

GIBTM 2012

Branding Opportunities



Target over 2,900 attendees at GIBTM 2012, including top international and domestic decision makers.

GIBTM PART OF THE IBTM PORTFOLIO OF EVENTS:



The Stand Out Menu

Pre-show

Website promotion
GIBTM official invitation
Official preview promotion
Twitter Partner

Onsite

Hosted Buyer Lounge
Hosted Buyer Folder

Media Centre
Press Centre

Visitor Bags
Visitor Bag Insert
Visitor badges
External Signage
Registration Area

Meet Mercedes

As sponsorship, branding and advertising manager for GIBTM, Mercedes is specialised in helping you to achieve maximum exposure to top level buyers through building the perfect sponsorship package for you and your budget.

To discuss your options further please contact Mercedes today!

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Sponsorship Manager
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Pre-show

Website promotion

What can you do?

Include your company logo/banner or video
On the highly viewed GIBTM website.

Packages can be tailored to suit your needs and budget and will guarantee your exposure before the show.

Where can you do it?

GIBTM hotspots are...

- Homepage
- Why Visit Page
- New Business Travel Page
- Hosted Buyers Page
- Education Page
- Exhibitor Directory

For Maximum impact...

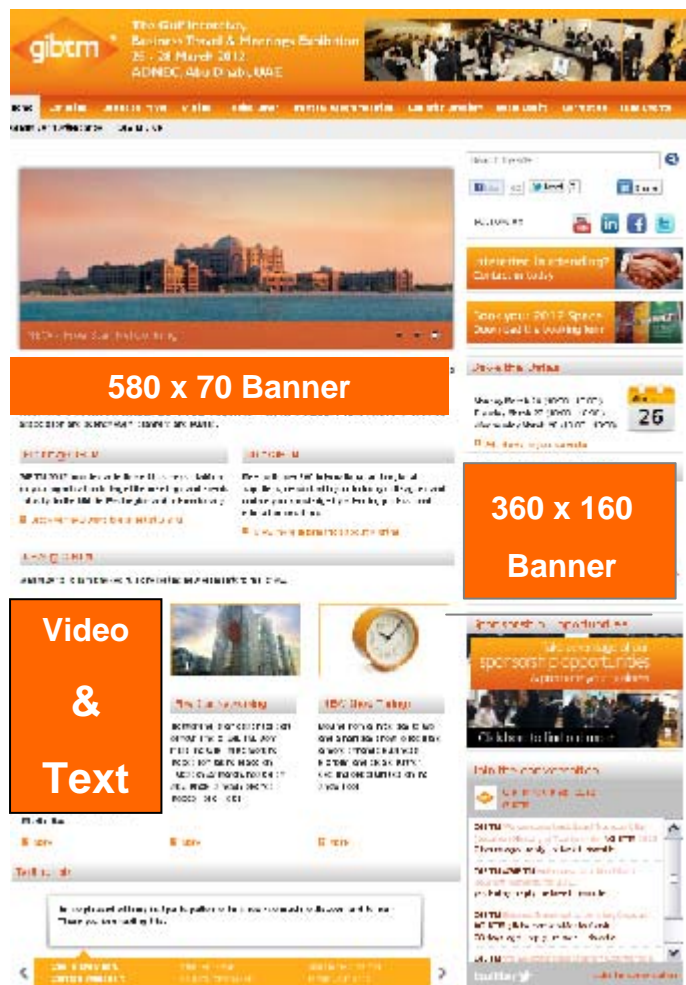
The **Hosted Buyer Zone** attracts almost 300 top buyers almost every day in the lead up to GIBTM. Include your logo or banner and link it to your website to achieve maximum exposure.

GIBTM.com in one year...

42,260 Visits

24,514 Unique Visitors

141,187 Pageviews



Pre-show branding Visitor and Hosted Buyer Campaign

NEW

Official GIBTM Invitation

Include your company logo/banner and QR code.

Delivered to the entire database of Regional and International Hosted Buyers and Trade Visitors via e-invitation.

Hand Delivered to all confirmed Hosted Buyers.

Sponsor the Official GIBTM Invite to cover both printed and online promotion.

