



**GBTA** +



**ABTA**  
AUSTRIAN BUSINESS TRAVEL ASSOCIATION

Europe  
Conference  
**2026**

**Vienna**  
2-4 November

# GBTA + VDR Europe Conference 2026 in Partnership with ABTA | Vienna

2-4 November 2026

# Connect Your Brand with Europe's Business Travel Decision-Makers

Give your organization the best opportunity to connect with the European business travel community. Sponsors can create custom experiences at GBTA + VDR Europe Conference 2026 in Partnership with ABTA | Vienna to reach this key audience and tell their story.

Explore how to expand your network, increase lead generation efforts, enhance branding opportunities, and make an impact at Europe's largest conference for business travel and meetings management professionals

Interested? Contact our [sponsorship team](#) with any questions about sponsorship.



# Europe Conference 2025 by the Numbers

**1,200+**

Registered Attendees

**326**

Business Travel  
Buyer Attendees

**65**

Exhibitors

**100+**

Dynamic Speakers

**20**

Education sessions

**5**

Main Stage Segments



40 Countries Represented  
by Attendees



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Europe  
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## Attendee Demographics

**97%** of buyers rate the Expo Hall as “excellent,” “above average,” or “average”

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**79%** of buyers plan to engage at least one new supplier from the 2025 expo floor

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**99%** of buyers rate their overall experience as “excellent”

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**97%** buyers agree being a sponsor shows loyalty/support for GBTA and its members

**9 in 10 buyers  
feel that  
sponsorships  
help expose  
them to  
companies**

# Attendee Demographics

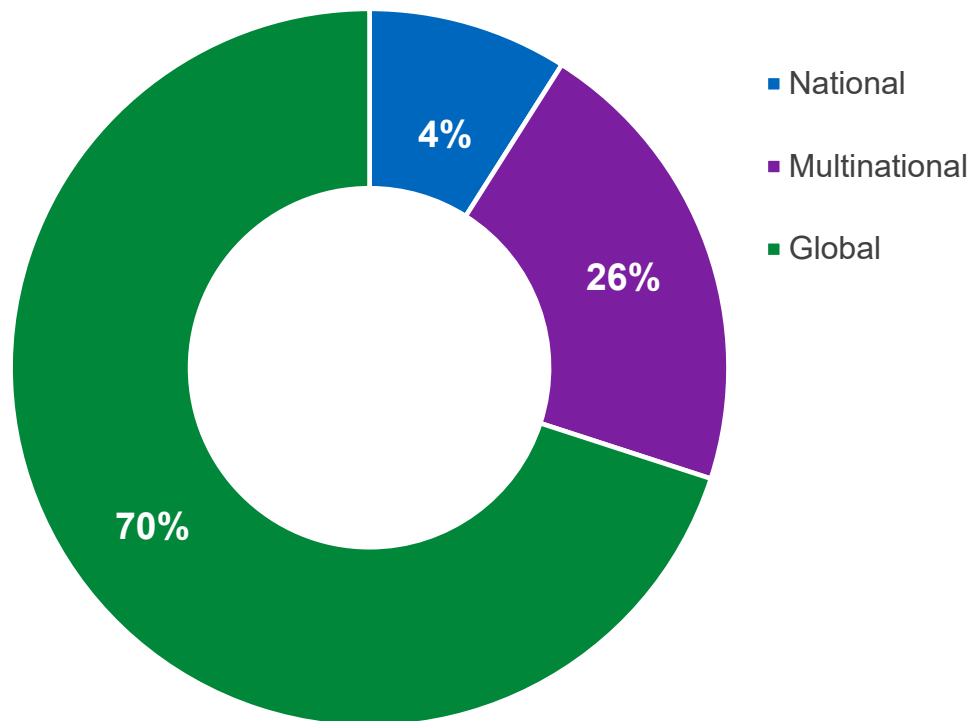
## Top 5 Reasons Buyers Attend the Europe Conference

