

SPONSORSHIP PROSPECTUS

GBTA CONFERENCE 2022 *in Partnership with VDR*
BRUSSELS | 8-10 NOVEMBER

(RE)CONNECT
(RE)IMAGINE
(RE)CREATE

For more info: sponsor@gbta.org | europeconference.gbta.org





New for 2022:

- **Conference hosted in Brussels for the first time**
- **Post breakout campfire sessions in expo**
- **Round the world education stream**
- **Tech talks on the expo floor**
- **Go-Running Tour of Brussels**
- **Pre-conference events including the first GBTA Foundation Sustainability Summit**
- **First in person delivery of the Travel Risk Management Bootcamp - Understanding and Implementing ISO 31030**

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About GBTA's Europe Conference

GBTA Conference 2022 - Brussels in Partnership with VDR on 8-10 November is Europe's largest conference for business travel and meetings management professionals.

It is important now, more than ever, that we come together to design and devise new strategies to protect our industry. The heart of our industry's growth is the value of our relationships. Whether you're a Buyer or a Supplier, it is by innovating together that will drive our industry forward.

Why? It's time to (Re)Connect, to get back to travel, back to business, and back to connecting with what matters most. This is your chance to (Re)Imagine, to think differently and evolve for our collective future. And it's a way to (Re)Create what's next for our global industry, travelers and association. Come join the journey.

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



Why Exhibit at GBTA's Europe Conference?

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

- Conference hosted in Brussels for the first time
- Post breakout campfire sessions in expo
- Round the world education stream
- Tech talks on the expo floor
- Go-Running Tour of Brussels
- Pre-conference events including the first GBTA Foundation Sustainability Summit
- First in person delivery of the Travel Risk Management Bootcamp - Understanding and Implementing ISO 31030

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

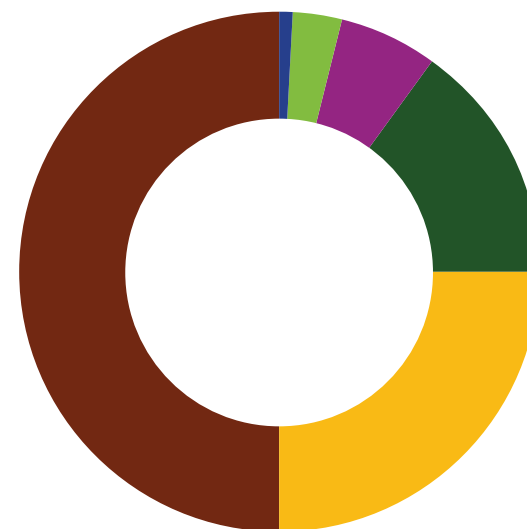
About GBTA Europe Conference Attendees

Business Travel Attendees are Influential Decision Makers



Experienced Staff	18%
Manager	23%
Director	24%
Executive (SVP, VP, Department Head, etc)	25%
Senior Executive	10%

Business Travel Attendees are Experienced



Less than 1 year	1%
1 year to less than 3 years	3%
3 years to less than 5 years	6%
5 years to less than 10 years	15%
10 years to less than 20 years	25%
20 years or more	50%

*Source: 2021 Post-Conference Survey

Exhibit at GBTA Conference - Brussels 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 6m²
- Pre-show promotion on the Conference website
- Appointment tool
- Display in the mobile app and online floor plan
- Minimum of 7 hours selling time*

*Subject to change

BOOTH PRICING:

	By 3 Mar 2022	By 30 Jun 2022	By 17 Aug 2022	Standard Rate
Modular Booth (2x3m)	€8,500	€9,000	€9,500	€10,000
Double Modular (3x4, 2x6)	€17,000	€18,000	€19,000	€20,000
Space Only (price per meter ²)	€1,300	€1,350	€1,400	€1,450

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

PLATINUM SPONSORSHIP

€35,000 + 20% VAT

- Early bird registration rate extended until 28 October 2022
- 8 complimentary supplier registrations
- 8 complimentary buyer registrations (non-transferable)
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- GBTA website banner advertisement to run for 3 months
- Banner advertisement in 1 issue of the GBTA Daily News Brief
- GBTA Daily News Brief 1 day takeover
- 1 Banner advertisement 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 Main Stage Session

GOLD SPONSORSHIP

€22,500 + 20% VAT

- Early bird registration rate extended until 28 October 2022
- 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

SILVER

€15,000 + 20% VAT

- 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

- 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

OPENING MAIN STAGE SESSION SPONSOR €17,500 + 20% VAT

- Exclusive sponsorship of opening Main Stage Session on 9 November 2022
 - 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 the sponsored Main Stage 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 SESSION SPONSOR €17,500 + 20% VAT

