



2008 NBTA

Global Sponsorship Opportunities

National Travel Forum



www.nbta.org

2008

NBTA Sponsorship Opportunities

- **NBTA Mexico Corporate Travel Conference**
Mexico City, Mexico,
January 21-23
- **London Business Travel Show**
London, U.K., February 5-7
- **3rd Latin American Corporate Travel and Technology Exchange (LACTTE)**
Sao Paulo, Brazil,
February 25-27
- **NBTA Business Travel Financial Forum**
New York City, NY,
March 10-11
- **NBTA Canada 4th Annual Conference & Exhibitor Showcase**
Toronto, Canada, April 2-3
- **Corporate Travel & Technology World (CT&TW)**
Shanghai, China, April 8-9
- **Crossroads Milan — Paragon Business Travel Conference & Expo**
Milan, Italy May 15-16
- **National Travel Forum**
Atlanta, GA, June 3-6
- **NBTAPAC Golf Tournament**
Washington, D.C., June 9
- **NBTA International Convention & Exposition**
Los Angeles, CA, July 27-30
- **NBTA Asia Pacific Regional Business Travel Conference**
Sydney, Australia, August 25-26
- **UK Corporate Travel Think Tank**
London, U.K., September
- **NBTA 7th Annual Chapter Leadership Summit**
Dallas, TX, November 6-8

Dear Prospective Sponsor:

You are invited to partner with the National Business Travel Association (NBTA) on the industry's most comprehensive calendar of events. The premiere business travel association, NBTA represents more than 3,000 corporate and government travel managers and suppliers. From educational sessions and general sessions to the industry's largest conferences and trade shows, NBTA offers a variety of sponsorship opportunities for promoting your company's product or service.

NBTA sponsorship commitments offer more than branding and exposure — NBTA sponsorship greatly influences our travel manager members. Travel managers express appreciation and loyalty to those that support the industry by supporting their professional organization. In fact, a majority of travel managers say that they are more likely to do business with NBTA sponsors.

Why Your Company Should Sponsor NBTA Events

Based on the NBTA 2007 Buyer Member Survey the reasons are clear:

- 64% of travel buyers expect their volume or business to increase in 2008
- 69% reported an annual travel volume of \$10 million or more
- The majority of attendees are more likely to consider doing business with a NBTA sponsor. Of those:
 - 94% report that a company's sponsorship exposes them to that company's product line
 - 87% report sponsorship influences their opinion of a company's credibility
 - 95% feel that sponsorship commitment shows loyalty/support for NBTA and its members

An NBTA sponsorship not only helps you build brand awareness, it represents reliability and a commitment to the industry. NBTA sponsorship packages are designed to maximize your exposure to the industry's largest audiences of business travel decision makers. Please call if you have a new sponsorship idea; NBTA is always open to new ideas.

We look forward to working with your company to make 2008 a great year!



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Join NBTA

www.nbta.org

The National Business Travel Association represents over 3,000 corporate and government travel managers and travel service providers who collectively manage and direct more than \$170 billion of expenditures within the business travel industry. For 40 years, NBTA has dedicated itself to the professional development of its members through advocacy, education and training, and networking opportunities. NBTA also provides the business travel industry with vital government and media representation and sponsors several events each year. Membership in NBTA ensures that your company will receive the best pricing and access to the travel buyers you need to reach. To join, visit www.nbta.org.

Reach Your Target Audience!