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



# Attendee Demographics

Conference attendee companies span global, multinational, and national companies



# Attendee Demographics

## 2025 Buyer Attendee Travel Spend

**19%** Less than €10 million

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**35%** €10 to €50 million

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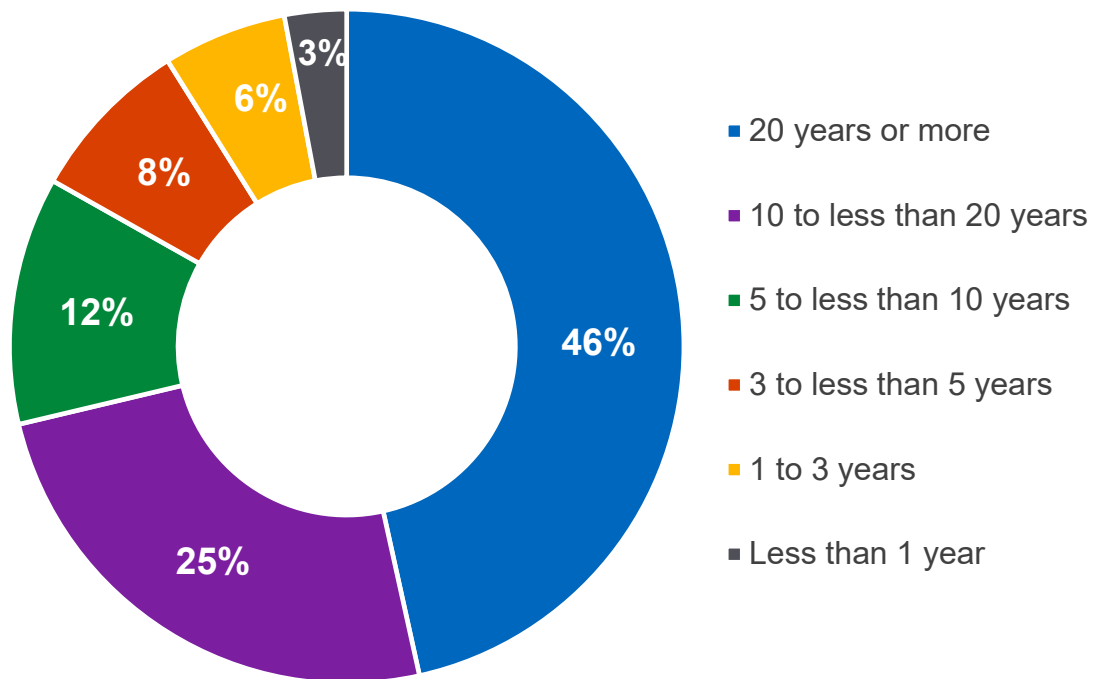
**39%** €50 million or more

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# Attendee Demographics

Our attendees have significant industry experience



# Exhibit Opportunities



**GBTA** +



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AUSTRIAN BUSINESS TRAVEL ASSOCIATION

Europe  
Conference  
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# Exhibit Opportunities

## Space Only Booths

- Pre-show promotion on the Conference website
- Pre- and Post-Conference Attendee List
- Appointment Tool
- Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- Includes complimentary registration(s):
  - 1 registration for 6 sqm
  - 2 registrations for 7-18 sqm
  - 3 registrations for 19-30 sqm
  - 4 registrations for 31+ sqm

	By 31 July 2026	Standard
Space Only (per m2)	€2000	€2100

*Please note pricing does not include applicable 20% VAT.*



# Exhibit Opportunities

## Modular Booths

- Pre-show promotion on the Conference website
- Pre- and Post-Conference Attendee List
- Appointment Tool
- Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- Includes 1 complimentary registration per 6m<sup>2</sup>
- Includes stand complete with graphics
- Counter, table, chairs, power socket, and lights

	By 31 July 2026	Standard
Modular 6m <sup>2</sup>	€13500	€14250
Modular 8m <sup>2</sup>	€18500	€19500
Modular 12m <sup>2</sup>	€27000	€28500
Modular 15m <sup>2</sup>	€34000	€36000
Modular 18m <sup>2</sup>	€36000	€38500

Please note pricing does not include applicable 20% VAT.



