

# GBTA + VDR Europe Conference 2025 | Hamburg

10-12 November 2025

## Increase Your Brand Impact at the Business Travel Event of the Year

Give your organization the best opportunity to connect with the European business travel community. Sponsors can create custom experiences at GBTA + VDR Europe Conference 2025 | Hamburg 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 2024 By the Numbers

1,300+

Registered Attendees

350

Business Travel  
Buyer Attendees

67

Exhibitors on the Expo floor

113

Dynamic Speakers

16 Education Sessions, 7 Main Stage  
Segments, 9 Committee Roundtables



38 Countries Represented  
by Attendees

## Attendee Demographics

**98%** of exhibitors rate their overall experience as "excellent" or "above average" or "average"

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

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**94%** of buyers plan to engage at least one new supplier from the 2024 expo floor

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**86%** of buyers rate their overall experience as "excellent"

**4 in 5 travel buyers say being a sponsor shows loyalty/support for GBTA and its members**

# Attendee Demographics

## Top 5 Reasons Buyers Attend the Europe Conference

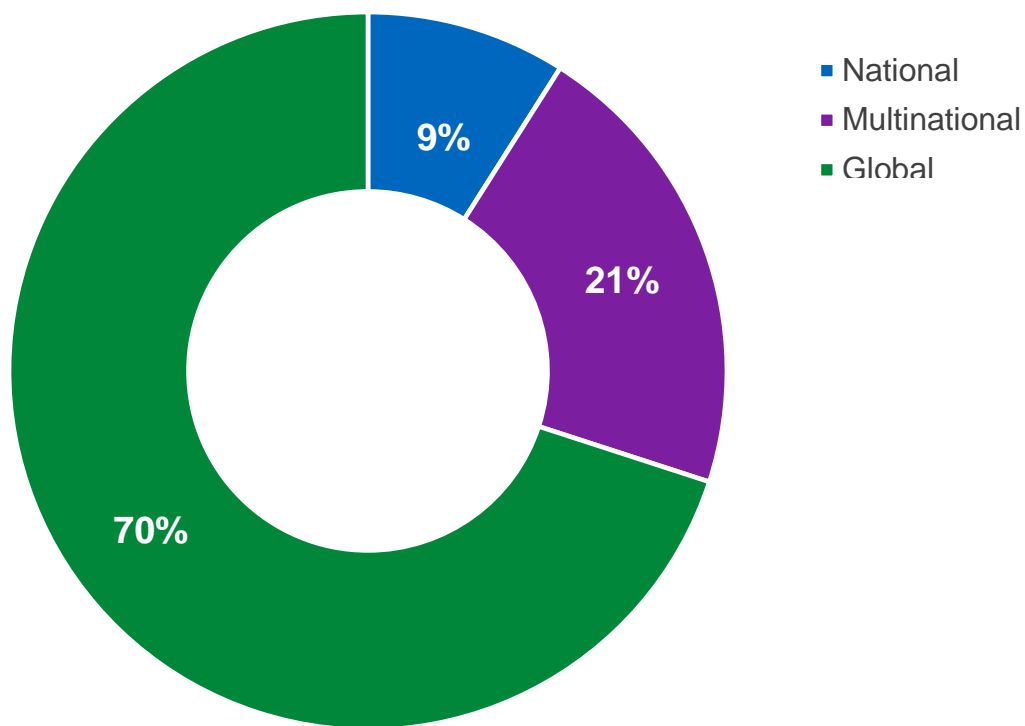
1. Networking with industry peers
2. Professional education and development
3. Improving travel program
4. Meeting new suppliers
5. Meeting existing suppliers





