

# Sponsorship Prospectus

GBTA CONFERENCE – Berlin in Partnership with VDR

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Berlin, Germany | 6–8 December

For more info: [sponsor@gbta.org](mailto:sponsor@gbta.org) | [europeconference.gbta.org](http://europeconference.gbta.org)





## **New for 2021:**

**Education Programme  
has been condensed into  
2 days 7&8 December**

**Education Programme  
increased to 45 minutes**

**All lunches and  
networking breaks  
will be in the expo**

**‘Mingle All the Way’  
networking evening on  
7 December will be in  
the expo**

**Revised safety measures**

**Extended Expo hours**

**Ready. Safe. Travel.**

## **Table of Contents**

03	About GBTA's Europe Conference
04	Health and Safety at GBTA's Europe Conference
05	Why Exhibit at GBTA's Europe Conference?
06	About GBTA Europe Conference Attendees
07	GBTA Conference - Berlin in Partnership with VDR
08	Premium Sponsorships
10	Industry Education
12	Networking Opportunities
14	Brand Awareness
22	Sponsorship Contact Information

# About GBTA's Europe Conference

A thriving business travel industry is critical for a booming economy. GBTA launched our "Ready.Safe.Travel." campaign to push for a safe return to business travel through advocacy, education, and awareness. To do our part in that effort, GBTA and VDR are bringing together our industry 6-8 December at **GBTA Conference 2021 - Berlin in Partnership with VDR.**

The health and safety of our employees and attendees is a priority. The venue, service providers, and GBTA are working together to take reasonable precautions to follow any ECDC or local government guidelines for health and safety at events. GBTA will continue to monitor these safety guidelines.

It is important now, more than ever, that we come together to design and devise new strategies to restart our industry. The heart of our industry's growth is the value of our relationships. It is by innovating together that will save our industry.

## REASONS TO ATTEND AT GBTA'S EUROPE CONFERENCE:



**Generate New  
Business Leads**



**Network Throughout  
the Conference**



**Exchange Ideas  
with Attendees**



**Reconnect with  
Partners & Clients**



**Attend Education  
Sessions on Key Topics**



**Hear from Subject  
Matter Experts**

View all health and safety precautions at: <https://europeconference.gbta.org/About/COVID-19-Response-Protocols> >>

## Health and Safety at GBTA's Europe Conference

GBTA's top priority is keeping all attendees safe. GBTA is actively working with local and national authorities to make GBTA Conference 2021- Berlin in Partnership with VDR as safe an environment as possible.



**Following Guidance from Local, State, and National Authorities**



**Impliment Health and Safety Measures by GBTA**



**Staying up-to-date with changing health protocols and adjusting as needed**

By registering and attending GBTA Conference 2021 Berlin in Partnership with VDR, you agree to comply with all terms and conditions, such as but not limited to, standards of behavior and engage in certain health-and-safety conduct as directed by state/local laws while attending the event. This includes, but is not limited to, submitting to daily temperature checks, wearing a mask at all times in public areas, engaging in appropriate physical distancing and not attending the event if you are ill or have been recently exposed to COVID-19.

[View all health and safety precautions>>](https://europeconference.gbta.org/About/COVID-19-Response-Protocols)

\* For the most up to date guidelines please check the conference website <https://europeconference.gbta.org/About/COVID-19-Response-Protocols>



# Why Exhibit at GBTA's Europe Conference?

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Give your organization the best opportunity to connect in person with the dynamic and influential business travel community with attendees from across Europe.

## **Exhibitors create lasting business relationships**

- Reach beyond your network to generate leads and grow your business
- Connect with other businesses and suppliers
- Increase your market share and enhance your position in the industry
- Expand your brand awareness and showcase your organization
- Market new products or organization initiatives to the business travel community

## **New Features**

- Education Programme has been condensed into 2 days 7&8 December
- Education Session increased to 45 minutes
- All lunches and networking breaks will be in the expo
- 'Mingle All the Way' networking evening on 7 December will be in the expo
- Revised safety measures
- Extended Expo hours.

