local buyer audience
- Listing in a virtual sponsor directory provided to attendees (logo, contact name, title, e-mail/phone)
- Ability for sponsor to provide one raffle item per city
- Primary logo presence and branding in pre-event promotion on event website and during the event
- Pre and post attendee list (name, title, company)

#### **Participating Sponsor Requirements:**

- Sponsor agrees to promote the Business Travel Forum within their contact base in each local city, to help to drive awareness and attendance at each event.
- Sponsor agrees to register and bring a **2 buyers/clients per city**

### **#2 City Sponsor (1-city) \$6,500 CAD + 13% HST per sponsor supplier**

#### **Sponsorship Includes:**

- Participation in one city event
- 1 tabletop exhibit, open during the networking lunch and coffee breaks (6' table top)
- 2 supplier staff registrations per selected event city
- Interaction with buyer audience
- Ability for sponsor to provide one raffle item per city
- Logo presence and branding in pre-event promotion on event website and during the event
- Pre and post attendee list (name, title, company)

#### **Participating Sponsor Requirements:**

- Sponsor agrees to promote the Business Travel Forum within their contact base in each local city, to help to drive awareness and attendance at each event.
- Sponsor agrees to register and bring a **2 buyers/clients per city**