# Attendee Demographics

Conference attendee companies span global, multinational, and national companies



# Attendee Demographics

## 2024 Buyer Attendee Travel Spend

**18%** Less than €10 million

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**24%** €10 to €30 million

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**50%** €30 million or more

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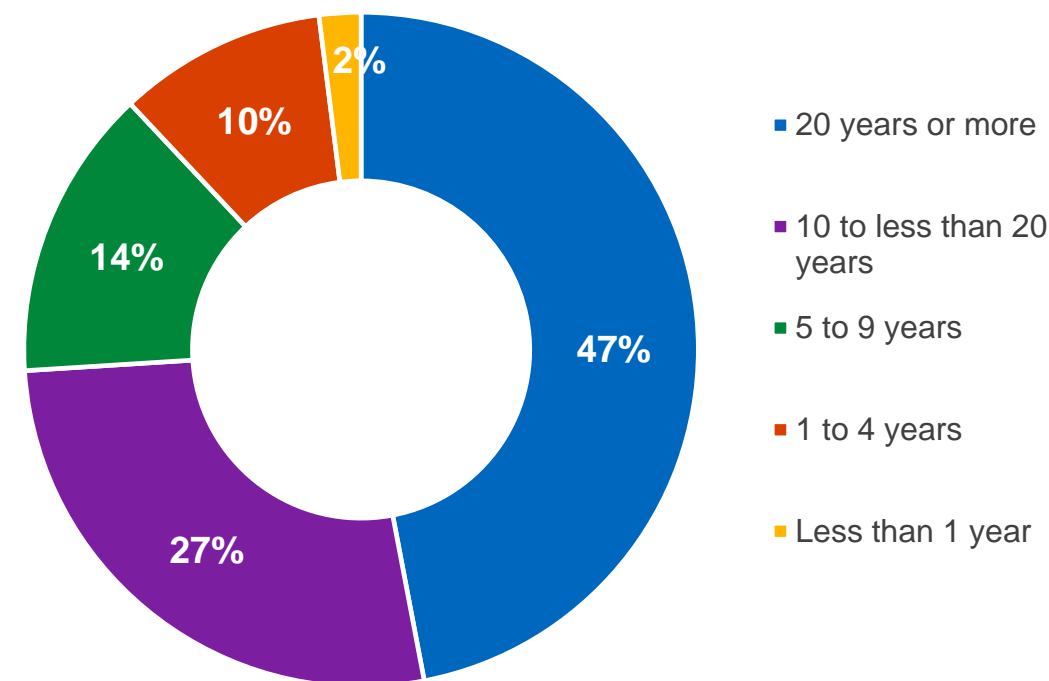
Unsure: 8%





# Attendee Demographics

Our attendees have significant industry experience





# Exhibit Opportunities

# Expo Opportunities

## Space Only Booths

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

	By 31 July 2025	Standard
Space Only (per m <sup>2</sup> ) + 20% VAT	€1750	€1800



# Expo Opportunities

## Modular Booths

- Pre-show promotion on the Conference website
- Appointment Tool
- Custom Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- 2mx3m stand with graphics
- Counter, table, 4 chairs, power socket, and lights
- Pre-Conference Attendee List and Post-Conference Attendee List
- Includes 1 complimentary registration

	By 31 July 2025	Standard
Modular (per 6m <sup>2</sup> ) + 20% VAT	€12000	€12500





# Expo Opportunities

## Double Modular Booths

- Pre-show promotion on the Conference website
- Appointment Tool
- Custom Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- 2mx3m stand with graphics
- Counter, table, 4 chairs, power socket, and lights
- Pre-Conference Attendee List and Post-Conference Attendee List
- Includes 1 complimentary registration



	By 31 July 2025	Standard
Double Modular (per 12m <sup>2</sup> ) + 20% VAT	€24000	€25000

# Expo Opportunity: Pavilions

## All Pavilion Kiosks Include:

- Pre-show promotion on the Conference website
- Appointment Tool
- Custom 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
- Pre-Conference Attendee List and Post-Conference Attendee List
- 1 complimentary registration

**All Kiosks are €5000 + 20% VAT**

## Pavilions on Expo Floor

Type	Description
New Entrants	Join the expo floor and other first-time exhibitors at the GBTA + VDR Europe Conference! 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.
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.
Sustainability	Don't miss the opportunity to showcase your organization's efforts to "green" business travel! Enjoy full access to the GBTA + VDR Europe Conference show floor with this turnkey kiosk in the Sustainability Pavilion.

# Expo Opportunities

## Tech Village

- Pre-show promotion on the Conference website
- Pre-show promotion on the Conference website
- Appointment Tool
- Custom Marketing Toolkit
- Display in the Mobile App and online floor plan
- Minimum of 9 hours selling time (subject to change)
- Table & 2 chairs 1 complimentary registration
- Pre-Conference Attendee List and Post-Conference Attendee List