Europe  
Conference  
2026

Vienna  
2-4 November



# Exhibit Opportunities

## Pavilions

### All Pavilion Kiosks include:

- Pre-show promotion on the Conference website
- Pre- and Post-Conference Attendee List
- Appointment Tool
- Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- 2mx2m stand with your logo
- Table, 2 chairs/stools, power socket, and lights
- 1 complimentary registration

**All Kiosks are €5000**

Pavilion	Description
Hotel	Independent & lifestyle hotels provide a unique approach to hospitality including regionally inspired accents and local inspired décor and atmosphere. Join the Independent Hotel Pavilion with other unique properties and meet business travel professionals looking to update their travel program.
New Entrants	Join the expo floor and other first-time exhibitors at the GBTA + VDR + ABTA Conference 2026. Exhibitors in this pavilion have never attended and bring new products and services that will round out or boost our attendees' travel program. Showcase your organisation and make the case that you are the perfect solution at the New Entrants Pavilion. Reserved for first-time exhibitors with GBTA Europe.
Sustainability	Don't miss the opportunity to showcase your organisation's efforts to "green" business travel! Enjoy full access to the GBTA +VDR + ABTA Conference show floor with this turnkey kiosk in the Sustainability Pavilion.

*Please note pricing does not include applicable 20% VAT.*

# Exhibit Opportunities

## Pavilions

### All Pavilion Tabletops include:

- Pre-show promotion on the Conference website
- Pre- and Post-Conference Attendee List
- Appointment Tool
- Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- Table and 2 chairs
- 1 complimentary registration
- Exhibitors may bring and display a pop-up banner.

**All Tabletops are €3500**

Pavilion	Description
Austrian	Showcase your organisation as part of the Austrian Pavilion on the expo floor at the GBTA + VDR + ABTA Conference 2026. This dedicated space highlights companies headquartered in Austria, offering a space to connect with global business travel professionals and elevate your presence among key industry decision-makers.
Tech Village	Position your brand at the forefront of innovation in business travel in the Tech Village on the expo floor. This dedicated space brings together companies showcasing technology solutions that enhance, streamline and transform business travel. Connect with industry professionals and demonstrate how your technology is shaping the future of the industry.

*Please note pricing does not include applicable 20% VAT.*

# Premium Sponsorships

# Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>PRICING</b>	<b>€45000 + 20% VAT</b>	<b>€27500 + 20% VAT</b>	<b>€18500 + 20% VAT</b>	<b>€12000 + 20% VAT</b>
Complimentary Supplier registrations to be redeemed by Tuesday, September 22.	8	5	3	2
Complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).	8	5	3	2
Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.*	✓	✓	✓	✓
All-attendee registration list distributed four (4) times.**	✓	✓	✓	✓
Advertisement in 1 issue of the GBTA Daily News Brief.	Banner	Sponsored Content	Banner	Banner
Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.	✓	✓	✓	✓

# Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
PRICING	<b>€45000</b> <b>+ 20% VAT</b>	<b>€27500</b> <b>+ 20% VAT</b>	<b>€18500</b> <b>+ 20% VAT</b>	<b>€12000</b> <b>+ 20% VAT</b>
Website Banner Ad on gbta.org and GBTA Hub with one creative allowed per month.	Three months	Two months	One month	
Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 20 October.	✓	✓		
Logo recognition on one floor decal placed around your booth (Size B: 80cm x 120cm).	✓	✓		
Custom artwork banner hung in Expo Hall in high-traffic area. (300cm W x 180cm H).	✓	✓		
One (1) Daily News Brief (DNB) Takeover.	✓			
10 VIP seats at one (1) Main Stage session of sponsors choice.	✓			
One (1) meeting room for the duration of GBTA Europe Conference (subject to availability).	✓			

# Thought Leadership & Event Sponsorships

# The Big Idea

## €28500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Three (3) minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Logo recognition on stage monitors and in room during session.
- Logo recognition in one (1) email announcing The Big Idea programming.
- Two (2) push notifications on the GBTA mobile app during the event.
- Output of findings/observations stemming from session (podcast).
- Guaranteed interview slot in GBTA Broadcast Studio. Must be confirmed by early deadline or slot will no longer be guaranteed.

