

HOSTED BY **DBTA**
IN COOPERATION WITH **NBTA, SBTA AND FBTA**
AND IN PARTNERSHIP WITH **GBTA**



SPONSOR OPPORTUNITIES - NORDIC BUSINESS TRAVEL SUMMIT

Copenhagen, 21 - 22 March 2019 - a GBTA Partner Event

Nordic Business Travel Summit is an annual event organized by the four Nordic Business Travel Associations; FBTA in Finland, DBTA in Denmark, NBTA in Norway and SBTA in Sweden. The event rotates around the four countries, and in 2019 it will be held on 21 - 22 March at the Scandic Copenhagen in Copenhagen. The Nordic associations together represent over 320 buyer corporations, which in turn represent the majority of large travel and meetings buyers from both private and public sectors. The NBTS is undoubtedly the leading, well-recognized and most appreciated business travel event in our region.

Why sponsor the NBTS?

In 2019, the NBTS is expected to attract 300 delegates, with 45 % of the corporations represented being buyers. Sponsorship enables you to reach more than € 15 billion in travel & meetings business spend.

Based on previous years, we anticipate the split to be as follows:

- ✓ 35 % Denmark
- ✓ 30 % Sweden
- ✓ 20 % Finland
- ✓ 10 % Norway
- ✓ 5 % International

Sponsoring our Summit enables you to reach key influencers and decision makers of the Nordic managed travel community.

Becoming a NBTS Sponsor gives you the perfect opportunity to show your support to the four non-profit Associations, who produce year-around education, insight and advocacy for your important target group: travel managers, as well as category managers procuring services for business travel and meetings.

For additional information, turn to your local Business Travel Association GM. We'll be happy to help you choose your perfect sponsor package!

Looking forward to hearing from you,

Anne Mette Berg
dbta.dk

Lotten Fowler
sbta.se

Sari Viljama
fbta.net

Jan Henrik Ulvatne
nbta.no

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NORDIC BUSINESS TRAVEL SUMMIT 2019 SPONSOR PACKAGES
Copenhagen March 21 - 22, 2019

Price €
excl. VAT

Dinner Reception in Tivoli (Exclusive)

13.500

Opportunity to welcome and address audience at event
Sponsor logo displayed during the evening
1 email blast to registered delegates
1 piece of collateral. Delegate bags will be packed by visitors themselves
Logo in official program
Logo recognition on-site during summit
Exhibition space in coffee break area during summit
4 complimentary staff registrations
4 complimentary client/buyer registrations (non-transferable)

Platinum Sponsor (Exclusive by sector; 1 per sector)

10.500

AIRLINE – SOLD
PAYMENT – SOLD
Corporate IT - SOLD

1 email blast to registered delegates
1 piece of collateral. Delegate bags will be packed by visitors themselves
Logo in official program
Logo recognition on-site during summit
Introduction of a speaker/summit program part OR short sponsorvideo
Exhibition space in coffee-break area during summit
3 complimentary staff registrations
3 complimentary client/buyer registrations (non-transferable)

Gold Sponsor

8.500

1 piece of collateral. Delegate bags will be packed by visitors themselves
Logo in official program
Logo recognition on-site during summit
Exhibition space in coffee break area during summit
2 complimentary staff registrations
2 complimentary client/buyer registrations (non-transferable)

Silver Sponsor

4.500

1 piece of collateral. Delegate bags will be packed by visitors themselves
Logo in official program
Logo recognition on-site during summit
1 complimentary staff registration
1 complimentary client/buyer registration (non-transferable)

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Lanyards	3.500
Sponsor to provide 350 branded lanyards, delivered to venue Logo recognition on-site during summit	SOLD
Lunch buffet at conference venue	6.000
Logo recognition on-site in lunch area (poster, roll-up or such, as agreed) Reference of sponsorship on main stage 1 complimentary staff registration 1 complimentary client/buyer registration (non-transferable)	
Coffee Breaks (2)	2.250
Logo recognition when sending delegates to coffee breaks Possibility to supply coffee area with logo-printed paper napkins	
Delegate Bags	1.750
Sponsor to provide 300 paper/fabric bags, delivered to venue 1 piece of collateral. Delegate bags will be packed by visitors themselves. Logo recognition on-site during summit	
Video (max 3)	1.000
Video, 2 min shown during Conference	1 SOLD – Tripbam
Give-away or Broschure	1.000
A piece of collateral or giveaway for delegates to pack in their bags	

**FOR ADDITIONAL INFORMATION & BOOKING YOUR SPONSOR PACKAGE
CONTACT YOUR LOCAL BUSINESS TRAVEL ASSOCIATION GM:**

DBTA: Anne Mette Berg (dbta@dbta.dk)

FBTA: Sari Viljamaa (sari.viljamaa@fbta.net)

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