2007 NBTA Buyer Member Demographics*

**Based on 2007 Buyer Member Survey*

When asked, **are you more likely to consider doing business with a company that is a NBTA sponsor**, NBTA Corporate Travel Buyers responded:

61% ...Yes

39% ...No

When asked, did your opinion of a company change because they were a 2007 NBTA sponsor, **48% of NBTA members reported Yes.**

When asked, how influential is the NBTA Convention in your choice of a specific supplier, NBTA Corporate Travel Buyers responded:

53% ...Influential

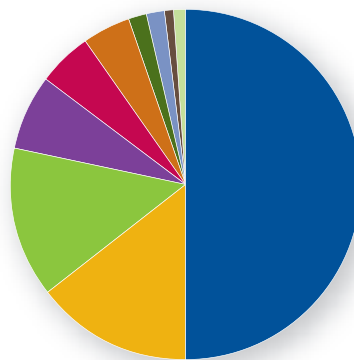
26% ...Very influential

19% ...Somewhat influential

2%Not Influential

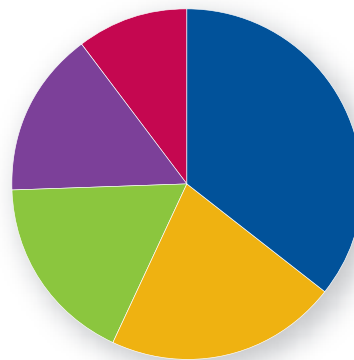
90% of NBTA Members Select or Recommend Meeting Facilities and/or Destinations

58% of NBTA Members Have Partial or Full Responsibility for a Multi-National Travel Program



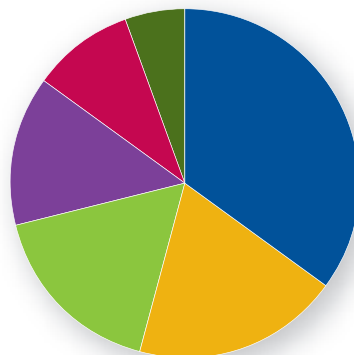
Employed As

- 58% Travel Manager or Director
- 17% Purchasing / Strategic Sourcing Manager or Director
- 16% Global Travel Manager or Director
- 8% Other
- 6% Travel Coordinator / Executive Assistant
- 5% Corporate Meeting Event Planner or Manager
- 2% Finance Manager or Director
- 2% Analyst
- 1% Program / Vendor Relations Manager or Director
- 1% Human Resources / Administration



Number of Employees Within Company

- 35% 1,000 - 9,999
- 21% 50,000 or more
- 17% 10,000 - 24,999
- 15% 25,000 - 50,000
- 10% 250 - 999



Number of Employees Who Travel for Business

- 33% Over 5,000
- 18% 500 - 1,000
- 16% 2,000 - 5,000
- 13% 1,000 - 2,000
- 9% 300 - 500
- 5% 120 - 300

Join NBTA and Reach Your Target Audience!

2007 NBTA Buyer Member Demographics*

*Based on 2007 Buyer Member Survey

NBTA Sponsorship Benefits

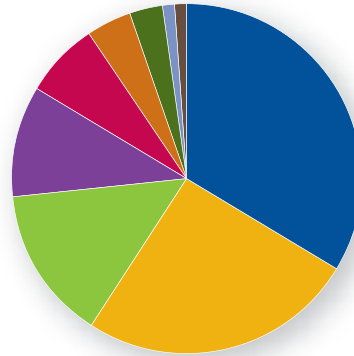
- Enhance your image and visibility
- Reach a specific audience
- Establish a presence in the marketplace
- Improve the effectiveness and efficiency of your marketing efforts
- Personally meet your customers, competitors and suppliers
- Prospect for new customers
- Introduce new products and services

Priority Points

Priority Points are accrued by supplier companies through exhibiting, advertising with NBTA, and sponsorship of NBTA official events. Supplier companies are ranked according to points earned, and choose booth space (for the International Convention & Exposition) based on ranking.

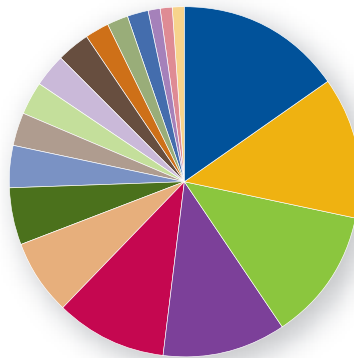
“If you see a company is willing to be a sponsor of NBTA it gives you a comfortable feeling about that company. It gives the impression that they are financially secure and willing to invest in our trade.”

