

GBTA S A Conference Sponsorship 2019



GBTA Southern Africa is a Not for Profit Company, NPC. (Registered as a Section 21 company). The organisation is self-funded from revenue generated by strategic marketing partnerships, membership fees, educational workshops and research projects.

A Board of Directors manages GBTA Southern Africa. The Chairman, Deputy Chairman and the majority of the Board Members are corporate travel buyers. All Board Members are elected by the members in January of every second year.

Board Members:

Chair – Maureen Masuku

Vice Chair – Fikile Nkala

Phale Naake, Sue-Ann Tredoux, Robyn Christie and Leanne Margo.

The Global Business Travel Association Southern Africa, the GBTA Southern Africa, is a travel buyer led community of business travel professionals who encourage dialogue and learning through a series of relevant and strategic educational events with a view to encourage beneficial relationships amongst all business travel professionals. Empowering both the Buyer and Supplier community through education.

GBTA Southern Africa members share: advice and knowledge; updates on trends and developments in the business travel industry; efforts at influencing relevant industry bodies; facilitate travel related solutions and are recognized as a body of experts. Members have access to the GBTA Hub where a vast variety of research papers and expert advice is at the click of a button.

What does GBTA Southern Africa offer you?

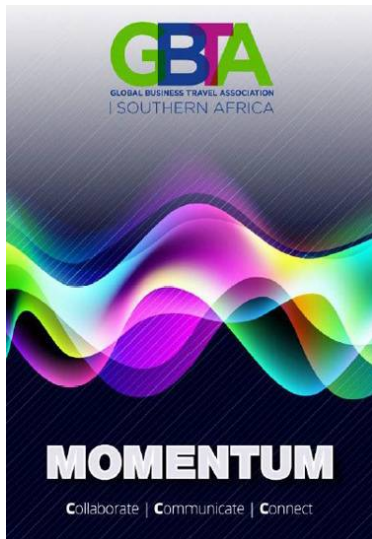
- Establish and reinforce your company's brand and generate sales leads.
- Benefit from face-to-face contact with a very specific target market and interact with usually difficult-to-access high level decision makers on a cost effective and informal basis.
- As a marketing partner you will be given brand exposure on our website, blog, workshops and annual conference.
- Reach the GBTA Database through Workshops and Conference invites, blog and website.
- Build market share and new customer relationships during challenging economic times.
- Update your market knowledge and learn about new developments in your sector from your fellow trade participants.
- Build trust with new and potential customers.
- Ideal platform to showcase your business objectives with current and potential clients.
- A unique environment to solidify relationships with both government and corporate travel buyers and the broader travel industry.
- Speaker opportunities at the annual Conference to educate clients.
- Input into topics driving your sector.
- Opportunity to Sponsorship the Sundowner event at the annual conference.
- Contribute to the education of the corporate travel community.
- The organization is open to consider jointly developed marketing channels.
- Opportunity to train your delegates the day before conference.



Delegate Rates

R 2 250 Buyer Member
 R 3 450 Supplier Member
 R 3 250 Non Member Buyer
 R 4 350 Non Member Supplier

Membership fee R 3 000 less 20% for conference delegates.



Event Programme and Annual Membership Guide

Your organization can be advertised in the event and membership guide for different GBTA events. This investment will generate awareness and engage event attendees.

R 20 000



Registration Table

This is a highly visible branding opportunity, delegates will wear your lanyards throughout the duration of the conference and your staff the opportunity to network with the arriving delegates.

R 35 000 (registration bags optional)



Sponsor a Speaker

Sponsor a keynote speaker to prominently feature your brand to all event attendees. This is a highly visible sponsorship which reinforces your support of the business travel industry and connects your brand to GBTA as an industry thought leader - content and speaker subject to board approval.

R 45 000



Sponsor a Session

Where you choose the topic that is relevant – content and speaker subject to board approval.

R 45 000



Visibility Video

Your brand will be prominently featured to a captive audience. This is a highly visible sponsorship which reinforces your support of the business travel industry and connects your brand to GBTA as an industry thought leader.

R 20 000



Table Drops or Delegate Gifts

Your brand will be prominently featured to a captive audience. This is a highly visible sponsorship which reinforces your support of the business travel industry and connects your brand to GBTA as an industry thought leader.

R 5 000

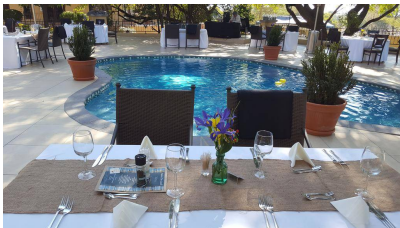


Internationally accredited GBTA Training – 22nd October 2019

The Advanced Principles of Business Travel Management is the advanced education offering that focuses on the key competences required of business travel professionals. It is intended for travel buyers overseeing a managed business travel program and suppliers offering travel-related products and services.

This workshop is designed to cover: Strategic Planning, Buyer and Supplier Relationships, Travel Program Administration and Data Analysis

R 4 000 per delegate



Sundowner Event Sponsorship

Enjoy and unwind at the end of conference in the summer sunset and networks with your peers.

R 60 000



Photographer at Sundowner Event

Brand your photographs and share memories with conference delegates.

R 20 000 excluding the cost photographer

Contact Sharon Richards Lund



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