

Be an exclusive sponsor or a joint sponsor of a BTN Group event. Sponsorship allows you to dominate an event with onsite promotion as well as pre and post event exposure. Connect with customers and prospects, promote your product, and position your company as an industry thought leader.



Event Sponsorship Includes

- Category exclusivity for maximum impact
- 10 corporate travel buyer guest invitations to give to your clients or prospects at no charge
- 2-3 staff registrations at no charge (number based on sponsorship level)
- Full page color ad in the conference program to further promote your company or product
- Introduce a session/moderator giving your company additional exposure
- Distribution of your collateral material on a resource table near registration
- Logo included on all signage
- Registration web site
- Pre-conference promotion print ads in BTN and Travel Procurement
- HTML email blasts to promote buyer attendance
- Banner ads on the *Business Travel News* website
- Pre/post list of all registered attendees for your sales follow up

Conferences

APRIL 5

(Atlanta) Business Travel Trends & Forecasts

A one-day, business travel buyer-only conference

MAY 8

(Chicago) Tech Talk 2012

A one-day travel management technology education and networking event for business travel buyers only

MAY 29

(Amsterdam) Business Travel Technology Day

A one-day travel management technology education and networking event

JUNE 27-29

(Pebble Beach) Business Travel Summit

A two day event that balances education with senior level networking

JULY 24

(Boston) Travel Manager of the Year Reception

Recognizes travel management practitioners who have distinguished themselves in the past year by advancing innovation and best practices in the corporate travel industry

SEPTEMBER 10-12

(Nashville) The Beat Live

An executive level conference open to subscribers of the beat e-newsletter containing panel discussions that focus on timely issues in business travel related to travel technology and distribution

NOVEMBER (DATE TBD)

(San Francisco, Dallas)

Business Travel Trends & Forecasts

Series of one-day, buyer-only conferences for business travel and meetings procurement and management professionals

DECEMBER (DATE TBD)

(New York) Travel Management 2013

A one-day, buyer-only conference for business travel and meetings management professionals

DECEMBER (DATE TBD)

(New York) Business Travel Hall of Fame

A diner ceremony recognizing people who have made a major contribution to the business travel industry