NBTA Direct Buyer Member



Members Report To

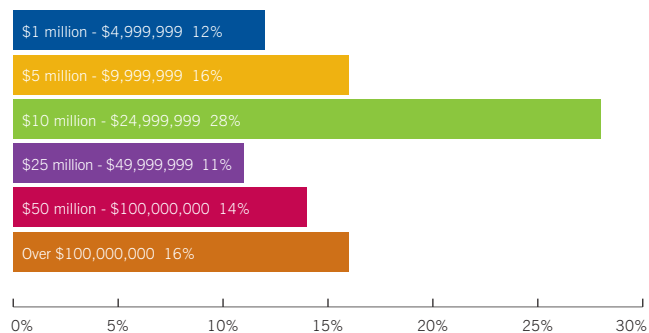
- 33% Purchasing / Procurement / Sourcing
- 25% Finance / Accounting/Treasury
- 14% Administrative Services / Program Services
- 10% Human Resources
- 7% President / CEO / COO / CFO
- 4% Legal / Real Estate
- 3% Operations / Vendor Relations
- 1% Marketing / Communications
- 1% Meeting & Events



NBTA Members Represent Many Industries

- 15% Manufacturing
- 13% Banking / Financial Services / Insurance
- 12% Computer / Technology
- 11% Health / Pharmaceuticals
- 10% Consumer Products / Retail / Wholesale
- 7% Business Services / Consulting
- 5% Oil / Petroleum / Energy / Utilities
- 4% Aerospace / Defense
- 3% Education / Training
- 3% Transportation / Travel / Shipping
- 3% Government
- 3% Non-profit / Association / Foundation
- 2% Chemical / Biotech
- 2% Communications
- 2% Sports / Entertainment
- 1% Automotive
- 1% Food Services
- 1% Hospitality

Travel Volume of Top 5 Buyer Industries



2008 National Travel Forum

Atlanta, Georgia / June 3-6



Sponsorship Opportunities

Sponsorship	Priority Points	Availability
General Sponsorships		
Exposition Map	5	Available
Registration Bag	5	<i>IHG InterContinental Hotel Group</i>
Registration List	3	<i>OAG</i>
Program-at-a-Glance	3	<i>Marriott International</i>
Registration Area	5	<i>The MIL Corporation</i>
Badge Lanyards	4	<i>Hawthorn Suites/Microtel Inns & Suites</i>
Official Conference Program	4	Available
Walk Around Luncheon	5	<i>Omega World Travel</i>
Afternoon Break	4	Available
Coffee Break Sponsorship	4	Available
Conference Portfolio	4	<i>Carlson Hotels Worldwide</i>
Partner Sponsorships		
Relaxation Lounge	8	Available
Opening Welcome Reception	8	<i>Atlanta Marriott Marquis</i>
Internet Resource Center	8	Available
Education Sessions	7	3 Available
Education Handouts Printing Stations	8	Available
Wednesday Welcome Breakfast	10	Available
Wednesday General Session and Luncheon	10	Available
Thursday General Session and Breakfast	10	Available
Friday Closing General Session and Luncheon	10	Available
Super Sponsorship		
Gold	10	Available
Silver	8	Available
Other Marketing Opportunities		
Exposition Booth	Varies	Available
Official Program Advertising	2	Available
Exposition Map Advertising	1	Available
Official Registration Bag Insert	2	Available
NTF Buyer Mailing List	None	Available

Every two years, the National Travel Forum (NTF), the largest gathering of the government travel industry is held. You are invited to partner with the National Business Travel Association (NBTA) on the 2008 NTF. Previously managed by GSA, in 2006, the GSA turned management of this event over to NBTA. With more than 1,200 government travel professionals expected to attend, the NTF is your best opportunity to grow your business in the \$28 billion government travel marketplace.