**Table €3500 + 20% VAT**





# Premium Sponsorships

# Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
PRICING	€40000 + 20% VAT	€25000 + 20% VAT	€17500 + 20% VAT	€11000 + 20% VAT
Complimentary Supplier registrations to be redeemed by Tuesday, 30 September	8	5	3	2
Complimentary Buyer registrations to be redeemed by Tuesday, 30 September (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 times	✓	✓	✓	✓
Advertisement in 1 issue of the GBTA Daily News Brief	Banner	Sponsored Content	Banner	Banner
Website Banner Ad on gbta.org and GBTA Hub with one creative allowed per month	3 months	2 months	1 month	

# Premium Sponsorships

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 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. Exact placement and size to be confirmed.	✓	✓		
One Daily News Brief (DNB) Takeover	✓			
Meeting room (subject to availability)	✓			
One VIP table during one Main Stage session of sponsors choice (8 people per table)	✓			

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

*\*\*All-attendee registration list distributed four times: (Name, title, company, city) 6 weeks prior (September 30), 4 weeks prior (October 14), (Name, title, company, city, email) 2 weeks prior (October 28), 1 week post (November 18). \*Subject to GDPR Compliance and GBTA Terms & Conditions*



# Thought Leadership

# Thought Leadership

## NEW! Braindate €25000 + 20% VAT

Be at the forefront of attendee led knowledge sharing through sponsorship of Braindates. Through Braindates, attendees choose topics that they are most interested in exploring. This platform will be integrated with the official mobile app.

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Custom graphic in Braindate platform linked to sponsor URL (accessible via GBTA mobile app)
- Two push notifications (1 per day) on the mobile app promoting Braindate session opening
- Logo recognition on one HTML email blast to buyers in reference to Braindate
- Logo recognition on GBTA website, event app, official materials, and sponsor recognition banners\*
- Logo recognition on signage in Braindate lounge. Further branding to be discussed with GBTA
- Sponsor can create up to four Braindate sessions (1 per day). Sessions will be marked as sponsored
- Post-event report of Braindate
- All-attendee registration list distributed four times\*\*

# Thought Leadership

## Co-Developed Industry Workshop (90 mins) €20000 + 20% VAT

- Exclusive sponsorship of one 90-minute session
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Speaking opportunity during one co-developed industry workshop; either 2-minute stage introduction or panel participation
- Industry workshop session topic of sponsor's choice must be confirmed with Professional Development Team 12-weeks prior to Conference
- One 60-second video commercial to be shown at the start of the session
- Company name recognition ("Co-Developed with") in agenda for sponsored session
- One banner ad in Europe Network News
- 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
- Logo recognition on GBTA website, event app, official materials, and sponsor recognition banners\*
- All-attendee registration list distributed four times\*\*
- 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 recommended to be scheduled at regular intervals

# Thought Leadership

## Co-Developed Education Session (45 mins)

**€12500 + 20% VAT**

- Exclusive sponsorship of one 45-minute session
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- One complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Education session topic of sponsor's choice must be confirmed with Professional Development Team 12-weeks prior to Conference
- Speaking opportunity during one co-developed industry workshop; either 2-minute stage introduction or panel participation
- 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
- One 60-second video commercial to be shown at the start of the session
- All-attendee registration list distributed four times\*\*





# Thought Leadership

## Opening Main Stage Monday, 10 November €25000 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Speaker recognition in agenda for sponsored Main Stage session (includes name, title, headshot, company, and brief bio)
- Company name recognition in agenda for sponsored Main Stage session
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Logo on stage monitors and in room during session
- Three minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- One VIP table during sponsored Main Stage session (8 people per table)
- All-attendee registration list distributed four times\*\*



# Thought Leadership

## Industry Main Stage 11 November AM and PM (2 avail) **€25000 + 20% VAT**

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Speaker recognition in agenda for sponsored Main Stage session (includes name, title, headshot, company, and brief bio)
- Company name recognition in agenda for sponsored Main Stage session
- Logo recognition as the official sponsor of featured speakers in email announcement of Main Stage and applicable communication
- Logo recognition on stage during sponsored session
- Three minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- One VIP table during sponsored Main Stage session (8 people per table)
- All-attendee registration list distributed four times

# Thought Leadership

## Closing Industry Main Stage 12 November **€25000 + 20% VAT**

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Speaker recognition in agenda for sponsored Main Stage session (includes name, title, headshot, company, and brief bio)
- Company name recognition in agenda for sponsored Main Stage session
- Logo recognition as the official sponsor of featured speakers in email announcement of Main Stage and applicable communication
- Logo recognition on stage during sponsored session
- Three minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- One VIP table during sponsored Main Stage session (8 people per table)
- All-attendee registration list distributed four times

