



GBTA



**NORDIC
BUSINESS
TRAVEL
ASSOCS.**

Europe
Conference
2024

Copenhagen
4-6 November

GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations | Copenhagen

Sponsorship Prospectus

November 2024

About the Europe Conference

GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations | Copenhagen will be on 4-6 November at the Bella Center Copenhagen Center. Join us at Europe's largest conference for business travel and meetings management professionals.

It's the place where community, learning and advocacy and more all come together for the European business travel industry. The place to build long-term connections, benefit from peer-to-peer education, and advocate for what matters most. To recognise and celebrate those who give back to keep our industry and association. It's the place where our many voices from around the world join for the one purpose of shaping the future of the industry.



Attendee Demographics

90% of buyers were very satisfied with re-establishing relationships with suppliers

75% of attendees expect to return for this year's conference in Copenhagen

78% of buyers expect to engage in a least one new supplier from the 2023 expo floor

73% of buyers rate their overall experience as "excellent" or "above average"

4 in 5 travel buyers say being a sponsor shows loyalty/support for GBTA and its members

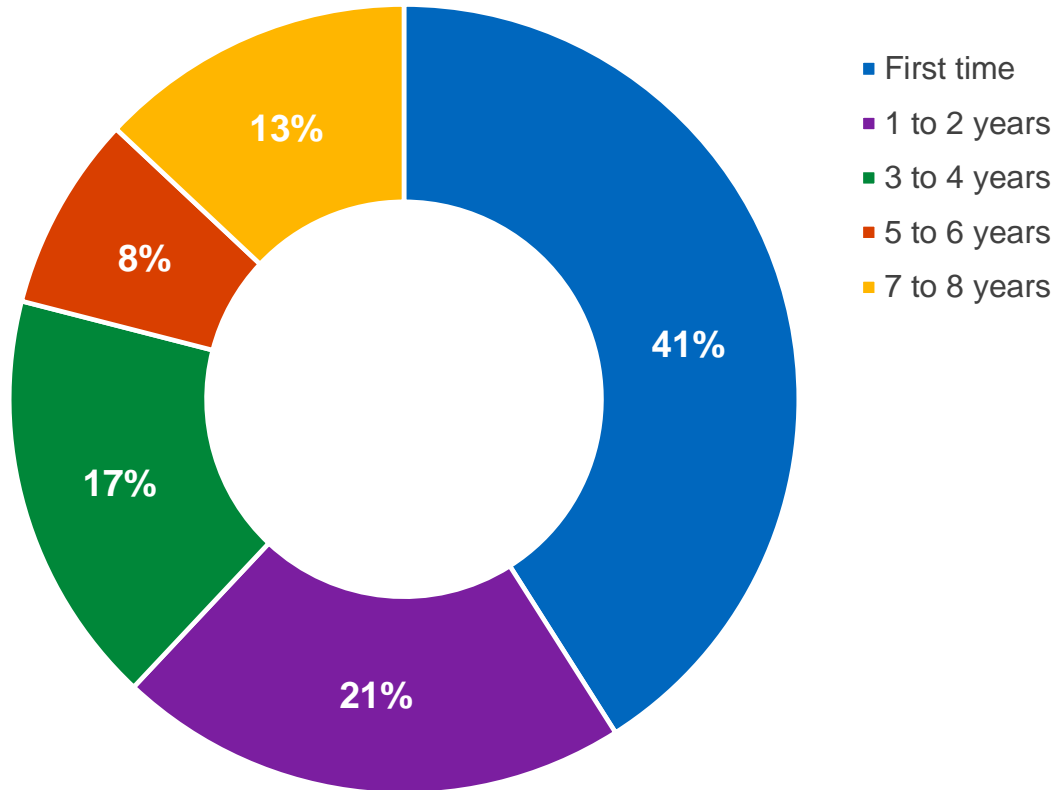
Attendee Demographics

Top 5 Reasons Buyers Attend the Europe Conference

1. Networking with industry peers
2. Professional development and education
3. Improving travel program
4. Meeting existing suppliers
5. Meeting new suppliers



Attendee Demographics



Attendee Demographics

Europe Conference travel buyers control multiple budgets.