NTF 2008 Attendees Include:

- Federal, State, and Local Government travel managers (GSA, USDA, VA, EPA, SBA, DOD were all represented at the 2006 show)
- Transportation and Relocation Managers
- Travel and Transportation Providers
- Management Information System Providers
- Procurement Officials
- Financial Operations & Maintenance Personnel
- Private Industry Travel & Transportation Managers
- Meeting & Conference Planners

General Sponsorships

General Sponsorships assist NBTA with production costs for print and other important collateral material produced for the National Travel Forum. In addition to the benefits listed below, general sponsors receive significant exposure in all printed conference collateral material.

Official Conference Program \$5,000

The official conference program is included in all registration bags. It includes logistical information on all major NTF activities including program scheduling, session descriptions, speaker and hotel information. Sponsor may advertise on the entire inside front and outside back covers of the program, as well as logo placement on the front cover.

- 4 priority points

Program-at-a-Glance \$3,500 *Marriott International*

The handy, pocket sized Program-at-a-Glance includes all NTF activity information. This program is included in all registration bags. Sponsor logo included in Program-at-a-Glance.

- 3 priority points

Registration Bag \$6,000 (exclusivity fee) *IHG InterContinental*

Hotel Group

One of the most highly visible sponsorships, the registration bag is given to all attendees upon their arrival. Sponsor is responsible for production costs and receives one side of the bag for logo or advertisement (the other side is reserved for NTF logo).

- 5 priority points

Registration Area \$6,500 *The MIL Corporation*

The registration area is heavily trafficked and centrally located in the conference facilities. Banner with sponsor logo will be draped along the front of each registration counter.

- 5 priority points

Exposition Map \$8,000

This large map of the trade show floor is included in the registration bags and is also available at the entrance to the trade show hall. Sponsor is allowed the entire outside back cover for ad placement, and logo placement on the front cover.

- 5 priority points

Conference Portfolio \$4,500 *Carlson Hotels Worldwide*

Included in all attendee registration bags, the conference portfolio allows a place for attendees to write notes and collect business cards. Company logo will be embossed on portfolio cover.

- 4 priority points

Registration List \$3,000 *OAG*

Included in the conference registration bags, the registration list gives the contact information of all pre-registered attendees. A great resource for reaching attendees after the conference, the registration list has a shelf life past the conference itself. Sponsor is allowed logo placement on front cover as well as ad placement in the inside front and outside back covers.

- 3 priority points

Badge Lanyards \$5,000 (exclusivity fee) *Hawthorn Suites/*

Microtel Inns & Suites

Lanyards connect an attendee to an attendee name badge! Lanyards put your company's logo eye level for the duration of the conference. Sponsor to provide lanyards with company logo.

- 4 priority points

Coffee Break Sponsorship \$5,000 (two available)

Coffee breaks will be held Wednesday and Friday of the conference. Sponsor receives one complimentary registration, logo recognition, and a pre- and post- list of attendees. Sponsor's logo will be prominently featured on coffee break signage each day of sponsorship.

- 4 priority points

Afternoon Break \$5,000 (three sponsorships available)

Afternoon break will be during the trade show on Wednesday afternoon. Break area will be near the trade show entrance and will feature logo recognition. Sponsor receives one complimentary registration, logo recognition, and pre- and post- list of attendees.

- 4 priority points

Thursday Walk Around Luncheon

\$8,000 (three sponsorships available) *Omega World Travel*

The Walk Around Luncheon takes place on the trade show floor on Thursday, June 5. Room permitting, food can be served from or around the sponsor's booth. Sponsor receives two complimentary registrations, logo recognition, pre- and post- list of attendees, and one complimentary insert in the registration bag.

- 5 priority points

Partner Sponsorships

Partner sponsors assist NBTA with production of the key elements of the NTF. Possible benefits include visibility, podium time at key food and general session functions, and the ability to address travel managers at education sessions.