- Exclusive sponsorship of keynote speaker Main Stage 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 the sponsored Main Stage 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
-

Industry Education

CLOSING MAIN STAGE SESSION SPONSOR €17,500 + 20% VAT

- Sponsorship of closing Main Stage 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 the sponsored Main Stage 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
-

Networking Opportunities

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

- Sponsor to have opportunity to show video on Main Stage (up to 60 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 3 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)
-

OPENING NIGHT RECEPTION - 8 NOV €25,000 + 20% VAT (3 sponsorships available)

- Sponsor to have opportunity to show video on Main Stage (up to 60 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 3 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)
-

Networking Opportunities

BIG NIGHT OUT - 9 NOV €75,000 + 20% VAT (3 sponsorships available)

Sponsor to have opportunity to show video on Main Stage (up to 60 seconds, must be provided 2 weeks in advance in specified format or Sponsor Address on Main Stage (up to 3 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)
-

Brand Awareness

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

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 or breakout rooms 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 28 October 2022
- 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
- 3 months of banner advertisements on GBTA.org website
- 1 Banner advertisement in the Expo Hall. Sponsor will provide custom artwork of their choice
- 2 decal floor stickers in front of booth in Expo Hall
- 1 fully branded lounge area located outside the Expo hall or breakout rooms for maximum exposure during the event



VIEWING LOUNGE €12,500 + 20% VAT

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:

- 6m x 6m branded backwall
- Carpeting
- 8 branded seating cubes
- 4 branded high tables
- 12 bar stools
- 1 55-inch TV monitor.
- Branded back wall



Brand Awareness

NETWORKING LOUNGE €45,000 + 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 the sponsor to get desired look & feel and brand exposure.

- 3 months of banner advertisement to run on GBTA.org website
- 2 push notifications through Mobile App
- 4 decal floor stickers to be placed in front of Networking Lounge in Expo
- Early bird registration rate extended until 28 October 2022
- Banner advertisement in a public area of The Square outside of Expo Hall. Sponsor will provide custom artwork of their choice
- 1 Broadcast Studio interview
- Reserved VIP seating for 12 registered guests at the Main Stage on the day of your sponsored session
- Logo recognition on GBTA and VDR conference websites and sponsor recognition banners onsite
- 8 complimentary supplier registrations
- 6 complimentary buyer registrations (non-transferable)

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



Brand Awareness

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



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 + 20% VAT

- 200 cm x 78.74 cm per counter



Brand Awareness

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

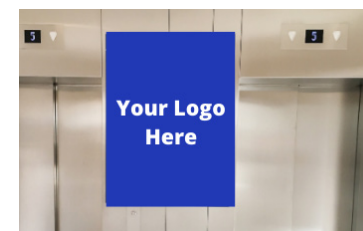
- 1 40cm floor decal

ELEVATOR BRANDING € 1,500 + 20% VAT (2 opportunities)

- 30 cm x 30 cm sticker inside 3 elevators doors
- 75 cm x 100 cm stickers outside 3 elevators doors



30 cm x 30 cm example



75 cm x 100 cm example

OUTSIDE FLOORTILES (SET OF SIX) € 750 + 20% VAT

- 100 cm x 100 cm



Brand Awareness

USB CHARGING TABLES (SET OF 4) € 10,000 + 20% VAT

- Branded charging tables dotted around the main conference halls



BRANDED HIGH TABLES (10 TABLES) €5,000 + 20% VAT

- Tables for Expo or other communal areas
- 70 cm diameter



BELGIAN WAFFLE TRUCK €10,000 for one & €16,500 for two + 20% VAT



REGISTRATION DESK € 10,000 + 20% VAT

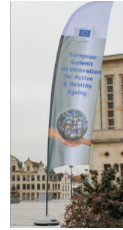
- Branded counters 200cm x 120cm
- Logo Branding, Counter 182 cm (w) x 73 cm (h)



Brand Awareness

BEACH FLAGS (SET OF 5) €2,500 + 20% VAT

- Flags at entrance of center



REG HALL STICKER (PER SET) €2,500 + 20% VAT

- One set of Reg Hall Stickers will be located at the bottom of escalator and left of screens.
- One set of Reg Hall Stickers will be located at the bottom of escalator and right of screens.



GRAND HALL STICKER (2 OPPORTUNITIES) €10,000 + 20% VAT

- Stickers located in Grand Hall of the SQUARE Brussels Meeting Center.



TEXTILE WALL €2500 + 20% VAT

- 240 x 220 cm



Brand Awareness

ESCALATOR PACKAGE €10,000 + 20% VAT

- Includes panel and inside edge





Sponsorship Contact Information

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