# Networking Events



# Networking Events

## Lunch Sponsor 10, 11 or 12 November €17500 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- One push notification on the mobile app during GBTA Europe Conference on the day of sponsored Lunch
- Website Banner ad on gbta.org and GBTA Hub (1-month) - one creative allowed per month
- Three minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- Logo recognition on on-site signage at lunch sponsorship, provided by GBTA
- Logo recognition on gobo lights, provided by GBTA
- Sponsor may provide up to two pop-up banners to be displayed during Lunch
- All-attendee registration list distributed four times\*\*



# Networking Events

## Big Night Out €90000 + 20% VAT

- Six complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Four complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Three push notifications on the mobile app during GBTA Europe Conference promoting the Big Night Out
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one creative allowed per month
- Logo recognition on on-site signage at Big Night Out, provided by GBTA
- Logo recognition on gobo lights, provided by GBTA
- Logo recognition as official sponsor of Big Night Out in e-mail sent to attendees
- Sponsor may provide two pop up banners
- Two minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- Opportunity to enhance Big Night Out theme with a sponsor-conducted activity or event engagement item, subject to GBTA approval
- Opportunity to include a prize draw for Big Night Out. Sponsor is required to contribute a prize in order for drawing to take place
- Sponsor may provide additional branding to be displayed at the Big Night Out. To be discussed with GBTA
- Sponsor logo on the GBTA created Big Night Out Poster, used for marketing purposes pre-event
- All-attendee registration list distributed four times\*\*

# Networking Events

## Opening Night Reception (in Expo) €30000 + 20% VAT

- Three complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Three complimentary Supplier registrations to be redeemed by Tuesday, 30 September 30
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- One push notification on the mobile app during GBTA Europe Conference on the day of sponsored event
- Website Banner ad on gbta.org and GBTA Hub (3-months) – one creative allowed per month
- Logo recognition on on-site signage at Opening Night reception, provided by GBTA
- Logo recognition on gobo lights, provided by GBTA
- Sponsor may provide two pop up banners
- Two minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- All-attendee registration list distributed four times\*\*





# Networking Events

## The Big Idea – Exclusive €26500 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Two push notifications through Mobile App promoting the Big Idea
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Logo recognition on stage monitors and in room during session
- Logo recognition as the official sponsor of The Big Idea in email announcement
- Three minute speaking opportunity on Main Stage. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- Video commercial (60-second max) to play at the start of the Big Idea session
- Opportunity to have staff assist in table facilitation
- Guaranteed interview slot in GBTA Broadcast Studio during Europe Conference.
- Output of findings/observations stemming from session (PDF infographic or write-up)
- All-attendee registration list distributed four times\*\*





# Networking Events

## Global Leadership Reception – Invitation Only €20000 + 20% VAT

This special event will bring together GBTA leaders from around the world to celebrate the global identity of GBTA through the work of our volunteers. This event also recognizes Business Travel Service Award recipients.

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Ten invitations to the reception for supplier staff or buyers
- Four (4) minute welcome remarks at Global Leaders Reception (may be used for video commercial (60-second max), speech and/or presentation)
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Logo recognition on invitations for the Global Leaders Reception
- Verbal mention and logo recognition on stage at the Global Leaders Reception
- Opportunity to provide branded giveaways or gift bags during Global Leaders Reception. Recommended quantity to be provided by GBTA
- Opportunity to include a prize draw for Global Leaders Reception. Sponsor is required to contribute a prize in order for drawing to take place
- Sponsor may provide up to four pop-up banners to be displayed at the Global Leaders Reception
- All-attendee registration list distributed four times\*\*

# Networking Events

## Connect First Sponsorship **€15000 + 20% VAT**

- One complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- One complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Three minute speaking opportunity at Connect First Orientation session. Stage introduction video (60-second max) is required. Total stage time includes video, speech and/or presentation
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Verbal mention and logo recognition on Main Stage in reference to the Connect First Orientation session
- Logo recognition at the Connect First Orientation session
- Logo recognition on pre-event briefing/video to be promoted on social, e-mail, etc.
- Logo recognition as the official sponsor of Connect First in e-mail announcement
- Branding in Connect First Lounge area coordinated with GBTA
- Opportunity to place a sustainable giveaway on attendee chairs at Connect First Orientation session. Recommended quantity to be provided by GBTA
- All-attendee registration list distributed four times\*\*

# Brand Experience

# Brand Experience

## Networking Lounge €58300 + 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 sponsor to get desired look & feel and brand exposure.