## Buyers have a wide array of responsibilities

Procurement/Purchasing

Meetings Events and Incentive Travel

Corporate Services

Risk Management

Expense Management

Finance

Workforce Mobility

Relocation

Employee Retention

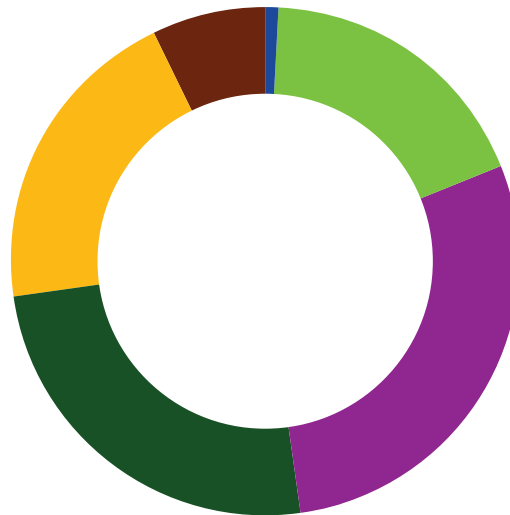
Employee Satisfaction

Information Technology

Human Resources

# About GBTA Europe Conference Attendees

Business Travel Attendees are Influential Decision Makers



Entry Level Staff	1%
Experienced Staff	18%
Manager	29%
Director	25%
Executive	20%
Senior Executive	7%

Business Travel Attendees are Experienced



Less than 1 year	4%
1 year to less than 3 years	12%
3 years to less than 5 years	5%
5 years to less than 10 years	16%
10 years to less than 20 years	27%
20 years or more	36%

\* Source: 2019 Post-Conference Survey

# GBTA Conference - Berlin in Partnership with VDR

GBTA'S Europe Conference will gather together the business travel industry to connect, to share and to learn from one another. Secure an exhibit space to meet with current and new clients.

## ALL BOOTHS INCLUDE:

- One complimentary registration per 6m<sup>2</sup>
- Pre-show promotion on the Conference website
- Appointment tool
- Display in the mobile app and online floor plan
- Minimum of 7 hours selling time\*
- 1 Priority Point for every 6m<sup>2</sup>

\*Subject to change

## BOOTH PRICING:

EXHIBIT SPACE	By 19/11/2021	Standard Rate
Modular Booth (2x3m)	€8,500	€9,000
Double Modular (3x4m or 2x6m)	€17,000	€18,000

## BOOTH RENTAL INCLUDES:

Modular Booth Rental: Includes 2mx3m stand complete with graphics, counter, table, 4 chairs, power socket, lights and 1 complimentary registration.

Double Modular Booth Rental: Includes 2mx6m or 3mx4m stand complete with graphics, 2 counter, 2 table, 8 chairs, power socket, lights and 2 complimentary registrations.



# Premium Sponsorships

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## **PLATINUM SPONSORSHIP**

**€35,000 + 20% VAT**

(5 sponsorships available)

- Early bird registration rate extended until 31 October 2021
- 8 complimentary supplier registrations
- 8 complimentary buyer registrations (non-transferable)
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 3 months of banner ad to run on GBTA.org website
- 1 Banner ad in one GBTA Daily News Brief
- GBTA Daily News Brief 1 day takeover
- 1 Banner ad in Expo Hall. Sponsor will provide custom artwork of their choice
- 1 Decal floor sticker in front of booth in Expo Hall
- 1 Meeting room
- Reserved VIP seating for 12 registered guests in one General Session

## **GOLD SPONSORSHIP**

**€22,500 + 20% VAT**

(5 sponsorships available)

- Early bird registration rate extended until 31 October
- 5 complimentary supplier registrations
- 5 complimentary buyer registrations (non-transferable)
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 2 months of banner ad to run on GBTA.org website
- 1 Sponsored Content in GBTA Daily News Brief
- 1 Banner ad in Expo Hall. Sponsor will provide custom artwork of their choice
- 1 Decal floor sticker in front of booth in Expo Hall