- Procurement/purchasing
- Corporate services
- Meetings, events, and incentive travel
- Risk management
- Expense management/finance
- Information technology
- Workforce mobility/relocation
- Employee retention/satisfaction
- Other



Attendee Demographics

Our attendees have significant industry experience

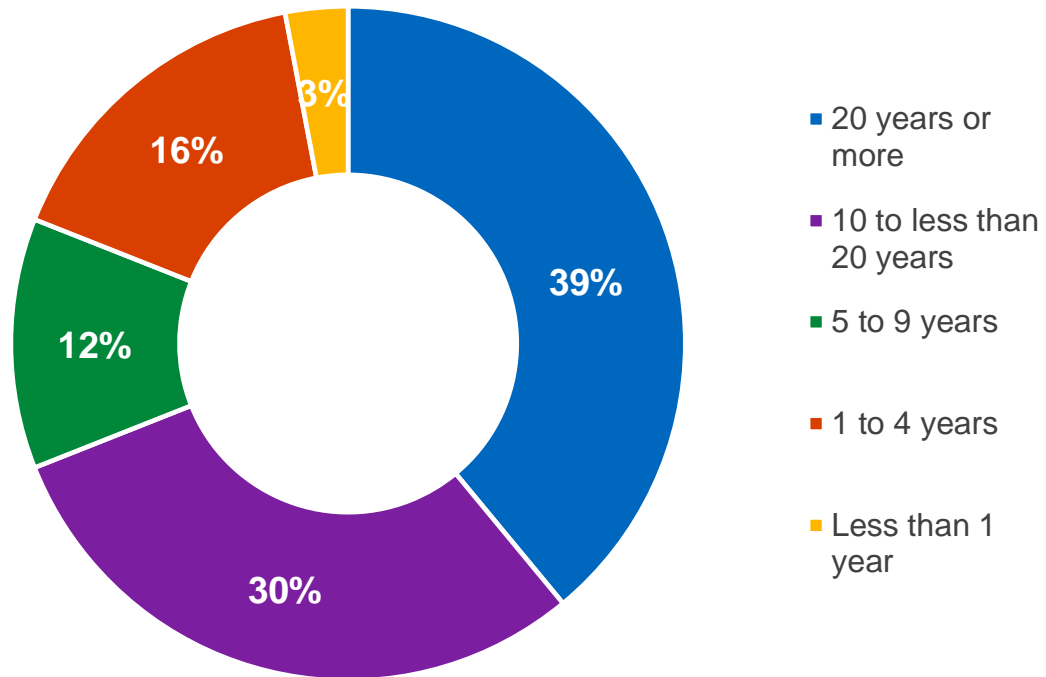


Exhibit Opportunities

Expo Booth Rental Options

For both modular and space-only booths, exhibitors will receive the following benefits:

- Pre-show promotion on the Conference Website
- 1 complimentary registration per 6m2
- Appointment tool
- Display in the mobile app and online floor plan
- Customized Marketing Toolkit
- Minimum of 7 hours selling time



Expo Booth Options

Modular Booth 2x3 sqm €11000 + 20% VAT (Until 31 July; €11500 from 1 August)

- Includes 2m x 3m stand complete with graphics, counter, table, 4 chairs, power socket, lights
- 1 complimentary registration

Double Modular Booth 2x6 or 3x4 sqm €22000 + 20% VAT (Until 31 July; €23000 from 1 August)

- Includes stand complete with graphics, 2 counters, 2 tables, 8 chairs, power socket, lights
- 2 complimentary registrations

Space Only €1650 per sqm + 20% VAT (Until 31 July; €1700 from 1 August)



Expo Booth Options

New Entrants Pavilion* €5000 + 20% VAT

- 2m kiosk in New Entrants area
- Logo on backdrop; opportunity for exhibitor to display 1 pop-up banner
- Banner advertisement in one GBTA Europe Monthly Network News
- Logo featured on GBTA and VDR conference websites
- 1 complimentary registration

**Reserved for first time exhibitors with GBTA*



Expo Booth Options

New! Nordic Pavilion* €5000 + 20% VAT

- 2m kiosk in Nordic Pavilion area
- Logo on backdrop; opportunity for exhibitor to display 1 pop-up banner
- Banner advertisement in one GBTA Europe Monthly Network News
- Logo featured on GBTA and VDR conference websites
- 1 complimentary registration