GIBTM E-Newsletters

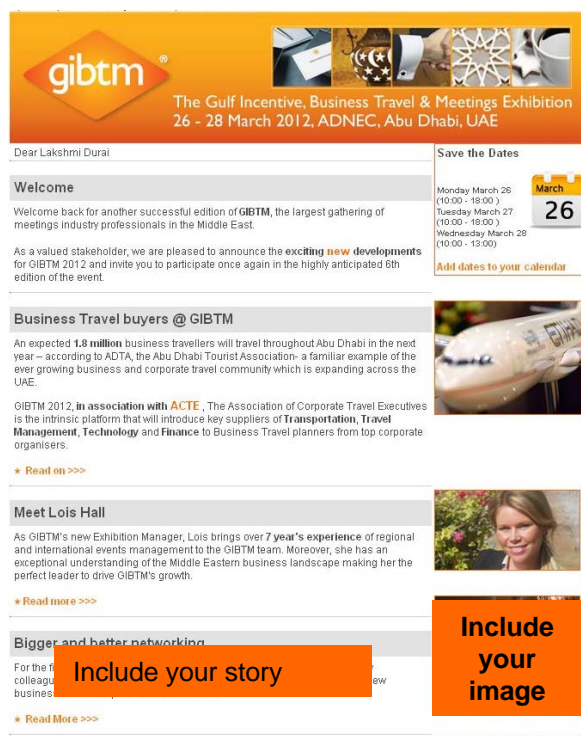
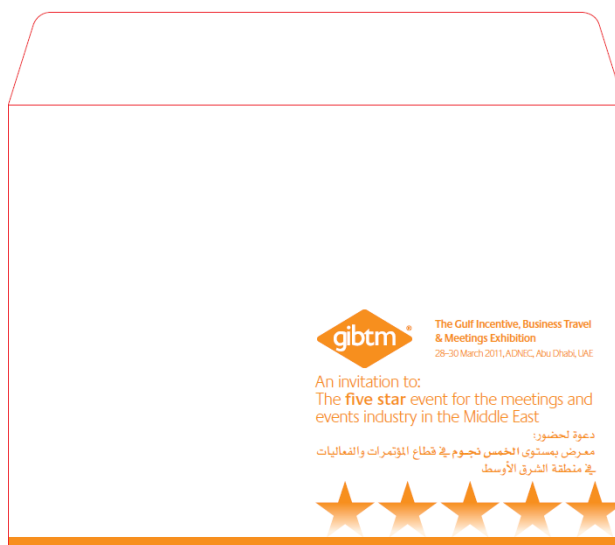
Include your company logo/banner in your very own section of the bi-weekly newsletter.

An exclusive offer for exhibitors to reach The entire GIBTM database of registered and prospective trade visitors, exhibitors and hosted buyers.

Includes your company logo/image/video, 50 word description and a link through to your exhibitor directory page,

Also available:

Include a headline or side panel banner.



Pre-show branding Visitor and Hosted Buyer Campaign



Official GIBTM APP

Include your company logo/banner and link to your exhibitor profile.

Downloadable for the **entire database** of Regional and International Hosted Buyers, Trade Visitors and Exhibitors.

The download link is included in every single visitor collateral piece.

To be launched at the end of January- the APP is a key source of information for ALL attendees **before, during and after GIBTM.**

Exclusive Offer:

Include your company banner and link to your exhibitor profile!



Pre-show branding Visitor and Hosted Buyer Campaign

NEW

Official GIBTM Preview

The very first “Experience GIBTM” 20 page online preview is yours to exclusively sponsor,

E-Mailed to the entire database and held on the homepage of GIBTM from the beginning of February 2012. The preview offers a full guide to GIBTM.



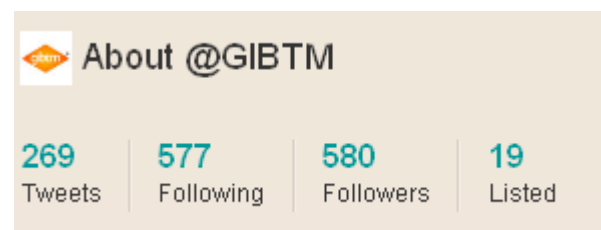
NEW

Official GIBTM Twitter Partner

Tweet with us and our 580 followers of industry professionals.

The official GIBTM Twitter Partner logo will be added to the Twitter page profile for GIBTM. From January GIBTM tweets every day!

The GIBTM Twitter Partner will be tweeted about once every two weeks! Providing invaluable coverage to a captive audience.