# Braindate

€25000 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Logo recognition in one (1) email to buyers only promoting Braindate.
- Logo recognition on signage in Braindate lounge. Further branding to be discussed with GBTA.
- Sponsor can create up to four (4) Braindate sessions (1 per day). Sessions will be marked as sponsored.
- Post-event report of Braindate including platform sponsor logo analytics (clicks and impressions), Braindate meeting topics, activity reports, and meeting data for the 4 sponsor sessions, and key stats related to trending key works and top searches for all Braindates.
- Two (2) push notifications on the GBTA mobile app during the event.
- Custom graphic in Braindate platform linked to sponsor URL (accessible via GBTA mobile app).
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Main Stage Sessions

Four opportunities available.

**€25000 + 20% VAT**

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Three (3) minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Speaker recognition in agenda for sponsored Main Stage session (includes name, title, headshot, company, and brief bio).
- 10 VIP seats at sponsored Main Stage session.
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on Main Stage during sponsored session.
- Logo recognition in one (1) email announcing Main Stage programming.
- Company name recognition ("Made Possible by") in agenda for sponsored Main Stage session.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# VentureConnect Sponsor

€20000 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- Three (3) minute speaking opportunity at VentureConnect. Total stage time includes video, speech and/or presentation.
- Event presented as “VentureConnect, Made Possible by”.
- Logo recognition on on-site signage at VentureConnect, provided by GBTA.
- Logo recognition in one (1) email announcing winners of VentureConnect.
- Verbal mention and logo recognition on Main Stage while announcing winners of VentureConnect.
- Sponsor will receive profiles of participating startups, post-event (subject to participant consent).
- Opportunity for sponsor to provide one (1) guest judge or mentor for participants.
- Opportunity for sponsor to provide a prize to the winner, to be approved by GBTA.
- Opportunity to provide sustainable giveaways at sponsored session. Anticipated attendance to be provided by GBTA.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Lunch Sponsor

Three opportunities available.

**€19500 + 20% VAT**

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Three (3) minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Logo recognition on on-site signage at lunch sponsorship, provided by GBTA.
- Sponsor may provide up to two (2) pop-up banners to be displayed during sponsored session.
- One (1) push notification on the GBTA mobile app during the event.
- Website Banner ad on gbta.org and GBTA Hub (1-month) - one (1) creative allowed per month.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.

# Co-Developed Education Session

€13500 + 20% VAT

- One (1) complimentary Supplier registration to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations for selected panelists, if applicable, to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Speaking opportunity during one (1) co-developed education session; either 2-minute stage introduction or panel participation.
- One (1) 60-second video commercial to be shown at the start of the session.
- Education session topic of sponsor's choice must be confirmed with Content Team 12-weeks prior to Conference to avoid duplication of content.
- Company name recognition ("Co-Developed with") in agenda for sponsored session.
- Audio recording of sessions available for 90-days post-event to all event registrants via the mobile app, then moved to On Demand in GBTA Hub for members only.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.
- GBTA will assign a designated representative from the Professional Development Team to support the session development and develop a project plan/timeline in conjunction with the Sponsor. Planning calls are required to be scheduled at regular intervals.