**Reserved for companies headquartered in a Nordic country*



Premium Sponsorships

Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
PRICING	€40000 + 20% VAT	€25000 + 20% VAT	€17500 + 20% VAT	€11000 + 20% VAT
Complimentary Supplier registrations	8	5	3	2
Complimentary Buyer registrations	8	5	3	2
Logo recognition on GBTA and VDR websites and sponsor recognition banners onsite*	✓	✓	✓	✓
Advertisement in 1 issue of the GBTA Daily News Brief	Banner	Sponsored Content	Banner	Banner
Website Banner Ad on gbta.org and GBTA Hub	3 months	2 months	1 month	

Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26	✓	✓		
Logo recognition on one (1) floor decal placed around your booth	✓	✓		
Custom artwork banner hung in Expo Hall in high-traffic area	✓	✓		
One (1) Daily News Brief (DNB) Takeover	✓			
Meeting room (subject to availability)	✓			
One (1) VIP table during one (1) Main Stage session of sponsors choice (8 people per table)	✓			

**If sponsor purchases multiple sponsorship opportunities at various tiers, sponsor will be recognized at the highest tier purchased sponsor level*

Thought Leadership / Event Sponsorship

Thought Leadership / Event Sponsorship

Opening Main Stage

€22500 + 20% VAT

- Two (2) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Logo recognition as the official sponsor of featured speakers in email announcement of Main Stage and applicable communication
- Logo recognition on stage during sponsored session
- Three (3) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)
- Video commercial (60-second max) to play on Main Stage
- One (1) VIP table during sponsored Main Stage session (8 people per table)



Thought Leadership / Event Sponsorship

Inspirational Speaker Session Sponsor

€22500 + 20% VAT

- Two (2) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners *
- Logo recognition as the official sponsor of featured speakers in email announcement of Main Stage and applicable communication
- Logo recognition on stage during sponsored session
- Three (3) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)
- Video commercial (60-second max) to play on Main Stage
- One (1) VIP table during sponsored Main Stage session (8 people per table)



Thought Leadership / Event Sponsorship

Lunch Sponsor (Day 1 or Day 2)

€17500 + 20% VAT

- Two (2) complimentary Supplier registrations
- Two (2) complimentary Buyer registrations
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- One (1) push notification on the mobile app during GBTA Europe Conference on the day of sponsored event
- Website Banner ad on gbta.org and GBTA Hub (1-month) –
- Three (3) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)
- Logo recognition on on-site signage at lunch sponsorship, provided by GBTA



Thought Leadership / Event Sponsorship

Closing Main Stage Session Sponsor

€22500 + 20% VAT

- Two (2) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Logo recognition as the official sponsor of featured speakers in email announcement of Main Stage and applicable communication
- Logo recognition on stage during sponsored session
- Three (3) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)
- Video commercial (60-second max) to play on Main Stage
- One (1) VIP table during sponsored Main Stage session (8 people per table)



Networking Events

Networking Events

Big Night Out €90000 + 20% VAT

- Six (6) complimentary Buyer registrations
- Four (4) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners *
- Three (3) push notifications on the mobile app during GBTA Europe Conference promoting the Big Night Out
- Website Banner ad on gbta.org and GBTA Hub (3-months)
- Logo recognition on on-site signage at Big Night Out, provided by GBTA
- Two (2) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)
- Logo recognition in email to all attendees announcing the Big Night Out
- Opportunity to enhance Big Night Out theme with a sponsor-conducted activity or event engagement item, subject to GBTA approval
- Opportunity to include a prize draw for Big Night Out. Sponsor is required to contribute a prize in order for drawing to take place
- Sponsor may provide additional branding to be displayed at the Big Night Out. To be discussed with GBTA
- Sponsor logo on the GBTA created Big Night Out Poster, used for marketing purposes pre-event



Networking Events

Opening Night Reception (in Expo)

€30000 + 20% VAT

- Three (3) complimentary Buyer registrations
- Three (3) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- One (1) push notification on the mobile app during GBTA Europe Conference on the day of sponsored event
- Website Banner ad on gbta.org and GBTA Hub (3-months)
- Logo recognition on on-site signage at Opening Night reception, provided by GBTA
- Two (2) minute speaking opportunity on Main Stage (may be used for video commercial (60-second max), speech and/or presentation)



Networking Events

The Big Idea €25000 + 20% VAT

Align your brand with this interactive session that focuses on a key industry topic. Designed for all attendees to spark conversation, debate and thought leadership.