Internet Resource Center \$15,000

Internet Resource Center features computer displays with a printer. Sponsor's logo will be included on signage at each location. Additionally, sponsor click through buttons will appear on the home page at each terminal.

- 8 priority points

Education Handouts Printing Stations \$12,000

As part of NBTA's green initiative, handout materials will not be copied and distributed in seminar rooms. Kiosks will be strategically positioned for attendees to print available education handouts. Located in high traffic areas of the hotel (both outside education classrooms and in the registration area), each station and computer screen will be branded with the sponsor's logo. Sponsor may place a greeter at the kiosk. The sponsor will also be given a mailing list of those who participate.

- 8 priority points

Relaxation Lounge \$12,000

Located near the registration area, the Relaxation Lounge will give forum attendees a place to relax and network. Comfortable furniture and massage therapists are included. Sponsor may place a brochure or giveaway in the lounge. Lounge will be branded with sponsor's logo.

- 8 priority points

Opening Welcome Reception \$15,000 *Atlanta Marriott Marquis*

Sponsor receives:

- Significant logo exposure at the conference
- Podium time to address the conference attendees (10 minutes)
- Photo and profile of sponsor's designated speaker included in the registration brochure and conference program
- 8 priority points

Education Sessions \$10,000 (three sponsorships available)

An essential component of the NTF, educating today's federal travel professional is our core competency. Education sponsors have the opportunity to introduce six education sessions and are allowed to provide a brochure or giveaway for each attendee in each of their six education sessions. Additionally, education sponsors will be branded in the public areas of the hotel.

- 7 priority points

Welcome Breakfast, General Sessions & Breakfast/Luncheons \$18,000 each

Wednesday Welcome Breakfast

Wednesday General Session and Luncheon

Thursday General Session and Breakfast

Friday Closing General Session and Luncheon

These unique sponsorships include the opportunity for an executive from your organization to address the conference audience. This is an excellent venue for you to share your organization's views and perspectives on the future direction of the industry. Sponsors receive:

- Significant logo exposure at the conference
- Podium time to address NTF attendees (10 minutes)
- VIP seating for sponsor representatives and key clients at each of the three General Sessions and Welcome Breakfast
- Photo and bio of sponsor's designated speaker in the conference program
- 10 priority points

Event Sponsorships

Event sponsorships offer significant branding opportunities throughout the entire event. Companies that want to establish industry leadership and brand awareness can package together important branding opportunities to get their message in front of NBTA members.

Gold Sponsorship \$18,000

(Offers category exclusivity - e.g. a hotel's participation as a Gold sponsor precludes any other hotel from participating at this level.)

- Sponsorship Thank You plaque received by your designated company executive on stage during the Wednesday General Session
- Logo identification in all NTF promotional items including two registration brochures and the conference program.
- 10 complimentary event registrations
- Banner ad on www.nbta.org and www.nationaltravelforum.org (six months)
- Logo on the conference welcome banner
- Logo on meter board banners located in the conference hotel
- Insertion into the conference registration bag
- Buyer registration list, post-conference
- Priority seating for sponsor representatives and key clients at the General Sessions (three tables of 10)
- Logo on aisle sign near trade show booth
- Individualized logo recognition banner inside the conference hotel
- 10 priority points

Silver Sponsorship \$12,000

- Sponsorship Thank You plaque received by your designated company executive on stage during the Wednesday General Session
- Logo identification in all NTF promotional items including two registration brochures, and the conference program.
- Five complimentary event registrations

- Banner ad on www.nationaltravelforum.org (three months)
- Logo on the conference welcome banner
- Logo on meter board banners located in the conference hotel
- Insertion into the conference registration bag
- Buyer registration list, post-conference
- Priority seating for sponsor representatives and key clients at the General Sessions (two tables of 10)
- 8 priority points

Other Opportunities

Official Program Advertising \$3,000

This is a great way to get your company's name in front of all attendees. This handheld resource will be used throughout the event. The perfect size to take anywhere, the program is placed in all conference bags.