# Networking Events

# Big Night Out

€90000 + 20% VAT

- Four (4) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Six (6) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Three (3) minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Logo recognition on official Big Night Out digital and on-site signage, provided by GBTA.
- Logo recognition in one (1) email promoting Big Night Out.
- Sponsor may provide two (2) pop up banners to be displayed at the Big Night Out.
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month.
- Three (3) push notifications on the GBTA mobile app during the event.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Opening Night Reception – In Expo

€30000 + 20% VAT

- Three (3) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Three (3) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Two (2) minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Logo recognition on on-site signage at Opening Night reception, provided by GBTA.
- One (1) push notification on the GBTA mobile app during the event.
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Connection Zone – Expo Floor

€27500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- GBTA-cobranding networking area on expo floor with tables, furniture, and charging devices. GBTA will coordinate with sponsor for branding. GBTA will provide all furnishings.
- Custom artwork banner hung in Expo Hall in high-traffic area. (300cm W x 180cm H).
- Four (4) floor decals with custom artwork placed around Connection Zone (Size B - 80cm x 120cm).
- Two (2) push notifications on the GBTA mobile app during the event.
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to provide sustainable giveaways. Anticipated attendance to be provided by GBTA.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Global Leaders Reception Invitation Only

€20000 + 20% VAT

- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Four (4) minute welcome remarks at Global Leaders Reception. Total stage time includes video, speech and/or presentation.
- Logo recognition on invitations for the Global Leaders Reception.
- Sponsor may provide up to four (4) pop-up banners to be displayed during sponsored session.
- Ten (10) Invitations to the reception for supplier staff or buyers.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Connect First Sponsorship

**€16500 + 20% VAT**

- One (1) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- One (1) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Three (3) minute speaking opportunity at Connect First Orientation session. Stage introduction video (60-second max) is suggested. Total stage time includes video, speech and/or presentation.
- Logo recognition in one (1) email promoting Connect First.
- Logo on stage monitors and in room during session.
- Verbal mention and logo recognition on Main Stage in reference to Connect First.
- Branding in Connect First Lounge area, provided by GBTA.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.

# Brand Experience

# Networking Lounge

€62500 + 20% VAT

- A premium-located, sponsor-branded networking area on expo floor with tables, furniture, and charging devices. GBTA will coordinate with sponsor for branding. GBTA will provide all furnishings.
- Eight (8) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Six (6) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Four (4) floor decals with custom artwork placed around Networking Lounge (Size B - 80cm x 120cm).
- Custom artwork banner hung in Expo Hall in high-traffic area. (300cm W x 180cm H).
- Two (2) push notifications on the GBTA mobile app during the event.
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month.
- Opportunity to provide sustainable giveaways. Anticipated attendance to be provided by GBTA.
- 10 VIP seats at one (1) Main Stage session of sponsors choice.
- Guaranteed interview slot in GBTA Broadcast Studio. Must be confirmed by early deadline or slot will no longer be guaranteed.



# Mobile App

€27500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Custom graphic on the welcome splash screen of the mobile app and Attendee Hub.
- Custom card with click-through link on main navigation page of the mobile app and Attendee Hub.
- Logo recognition in one (1) email announcing Mobile App is live.
- Verbal mention and logo recognition on Main Stage in reference to mobile app.
- Two (2) push notifications on the GBTA mobile app during the event.
- Post-event usage report.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Custom Lounge

**€22500 + 20% VAT**

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Custom artwork on lounge signage, provided by GBTA.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Sponsor-branded meeting area for delegates to meet, relax and network in prime location. Furniture sourced by GBTA.
- Logo recognition on two (2) floor decals placed around your booth (Size B: 80cm x 120cm).
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.

# Broadcast Studio

€22500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Early Bird registration rate extended to 2 weeks prior to the show, or Monday, October 20.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Guaranteed interview slot in GBTA Broadcast Studio. Must be confirmed by early deadline or slot will no longer be guaranteed.
- Logo recognition on two (2) meter boards and one (1) floor decal placed next to Broadcast Studio at the Conference.
- Logo recognition on top and tail of every video interview and available post-Conference on GBTATV YouTube channel.
- Logo recognition on one (1) HTML email blast to registered attendees post-Conference promoting viewership of all Broadcast Studio interviews.