- Two (2) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Logo recognition on stage monitors and in room during session
- Exclusive sponsorship of The Big Idea
- Three (3) minute introduction of session (may be used for video commercial (60-second max), speech and/or presentation)
- Video commercial (60-second max) to play at the start of the Big Idea session
- Opportunity to have staff assist in table facilitation
- Output (PDF infographic or write-up) of findings/observations stemming from session



Networking Events

Global Leadership Reception - Invitation Only €20000 + 20% VAT

This special event will bring together GBTA leaders from around the world to celebrate the global identity of GBTA through the work of our volunteers. This event also recognizes Business Travel Service Award recipients.

- Two (2) complimentary Supplier registrations
- Two (2) complimentary Buyer registrations
- Ten (10) Invitations to the reception for supplier staff or buyers
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Opportunity to provide branded giveaways or gift bags during Global Leaders Reception. Recommended quantity to be provided by GBTA
- Verbal mention and logo recognition on stage at the Global Leaders Reception
- Opportunity to include a prize draw for Global Leaders Reception. Sponsor is required to contribute a prize in order for drawing to take place
- Sponsor may provide up to four (4) pop-up banners to be displayed at the Global Leaders Reception
- Logo recognition on invitations for the Global Leaders Reception

Networking Events

Connect First Sponsorship €12500 + 20% VAT

Sponsor Connect First to connect with and guide first-time attendees and returning professionals.

- Two (2) complimentary Supplier registrations
- Two (2) complimentary Buyer registrations
- Three (3) minutes of stage time at Welcome and Networking (may be used for video commercial (60-second max), speech and/or presentation)
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Verbal mention and logo recognition on Main stage in reference to the Connect First Welcome and Networking
- Logo recognition at the Connect First Welcome and Networking
- Branding in Connect First Lounge area coordinated with GBTA
- Opportunity to place a sustainable giveaway on attendee chairs at Welcome and Networking. Recommended quantity to be provided by GBTA



Brand Experience

Brand Experience

Networking Lounge €55000 + 20% VAT

Fully branded lounge located on the expo floor for maximum exposure during the exhibition. Space is identified as the main seating area on the expo floor, where delegates can congregate to network, conduct business and enjoy the food & beverages offered in the expo area. GBTA Europe will work with sponsor to get desired look & feel and brand exposure.

- Six (6) complimentary Buyer registrations
- Eight (8) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- One (1) VIP table during sponsored Main Stage session (8 people per table)
- Guaranteed time slot in GBTA Broadcast Studio for one-on-one interview during Conference
- Custom artwork banner hung in Expo Hall in high-traffic area. Exact placement and size to be confirmed.
- Four (4) floor decals with custom artwork placed around Networking Lounge (Size B: 80cm x 120cm)
- Two (2) push notifications on the mobile app during GBTA Europe Conference promoting the Networking Lounge
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month
- Opportunity to place a sustainable giveaway in lounge area. Recommended quantity to be provided by GBTA

Brand Experience

Registration Desk €17500 + 20% VAT

- Three (3) complimentary Supplier registrations
- Four (4) complimentary Buyer registrations
- Logo recognition along the front of the registration counters
- Option for on-site Registration staff to wear one Sponsor logo item on-site (scarf/button/etc provided by Sponsor). Subject to GBTA Approval
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Logo recognition at the footer of the registration website during the registration process and in confirmation email sent to registered attendees



Brand Experience

Mobile App €22500 + 20% VAT

Have your branding on the official Conference mobile app that will be made available for iOS and Android via the Apple App Store or the Google Play Store. There is also an Attendee Hub web version to accompany the app.

- Two (2) complimentary Supplier registrations
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Custom graphic to appear on the welcome splash screen of the mobile app each time the app is opened
- Custom card with click-through link on main navigation page of the mobile app and Attendee Hub
- Sponsor mentioned in communication to all delegates announcing the mobile app live date and instructions
- Logo recognition in email to all attendees announcing the mobile app is live
- Two (2) push notifications on the mobile app during GBTA Conference
- Post-event usage report

Brand Experience

GBTA Broadcast Studio €22500 + 20% VAT

Sponsorship of the GBTA Broadcast Studio is an incredible opportunity to spotlight your organization as the company connecting the business travel industry's top executives.

- Two (2) complimentary Supplier registrations
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Logo recognition on two (2) meter boards and one (1) floor decal placed next to Broadcast Studio at the Conference
- Logo recognition on one (1) HTML email blast to registered attendees post-conference promoting viewership of all Broadcast Studio interviews
- Logo recognition on top and tail of every video interview and available post-Conference on GBTATV YouTube channel



Brand Experience

Custom Lounge €18500 + 20% VAT

Sponsor-branded meeting area for delegates to meet, relax and network in prime location.