- Six complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Eight complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- One VIP table during sponsored Main Stage session (8 people per table)
- Guaranteed interview slot in GBTA Broadcast Studio during Europe Conference. Must be confirmed by early deadline or slot will no longer be guaranteed
- Custom artwork banner hung in Expo Hall in high-traffic area. Exact placement and size to be confirmed
- Four floor decals with custom artwork placed around Networking Lounge (Size B: 80cm x 120cm)
- Two push notifications on the mobile app during GBTA Europe Conference promoting the Networking Lounge
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one creative allowed per month
- Opportunity to place a sustainable giveaway in lounge area. Recommended quantity to be provided by GBTA
- All-attendee registration list distributed four times\*\*



# Brand Experience

## Mobile App €25000 + 20% VAT

Have your branding on the official Conference mobile app that will be made available for iOS and Android via the Apple App Store or the Google Play Store. There is also an Attendee Hub web version to accompany the app.

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Custom graphic to appear on the welcome splash screen of the mobile app each time the app is opened
- Custom card with click-through link on main navigation page of the mobile app and Attendee Hub
- Sponsor mentioned in communication to all delegates announcing the mobile app live date and instructions
- Logo recognition as the official sponsor of Mobile App in email announcement that Mobile App is live
- Two push notifications on the mobile app during GBTA Conference
- Post-event usage report
- All-attendee registration list distributed four times\*\*

# Brand Experience

## Registration Desk €19500 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Logo recognition along the front of the registration counters
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Logo recognition at the footer of the registration website during the registration process and in confirmation email sent to registered attendees
- All-attendee registration list distributed four times\*\*



# Brand Experience

## Custom Lounge €20000 + 20% VAT

Sponsor-branded meeting area for delegates to meet, relax and network in prime location. Furniture sourced by GBTA.

- Four complimentary Exhibitor registrations to be redeemed by Thursday, 26 September (Comps: 2 Booth Staff, 2 Sponsor)
- Two complimentary Buyer registrations to be redeemed by Tuesday, 30 September (non-transferable)
- Early Bird registration rate extended to 6 weeks prior to the show, or Tuesday, 30 September
- Logo recognition on GBTA website, event app, official materials, and sponsor recognition banners. If sponsor purchases multiple sponsorship opportunities at various tiers, sponsor will be recognized at the highest tier purchased sponsor level
- Website Banner ad on gbta.org and GBTA Hub (3-months) - one (1) creative allowed per month
- Logo recognition on two floor decals placed around your booth (Size B: 80cm x 120cm)
- Custom artwork on lounge signage provided by GBTA
- Sponsor may provide additional branding to enhance lounge with up to four pop-up banners, sustainable giveaways, pillows, etc
- All-attendee registration list distributed four times\*\*

# Brand Experience

## GBTA Broadcast Studio €22500 + 20% VAT

Sponsorship of the GBTA Broadcast Studio is an incredible opportunity to spotlight your organization as the company connecting the business travel industry's top executives.

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Early Bird registration rate extended to 2 weeks prior to the show, or Tuesday, 28 October
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Guaranteed interview slot in GBTA Broadcast Studio during Europe Conference. Must be confirmed by early deadline or slot will no longer be guaranteed
- Logo recognition on two meter boards and one floor decal placed next to Broadcast Studio at the Conference
- Logo recognition on one HTML email blast to registered attendees post-conference promoting viewership of all Broadcast Studio interviews
- Logo recognition on top and tail of every video interview and available post-Conference on GBTATV YouTube channel
- All-attendee registration list distributed four times\*\*





# Brand Experience

## Viewing Lounge €15000 + 20% VAT

Viewing Lounge in high-traffic area where Conference attendees watch live-streaming Main Stage content.