# Premium Sponsorships

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## SILVER

**€15,000 + 20% VAT**

(3 sponsorships available)

- 3 complimentary supplier registrations
- 3 complimentary buyer registrations (non-transferable)
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 1 month of banner ad to run on GBTA.org website
- 1 Banner ad in one issue of GBTA Daily News Brief

## BRONZE

**€9,500 + 20% VAT**

(3 sponsorships available)

- 2 complimentary supplier registrations
- 2 complimentary buyer registrations (non-transferable)
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 1 Banner ad in one issue of GBTA Daily News Brief

# Industry Education

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## **OPENING GENERAL SESSION** €17,500 + 20% VAT (2 sponsorships available)

- Exclusive sponsorship of opening General Session on 7 December 2021
  - 3 minutes of stage time (may be used as time for video commercials, speech and/or presentation)
  - Sponsor to have opportunity to show video prior to session (up to 60 seconds, must be provided at least 2 weeks before the Conference in specified format)
  - Reserved VIP seating for 12 registered guests during session
  - 2 complimentary supplier registrations
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - Logo on stage monitors and in room during session
- 

## **INSPIRATIONAL SPEAKER** €17,500 + 20% VAT

- Exclusive sponsorship of keynote speaker
  - 3 minutes of stage time (may be used as time for video commercials, speech and/or presentation)
  - Sponsor to have opportunity to show video prior to session (up to 60 seconds, must be provided at least 2 weeks before the Conference in specified format)
  - Reserved VIP seating for 12 registered guests during session
  - 2 complimentary supplier registrations
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - Logo on stage monitors and in room during session
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# Industry Education

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## **CLOSING GENERAL SESSION SPONSORSHIP** €17,500 + 20% VAT (2 sponsorships available)

- Sponsorship of closing General Session
  - 3 minutes of stage time (may be used as time for video commercials, speech and/or presentation)
  - Sponsor to have opportunity to show video prior to session (up to 60 seconds, must be provided at least 2 weeks before the Conference in specified format)
  - Reserved VIP seating for 12 registered guests during session
  - 2 complimentary supplier registrations
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - Logo on stage monitors and in room during session
- 

## **THE BIG IDEA** €20,000 + 20% VAT

- Exclusive sponsorship of The Big Idea
  - 3 minutes of stage time for company promotion (may be used as time for video commercials, speech and/or presentation) and for introducing the session
  - Sponsor to have opportunity to show video prior to session (up to 60 seconds, must be provided at least 2 weeks before the Conference in specified format); video will be played twice during Conference at viewing areas throughout the centre
  - Opportunity to have staff assist in table facilitation
  - 2 complimentary supplier registrations
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - Logo on stage monitors and in room during session
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# Networking Opportunities

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## **LUNCH SPONSORSHIP** €15,000 per lunch + 20% VAT (2 opportunities available)

- Sponsor to have opportunity to show video on Main Stage (up to 90 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 2 minutes)
  - Signage, pop-ups and gobos featuring sponsor logo
  - 1 month of banner ads to run on GBTA website
  - 1 mobile app message on day of event
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - 2 complimentary supplier registrations
  - 2 complimentary buyer registrations (non-transferable)
- 

## **WELCOME RECEPTION - 6 DEC** €25,000 + 20% VAT (3 sponsorships available)

- Sponsor to have opportunity to show video on Main Stage (up to 90 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 2 minutes)
  - 1 Signage, pop-ups and gobos featuring sponsor logo
  - 3 months of banner ads to run on GBTA website
  - 1 mobile app message on day of event
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - 3 complimentary supplier registrations
  - 3 complimentary buyer registrations (non-transferable)
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# Networking Opportunities