- Two (2) complimentary Supplier registrations
- Two (2) complimentary Buyer registrations
- Two (2) complimentary Exhibitor support staff registrations to be redeemed by Thursday, September 26 (non-transferable)
- Early Bird registration rate extended to 6 weeks prior to the show, or Thursday, September 26
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Website Banner ad on gbta.org and GBTA Hub (3-months)
- Logo recognition on two (2) floor decals placed around your booth (Size B: 80cm x 120cm)
- Custom artwork on lounge signage provided by GBTA
- Furniture sourced by GBTA
- Sponsor may provide additional branding to enhance lounge with pop-ups, sustainable giveaways, pillows, etc.

Brand Experience

Viewing Lounge €15000 + 20% VAT

Viewing Lounge in high-traffic area where Conference attendees watch live-streaming Main Stage content.

- 6m x 6m Viewing Lounge includes: back wall with (1) 55-in TV monitor, comfortable furniture including eight (8) seating cubes, twelve (12) bar stools, four (4) high tables and carpeting
- Logo recognition on four (4) branded high tables and eight (8) branded seating cubes
- Sponsor to provide custom artwork for branded back wall
- Sponsor may provide additional branding to enhance lounge with two (2) pop-ups, sustainable giveaways, etc.
- Upgrades available at additional cost to sponsor

Coffee Cart €14500 for 1 / €26000 for 2 + 20% VAT

- Sponsor may provide up to two (2) pop-up banners to be displayed around the cart
- Sponsor may design custom branded sustainable cups to be provided by GBTA
- Logo recognition on top of cart
- Baristas included

Juice Bar €15000 + 20% VAT

- Sponsor may design custom branded sustainable cups to be provided by GBTA
- Sponsor may provide up to two (2) pop-up banners to be displayed around the cart
- Logo recognition on top of cart
- Staff included

Brand Experience

Lanyards €22500 + 20% VAT

- Two (2) complimentary Supplier registrations
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- Website Banner ad on gbta.org and GBTA Hub (2-months)
- Logo recognition on name badges
- Sponsor is responsible for production and shipping costs of branded double-clip lanyards. Quantity to be confirmed by GBTA



Brand Experience

GetPica Photo Feed Sponsorship €17500 + 20% VAT

- Two (2) complimentary Supplier registrations
- 30-second advertisement or message at the top of the GetPica Photo Feed to promote your brand presence at GBTA Europe Conference
- Logo recognition of GetPica experience in the "Know Before You Go" and "Post-Event Wrap-Up" email to attendees
- Logo will appear inside the GetPica app at top of photo feed and on co-branded banner at the bottom of uploaded photos
- Logo recognition on signage near registration with QR code to download GetPica app
- Logo recognition on GBTA and VDR websites, event app, official materials, and sponsor recognition banners*
- One (1) Daily News Brief (DNB) Banner ad
- Verbal mention and logo recognition on Main Stage in reference to GetPica
- Post-event report of GetPica app engagement including number of downloads and number of views
- The photo feed will remain live for 12 months after the event, providing post-event branding.

Brand Experience

Branded High Tables

€7500 + 20% VAT

- Placed in high-traffic areas or around your booth for extended branding
- Ten (10) high tables with custom artwork

Cloakroom

€7500 + 20% VAT

- Custom branded counters

Mobile Charging Units

€5000 + 20% VAT

- Placed in high-traffic areas around conference venue
- Includes forty (40) custom branded mobile charging units placed in high-traffic areas around the conference (size: 15cm w x 21.3cm h)

USB Charging Tables

€15000 + 20% VAT

- Includes two (2) custom branded tables, power and seating

Thank you to our Sponsors

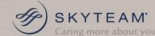
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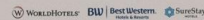
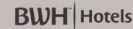
Energy



Thought Leadership



Featured



Bronze

Thank you to our Partners



Floor Decals

Name	Size	Pricing	Notes
Floor Decal: Size A	40cm x 60cm	€250 + 20% VAT	Custom floor decal location to be selected on floor map prior to Conference
Floor Decal: Size B	80cm x 120cm	€500 + 20% VAT	
Floor Decal: Size C	Circle 50cm diameter	€300 + 20% VAT	
Floor Decal: Size D	Circle 100cm diameter	€600 + 20% VAT	

GBTA

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