- Viewing lounge includes: backwall, carpeting, high tables, bar stools, seating cubes, and tv monitor (set up and dismantling included)
- Logo recognition on four branded high tables and eight branded seating cubes
- Sponsor to provide custom artwork for branded back wall
- Sponsor may provide additional branding to enhance lounge with two pop-ups, sustainable giveaways, etc
- Opportunity for sponsor to upgrade booth at additional costs
- All-attendee registration list distributed four times\*\*

## Coffee Cart €17500 for 1 / €26000 for 2 + 20% VAT

- Sponsor may provide up to two pop-up banners to be displayed around the cart
- Sponsor may design custom branded sustainable cups to be provided by GBTA
- Logo recognition on top of cart
- Baristas included
- All-attendee registration list distributed four times\*\*





# Brand Awareness

# Brand Awareness

## Lanyards €23850 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners \*
- Website Banner ad on gbta.org and GBTA Hub (2-months) - one creative allowed per month
- Logo recognition on name badges
- Sponsor is responsible for production and shipping costs of branded double-clip lanyards. Quantity: 1200
- All-attendee registration list distributed four times\*\*



# Brand Awareness

## Tech Village Sponsor €17500 + 20% VAT

- Sponsor will be featured on the Expo Floor Tech Village as the official sponsor
- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- One GBTA Podcast (scheduling at discretion of GBTA)
- Guaranteed interview slot in GBTA Broadcast Studio during Europe Conference. Must be confirmed by early deadline or slot will no longer be guaranteed
- Sponsor may provide one pop-up banner to be displayed at their kiosk
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- One banner ad in Europe Network News
- One Daily News Brief (DNB) Sponsored Content ad placement
- All-attendee registration list distributed four times

## GetPica Photo Feed Sponsorship €17500 + 20% VAT

- Two complimentary Supplier registrations to be redeemed by Tuesday, 30 September
- 30-second advertisement or message at the top of the GetPica Photo Feed to promote your brand presence at GBTA Europe Conference
- Logo recognition of GetPica experience in the "Know Before You Go" and "Post-Event Wrap-Up" email to attendees
- Logo will appear inside the GetPica app at top of photo feed and on co-branded banner at the bottom of uploaded photos
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners\*
- Logo recognition on signage near registration with QR code to download GetPica app
- Verbal mention and logo recognition on Main Stage in reference to GetPica
- One Daily News Brief (DNB) Banner ad in one issue
- Post-event report of GetPica app engagement including number of downloads and number of views
- The photo feed will remain live for 12 months after the event, providing post-event branding
- All-attendee registration list distributed four times\*\*

# Brand Awareness

## Branded High Tables €8500 + 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 times

## Cloakroom €10000 + 20% VAT

- Custom branded counters
- All-attendee registration list distributed four times

## Water Bottle Sponsor €8500 + 20% VAT

- Sponsor to provide branded water bottles, distributed to conference attendees. Quantity to be discussed with GBTA
- Custom signage on water bottle tables promoting use of water bottles during the conference
- Logo recognition on GBTA and VDR website, event app, official materials, and sponsor recognition banners
- All-attendee registration list distributed four times\*\*



# Branding



# Branding: Floor Decals

## Entrance Halls €500 + 20% VAT

81,5cm x 81,5cm



## Expo Hall Size A €250 + 20% VAT

40cm x 60cm

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## Expo Hall Size B €500 + 20% VAT

80cm x 120cm

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## Expo Hall Size C €300 + 20% VAT

Circle 50 CM Diameter

# Branding: Escalator

## First to Ground Floor €5000 + 20% VAT

Four custom branded single sided stickers and four double sided stickers along the escalator.



## First to Second Floor €5000 + 20% VAT

Four custom branded single sided stickers and four double sided stickers along the escalator.

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## Ground to First Floor €5000 + 20% VAT

Four custom branded single sided stickers and four double sided stickers along the escalator.