On-site branding

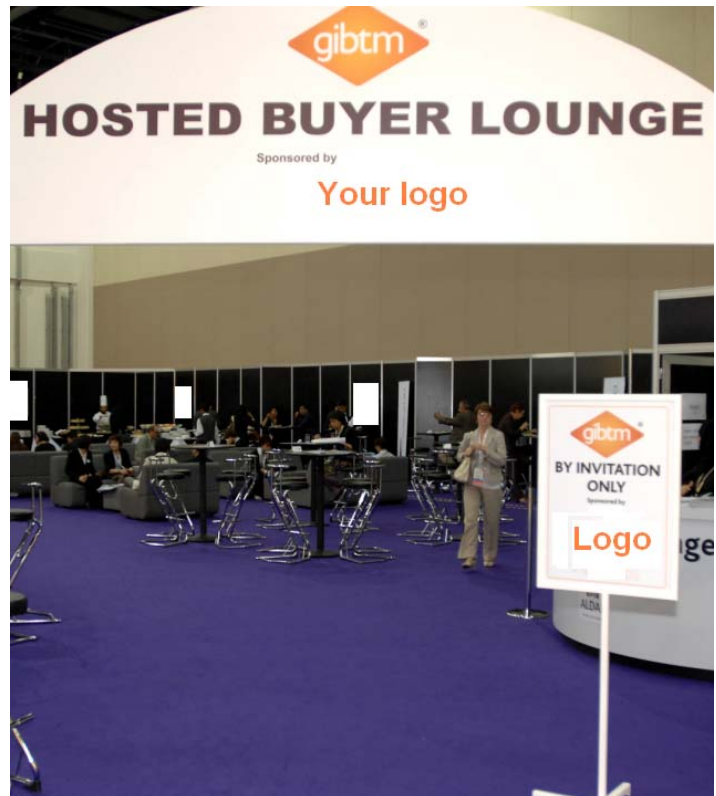
Target Hosted Buyers

Hosted Buyer Lounge

Target Hosted Buyers in their exclusive lounge on the show floor.

Exposure to up to 300 Hosted Buyer:

1. Display posters and literature
2. 2 x **complimentary passes** to the Lounge
3. Your branding on signage in the lounge
4. Refreshments will be provided to Hosted Buyers on your behalf
5. Pre-event and onsite recognition, including coverage in the Official Show Catalogue,
6. Theme the lounge to your own style



NEW

Hosted Buyer Folder and PSA Schedule

Every Hosted Buyer receives a welcome folder containing their important show documents.

Brand folders with your Logo. Stand number and QR code.



On-site branding Registration



Exclusive and Direct Exposure to every exhibitor, visitor and hosted buyer. Showcase your brand at the Registration Area at GIBTM!

Details

- Display literature in the registration area
- Company logo printed on counter structure
- Decoration of the imprint area with your corporate image
- Distribute your material to all attendees at badge collection

1st visual exposure to:

2863
Total Attendees

284
Exhibiting Companies

2123
Visitor Attendees

259
Hosted Buyers

On-site branding To every attendee

GIBTM Bags

Exclusive to one sponsor

Have your logo reproduced on 2,000+ event bags. Hosted Buyers also receive their bags in the dedicated Hosted Buyer Lounges.

Branding is given on one side of each bag **plus** one insert



Lanyards-

Exclusive to one sponsor

Sponsor of 4,000 lanyards used to hold Exhibitors, Hosted Buyers, Trade Visitors and Press badges.

High quality material lanyard with double clip and Logo printed both sides.



Visitor Badges

- Exclusive to one sponsor

Given to every visitor and Hosted Buyer at GIBTM at both registration areas.

Include you Logo or/ and company details printed on one side of the badge



On-site branding

Specifics

Professional Education

Sponsor the GIBTM Professional Education Programme including Hosted Buyers Sessions.

Includes:

Your branding on screen before and after each seminar.

Your branding on the Education pages of the GIBTM website,



The GIBTM Press Centre

Reach the international press during the whole year with an online banner in our website and by sponsoring the new Press Office in Abu Dhabi.

Includes

Exclusive online banner on Press Centre pages of the GIBTM Website

Your literature, posters and branding within Press Centre and sponsor can provide branded mouse mats, screen surrounds and/or screensavers for each PC)



External branding



External Mega Board

Located outside the Exhibitions Hall your chance to have your brand visible to all **attendees** who visit GIBTM – have your name on the Mega Board

Transport Signage

Place your logo in all the Transport Signage and make sure you are seen by all our visitors.



A note from Mercedes...



Thank you for taking the time to read through your Sponsorship, Branding and Advertising opportunities.

Please remember that anything is possible and we can tailor your exposure to suit your campaign objectives and budget.

I am happy to answer any questions you may have and look forward to hearing from you,

With warm regards,

Mercedes Alonso

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