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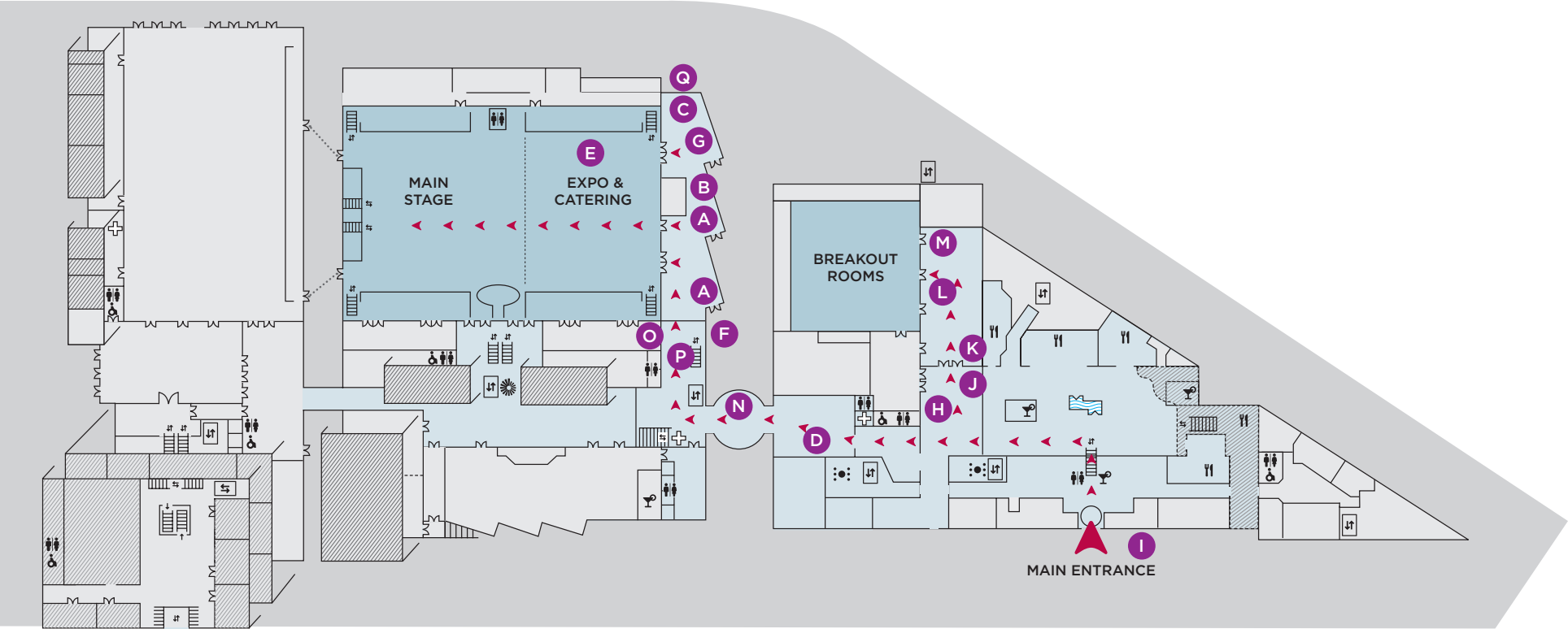
**MEET & MINGLE RECEPTION - 7 DEC** €25,000 + 20% VAT (3 sponsorships available)

'Mingle all the way' - Sponsor to have opportunity to show video on Main Stage (up to 90 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 2 minutes)

- 1 Signage, pop-ups and gobos featuring sponsor logo
  - 3 months of banner ads to run on GBTA website
  - 1 mobile app message on day of event
  - Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
  - 3 complimentary supplier registrations
  - 3 complimentary buyer registrations (non-transferable)
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# Brand Awareness location map

## VENUE OVERVIEW



# Brand Awareness

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## **CUSTOM LOUNGE** €15,000 + 20% VAT (2 sponsorships available)

**A**

Create a completely unique and custom space that allows your organization to effectively tell your story and engage with Conference attendees. Fully branded lounge area located near the entrance to Expo hall for maximum exposure during the event. Space is identified as one of 2 main seating areas, where delegates can relax, network, meet and recharge.