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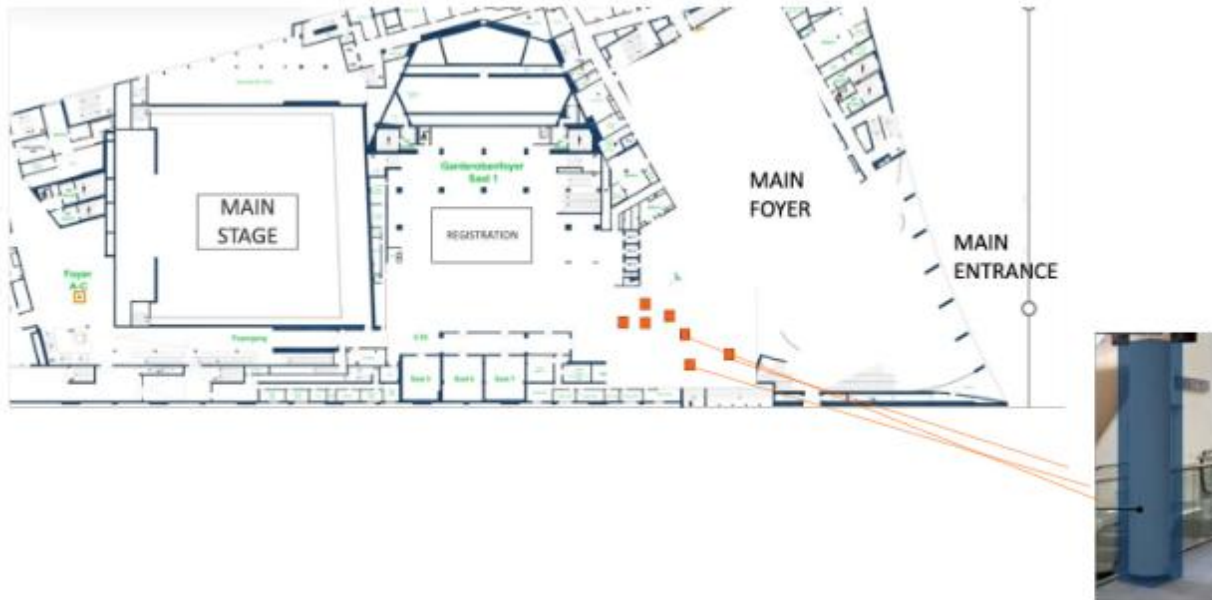
## Second to First Floor €5000 + 20% VAT

Four custom branded single sided stickers and four double sided stickers along the escalator.

# Branding: Main

## Pillar Enclosures €1500 + 20% VAT

- 110cm x 110cm
- One pillar enclosure



# Branding: Foyer A – C: Level 1

## Window Sticker (single side)

**€5000 + 20% VAT**

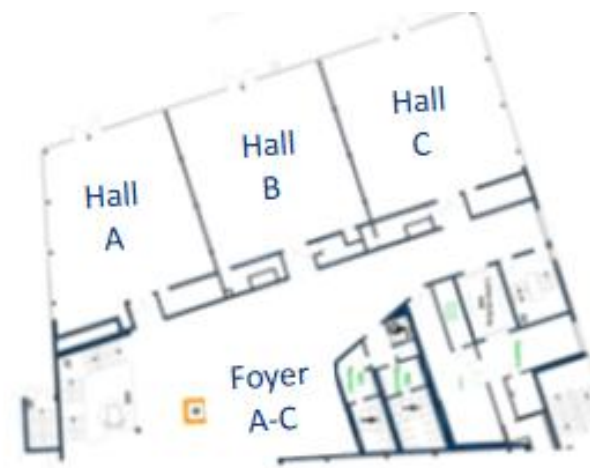
- 86cm x 105cm
- Quantity – 9 total



## Pillar Enclosure (4 sides included)

**€1250 + 20% VAT**

- 80cm x 250cm
- Quantity – 1 total



# Branding: Foyer D – F: Level 2

## Pillar Enclosure (4 sides included)

**€1250 + 20% VAT (each)**

- 80cm x 250cm
- Quantity – 1 total
- One pillar enclosure





# Branding

## Indoor Flag - (purchase only)

€1250 + 20% VAT

- 75cm x 200cm
- Branded indoor flag



## Charging Tables (4 opportunities)

€15000 + 20% VAT (for 2 charging tables)

- Set of two custom branded charging tables, placed in a high-traffic area. Each table includes 6 barstools.
- All-attendee registration list distributed four times



# Branding

## Banner Hall H - Expo

### Pillar Enclosure (4 sides included)

**€5000 + 20% VAT (each)**

- 300m (wide) x 180m (high)
- Double sided
- One banner



## Stairs (2 Locations)

**€10000 + 20% VAT**

- First to Second Floor
  - 14 single sided window stickers in stairwell
- Ground to First floor
  - 14 single sided window stickers in stairwell



## Sponsor Enhancements

### Meeting Room

**€1800 + 20% VAT**

- One meeting room for the duration of GBTA Europe Conference
- All-attendee registration list distributed four times

## Contact Us

Ready to sponsor or need expert advice on which opportunity is best for your organization? Fill out the form below and a member of our sponsorship team will reach out to you shortly.

For more information:

[sponsor@gbta.org](mailto:sponsor@gbta.org)

or via the VDR: [weigel@vdr-service.de](mailto:weigel@vdr-service.de)