# Coffee Bike – Expo

€17500 + 20% VAT

- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Logo recognition on top of cart.
- Sponsor may provide up to two (2) pop-up banners to be displayed during sponsored session.
- Sponsor may design custom branded sustainable cups to be provided by GBTA.
- Baristas included.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Brand Awareness

# Lanyard Sponsor

€25000 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners. \*
- All-attendee registration list distributed four (4) times.\*\*
- Sponsor is responsible for producing and shipping double-clip lanyards. Required quantity to be provided by GBTA.
- Website Banner ad on gbta.org and GBTA Hub (2-months) - one (1) creative allowed per month.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Registration Desk

€20500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Two (2) complimentary Buyer registrations to be redeemed by Tuesday, September 22 (non-transferable).
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Logo recognition along the front of the registration counters.
- Logo recognition at the footer of the registration website during the registration process and in confirmation email sent to registered attendees.
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Tech Village Sponsor

€17500 + 20% VAT

- Two (2) complimentary Supplier registrations to be redeemed by Tuesday, September 22.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Logo recognition on on-site signage at sponsored session, provided by GBTA.
- One (1) banner ad in Europe Network News.
- One (1) Daily News Brief (DNB) Sponsored Content ad placement.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.
- Guaranteed interview slot in GBTA Broadcast Studio. Must be confirmed by early deadline or slot will no longer be guaranteed.



# Charging Tables

€15000 + 20% VAT

- Set of two (2) custom branded charging tables, placed in a high-traffic area. Each table includes six (6) barstools.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Opportunity to participate in GBTA Broadcast Studio. Interview slots are scheduled first come, first served.



# Graffiti Wall of Inspiration

€15000 + 20% VAT

- Custom branding on Graffiti Wall.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*



*Inspiration image – actual design may vary.*

# Sponsor Wall of Surprises

€15000 + 20% VAT

- Custom branding on Sponsor Wall of Surprises.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*



*Inspiration image – actual design may vary.*

# Hopscotch Adventure

€10000 + 20% VAT

- Custom branding on Hopscotch Adventure.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*

*Inspiration image – actual design may vary.*



# Water Bottle Sponsor

€9500 + 20% VAT

- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Sponsor is responsible for producing and shipping water bottles. Minimum quantity: 500.
- Sponsor is responsible for water bottle retrieval and setup throughout the Conference.
- Custom signage on water bottle tables promoting use of water bottles during the Conference.
- Opportunity for sponsor to provide up to two (2) attendees to engage with Conference attendees at water bottle station.



# Sponsor Car

€9500 + 20% VAT

- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*
- Sponsor may provide up to two (2) pop-up banners to be displayed during sponsored session.
- Sponsor car to be placed in location identified by GBTA in the Main Entrance Foyer.
- Opportunity to enhance sponsored session with sponsor-owned activation, subject to GBTA approval.



# Sponsorship Enhancements

# Branded High Tables

**€10000 + 20% VAT**

- Ten (10) custom branded high tables. Sponsor to select placement in high-traffic areas or around booth for extended branding.
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners.\*
- All-attendee registration list distributed four (4) times.\*\*

# Meeting Room

€2500 + 20% VAT

- One (1) meeting room for the duration of GBTA Europe Conference (subject to availability).
- All-attendee registration list distributed four (4) times.\*\*



# Terms and Conditions

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

*\*\*Distribution of All-attendee registration list will be provided four (4) times:*

*6 weeks prior – 22 September (Name, title, company, city)*

*4 weeks prior – 6 October (Name, title, company, city)*

*2 weeks prior – 20 October (Name, title, company, city, email)*

*1 week post – 10 November (Name, title, company, city, email)*

*Subject to PIPEDA, GDPR Compliance and GBTA Terms & Conditions.*

# Contact Us

Ready to sponsor or need expert advice on which opportunity is best for your organization? Please email [marketing@vdr-service.de](mailto:marketing@vdr-service.de)