- Early bird registration rate extended until 31 October
- 2 complimentary supplier registrations
- 2 complimentary buyer registrations (non-transferable)
- 2 complimentary registrations for exhibitor support staff
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 1 months of banner advertisements on GBTA.org website
- 1 Banner advertisement in a public area of the Conference Centre outside of Expo Hall. Sponsor will provide custom artwork of their choice
- 3 Window graphics 384cm (w) 66cm (h)
- 6 relaxing chairs
- 6 relaxing stools
- 3 Branded tables
- 1 branded light frame

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## **VIEWING LOUNGE** €12,500 + 20% VAT

**B**

The Viewing Lounge is in a heavily-trafficked area of the Conference space and gives delegates a place to relax, network, recharge their mobile devices, and watch the live-streaming Conference content on television monitors. Comfortable furniture is included. Upgrades available at additional cost. Sponsor may place a brochure or giveaway in the lounge and may place a pop-up banner inside the lounge space. Lounge will be branded with sponsor's logo.

6m x 6m Viewing Lounge includes:

- Carpeting
- 8 branded seating cubes
- 4 branded high tables
- 12 bar stools
- 1 55-inch TV monitor.
- Branded back wall



# Brand Awareness

## GBTA BROADCAST STUDIO €17,500 + 20% VAT

Sponsorship of the GBTA Broadcast Studio is an incredible opportunity to spotlight your company connecting the business travel industry's top executives, CEO's, influencers and thought leaders with not only GBTA Europe Conference attendees but the entire GBTA membership through this exciting media platform.

- Sponsor logo will appear on the GBTA Broadcast Studio set
- Monitors in front of the stage next to the camera with your logo only
- Sponsor logo to appear at the beginning and end of each Industry Leader interview
- Interview schedule to be provided to sponsor with option to meet-and-greet each guest (as long as it does not become intrusive or starts cutting into the filming schedule)
- Sample videos available on YouTube and across the GBTA media network
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- Logo and link on website and onsite as Featured Sponsor
- 2 complimentary staff registrations



## PRINTED POCKET AGENDA €17,500 + 20% VAT

The Pocket Program provides an at-a-glance view of all Conference activity and will be available at registration.

- Sponsor logo on front and back of Pocket Agenda
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite



## LANYARDS €17,500 + 20% VAT

- Exclusive sponsor of conference lanyards
- Sponsor to provide 600 branded lanyards, delivered to conference venue
- Name badges to feature sponsor logo alongside GBTA and VDR logo
- 2 complimentary supplier registrations
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 2 months of banner advertisements on GBTA.org website



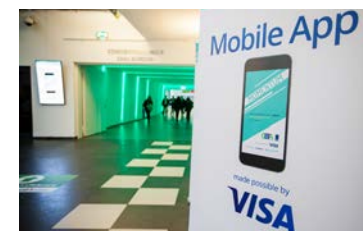


# Brand Awareness

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## MOBILE APP €17,500 + 20% VAT

- Exclusive sponsorship of mobile app
- 2 complimentary supplier registrations
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- Sponsor banner at the bottom of primary application page
- Sponsor mentioned in communication to all delegates announcing the mobile app live date and instructions



## CLOAKROOM SPONSORSHIP €5,000 + VAT

- Long counter - Front branding (840 x 92) and top of long counter (840 x 60)

D



## COFFEE CART €10,000 for one coffee cart / €17,500 for two + 20% VAT (2 sponsorships available)

- Sponsorship includes barista, cart and coffee cup branding - 95cm (circumference) x 300cm (h)



## FLOOR DECALS - FOOTPRINT €40 + 20% VAT

- 1 40cm floor decal

# Brand Awareness

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## FLOOR DECALS - CIRCULAR (SETS OF 20) €800 + 20% VAT

- Set of 20 40cm floor decal

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## FLOOR DECALS - LARGE GRAPHIC €500 + 20% VAT