- 2 priority points

Exposition Map Advertising \$1,000

There's no better medium for getting the attention of prospective customers than advertising in the publication designed for use on the trade show floor. The NTF Exposition Map is the most convenient way to help trade show visitors navigate the show floor. Their convenience becomes your opportunity! Promote your company on one of the 3.4" x 1.5" Exposition Map Sponsor panels! Make your own special offer to attendees and call out your booth location in the one place attendees will look on-site to plan their trade show visits. The NTF Map is included in the registration bags of all travel manager attendees, and available at the entrance of the trade show hall.

- 1 priority point

Official Registration Bag Insert \$2,250 (no exclusivity)

Insert an item, either brochure or giveaway, into the official conference registration bag. Previous items include chocolate, beach balls, cookbooks, and CD's.

- 2 priority points

Exposition Booth

\$1,800 per 8'x10' booth, \$1,600 (returning NTF Exhibitor)

1,200 government travel professionals walk the aisles of the show floor in search of new travel suppliers. Here is what we heard from exhibitors from the 2006 NTF:

- 98% of attendees rated the expo as excellent or good
- 85% rated overall meeting as excellent
- 99.6% would recommend the conference to a colleague
- The NTF Exposition can maximize your exposure to the largest audience of government travel decision-makers - translating into increased sales.
- 10 priority points + 1 point per 8' x 10' purchased

Mailing Lists \$300 Exhibitor, \$1,000 Non-Exhibitor

NTF Attendee List - Give attendees a reason to visit your booth. Best of all, when you purchase the pre-NTF mailing list, you also receive a complete registrant list following the NTF.

Get Noticed!

NBTA Sponsors Gain Access to Fortune 100 NBTA Member Company Travel Buyers.

3M Company	FedEx Corporation	Microsoft Corporation
Aetna Inc.	General Dynamics Corporation	Morgan Stanley
Alcoa Inc.	General Electric Company	New York Life Insurance Company
Allstate Corporation	General Motors	Northrop Grumman Corporation
Altria Group, Inc.	Goldman Sachs & Co.	PepsiCo, Inc.
American Express Company	Halliburton Company	Pfizer
American International Group	Hartford Financial Services	Procter & Gamble
AT&T, Inc.	HCA	Prudential Financial
Bank of America	Hess Corporation	Raytheon Company
Best Buy Co., Inc.	Hewlett-Packard Company	Safeway Inc.
Boeing Company	Home Depot	Sears Holdings
Cardinal Health	Honeywell International Inc.	Sprint Nextel
Caremark Pharmacy Services	International Business Systems	State Farm Insurance
Caterpillar Inc.	International Paper Company	Target Corporation
Chevron Corporation	J.P. Morgan Chase & Co.	TIAA-CREF
Cisco Systems, Inc.	Johnson & Johnson	Time Warner, Inc.
Citigroup	Johnson Controls	Travelers Companies, Inc.
Coca Cola	Kroger	Tyson Foods, Inc.
Comcast Corporation	Lehman Brothers	UnitedHealth Group
ConocoPhillips	Lockheed Martin Corporation	Valero Energy Corporation
Costco Wholesale	Lowe's Companies, Inc.	Verizon Communications
Countrywide Financial	Marathon Oil Company	Wachovia Corporation
CVS/Caremark Corporation	Massachusetts Mutual Life Insurance Company	Wal-Mart Stores, Inc.
Dell Inc.	McKesson Corporation	Walt Disney Company
Delphi Corporation	Merck & Company, Inc.	Washington Mutual, Inc.
Dow Chemical	Merrill Lynch & Co., Inc.	Wells Fargo Financial
ExxonMobil Corporation	MetLife	
Federated Department Stores		

Secure Your Sponsorship Now!

2008 NBTA Global Sponsorship Opportunities



NATIONAL BUSINESS TRAVEL ASSOCIATION

Connecting the Business Travel World

www.nbta.org

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