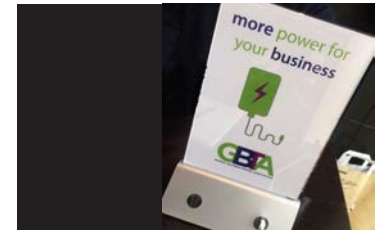
- 1 per msq



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## MOBILE CHARGING UNITS €10,000 for 50 + 20% VAT

- 50 branded charging units dotted around main conference halls



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## BRANDED HIGH TABLES €10,000 for 25 tables + 20% VAT

- Tables for Expo or other communal areas

E



# Brand Awareness

## SANITATION STATIONS €10,000 for 10 branded sanitation stations

- 10 branded sanitation stations to include branded table; banner stand; branded 100ml hand sanitizer

F



## SELFIE STATION €5,000 + 20% VAT

The Selfie Station gives Conference attendees a place to interact and network for social media engagement, in a heavily-trafficked area of the Messe Centre. Your company's logo will be prominently placed on the selfie station branded unit to be framed strategically to draw attention to your logo in the photos shared on social media. Selfie Station area will be branded with sponsor logo and GBTA/VDR logos. Sponsor may place a brochure or giveaway in the area and host a contest to drive traffic to your expo booth.

G



## POPCORN MACHINE €12,500 + 20% VAT

- 1 machine on Expo Floor
- Branded popcorn bags
- 3 Counters



## REGISTRATION COUNTER €17,500 + 20% VAT

- 3 counters 200cm x 120cm
- 1 Logo Branding, Counter 182 cm (w) x 73 cm (h)

H



# Brand Awareness

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## FLAGS AT THE ENTRANCE €2,500 each set of 5 + 20% VAT (2 sets of 5 available)

- Flags at entrance to centre
- 5 left of the main entrance 100 x 420cm
- 5 pc right of the main entrance 100 x 420cm

I



## BANNER AT THE ENTRANCE TO ESTREL FOYER €4,000 + 20% VAT

- Banner entrance of Estrel Hall Foyer adjacent to Registration area and breakout rooms - 600 x 250 cm

J



## BANNER IN HALL FOYER PASSAGE €4,000 + 20% VAT

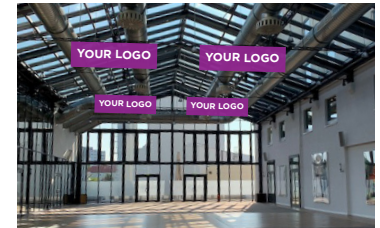
- Banner exit from Estrel Hall Foyer, adjacent to Registration area and breakout rooms - 600 x 250 cm

K

## BANNER IN HALL FOYER €1,500 + 20% VAT (4 available)

- Banner Estrel Hall Foyer 350 x 100

L



# Brand Awareness

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## BANNER AT EXIT TO TERRACE €4,000 + 20% VAT

- Banner exit to Terrace 600 x 250

M



## HIGH WINDOWS IN ROTUNDA €950 per window + 20% VAT (6 available)

- Windows in Rotunda on right, 135 x 235cm

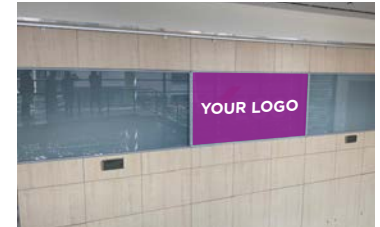
N



## BANNER FOYER II €2,500 + 20% VAT

- Size 300 x 250cm

O



## AD SPACES ON STAIRS €3,500 + 20% VAT

- On the rising of the individual steps to and from Foyer III, 22 spaces
- Size 275 x 11cm

P

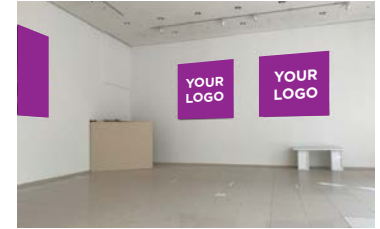


# Brand Awareness

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**BRANDED PANELS IN FOYER III** €2,500 per panel + 20% VAT (7 available)

- Size 275 x 275cm





## Sponsorship Contact Information

### GBTA

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