

**BUSINESS
TRAVEL
SHOW
EUROPE**

29 - 30 JUNE 2022
EXCEL, LONDON

2022 SPONSORSHIP OPPORTUNITIES



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BTNGROUP
CONFERENCES & EVENTS



PROMOTE YOUR
PRODUCT



BE SEEN AS A THOUGHT
LEADER



SEEK PUBLICITY
AND PR



GENERATE LEADS FOR
YOUR COMPANY



ATTRACT BUYERS
TO YOUR STAND



GAIN EXPOSURE FOR
YOUR BRAND PRODUCT

Contents

Hosted buyer options

Profile and programme

Hosted buyer lounge

Entertain and network

Pre-show conference

More opportunities

Show Features

Show features and event wide options

Swapcard

Conference speaking and branding

Visitor meeting and rest areas

Visitor entrance and registration (S3)

Visitor entrance and registration (S4)

Visitor welcome zones

Show bags

Coffee cup sleeves

You are here boards

Branded mobile charging stations

Floor tiles

Branded mobile charging stations

Floor tiles

Roaming rights

Isle markers

Badge and lanyards

Recycle bins

Ethical travel trail

Hall perimeter banners

Digital opportunities

External and boulevard branding

BTN TV

Overall Tv sponsor

Five minutes with...

Live stand interview

TV advert or company video

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Enhance your presence

Booked your space on the show floor?

Great, now make sure you maximise your time at the show and drive buyers to meet you at your stand. Whatever your needs, requirements and budget, there a host of promotional opportunities available to choose from.

Whether you are looking to target hosted or other travel buyers, position your company or an executive as a thought leader or drive awareness of your brand, there are range of creative options to help you achieve your goals.


Additionally, if you have a specific requirement or idea, simply get in touch and we can build you a custom-made programme



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Say hello
to Melon!

Exclusive deals,
savings and
perks in
one platform.

Two.

Three.

*Check in.
Chill out.*

#backtoblueski

Hosted buyer programme

Hosted buyer profile and programme

The Hosted Buyer Programme is designed for a select group of busy, senior level travel buyers to make the best use of their time at the show. All hosted buyers are vetted and must manage travel, be a decision maker and have a minimum of £1million+ annual travel spend. As part of the programme they are required to make appointments with exhibitors

Analyst, Global Travel Operations
AP, Travel & Expense Manager
Associate Director of Procurement
AVP: Global Travel and Expenses
Business Travel Manager
Global Category Manager – Travel
Commodity Manager
Deputy Director for Purchasing & Innovation
Director Global Security
Global Accommodation Manager
Global Head of Procurement
Global Head of Travel
Global Procurement Director
Global Travel Risk Advisor
Head of Business Travel
Head of Global Mobility
Head of Purchasing
Head of Travel Sourcing
Procurement Specialist
Travel Director EMEA
Travel Manager EMEA & APAC
Vice President Operational & Corporate Security
VP Sourcing, Procurement,
Travel & Expense



Hosted buyer lounge

Become a sector-exclusive co-sponsor of the hosted buyer lounge and target the UK's and Europe's highest spending corporate travel buyers in their private area where they relax, work, network with peers and enjoy complimentary refreshments throughout the day. Access is strictly restricted to hosted buyers and sponsor personnel making it an unrivalled networking and business development opportunity.

Summary details

- Branding on signage in the Hosted Buyer Lounge
- Branding on the outer walls of the Lounge
- 2 x sponsor staff access to the Hosted Buyer Lounge to network
- Refreshments provided to hosted buyers on your behalf
- Opportunity to offer an incentive/prize draw / activation within Hosted Buyer Lounge
- Whole show pre-show brand recognition to include official show preview, hosted buyer pages of website, show guide and on partner logo panel
- Hosted Buyer Lounge attendee data

£25,000 per sector



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Entertain and network

The hosted buyer networking events are one of the highlights of the programme. Providing a relaxed business environment, they are one of the key opportunities for suppliers to build new and cement existing partnerships with busy difficult to reach travel managers

Pre-show dinner

On the night before the show opens hosted buyers are treated to a relaxed intimate reception and dinner. Summary details:

- **GOLD:** 2-minute speaking opportunity , whole show & HB pre-event and at dinner branding, 6 staff places, activation & attendee data **£16,500**
- **SILVER:** 2- minute speaking opportunity, HB pre-event and dinner branding, activation in drinks reception , 4 staff places. **£9,500**
- **BRONZE:** Branding, activation in drinks reception , 2 staff places **£4,500**

Previous sponsor include:

cvent

Daily lounge lunches

The hosted buyers are served lunch and refreshments within curtained off area between 12noon to 2pm each day during the lunch.

Summary details:

- HB pre-event branding
- Onsite branding revealed during the lunch
- 2 x representatives can have access to the lunch area Activation branding opportunity **£10,000**

Day 1 networking dinner

On the evening of day one the hosted buyers are divided amongst 4 London restaurants to give sponsors greater opportunity to meet and network with buyers.

- **GOLD** Whole show & HB pre-event and onsite branding, 2-minute address, 3x staff and a branding activation at each restaurant, plus attendee data - **£25,000**
- **SILVER** HB pre-event and onsite branding 2-minute address, activation opportunity at 2 restaurants, 2x staff places at all restaurants - **£15,000**
- **BRONZE:** HB pre-event and onsite branding, 1 staff member at all restaurants and one restaurant activation **£7,500**

Previous sponsors include:

BCD travel **FCM**

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Pre-show conference

On the day before the show **75+ hosted buyers** are expected at the pre-show conference for networking and education. Arriving for a luncheon from 12.30, buyers then attend **three interactive sessions** from 1.45pm to 5.30pm. For sponsors the conference provides the perfect opportunity to influence who they meet at the show and build brand awareness.

Gold Sponsor - £20,000

1 available

SOLD

- 10-minute keynote style presentation at the beginning of the conference
- Whole show and HB pre-event branding and within the conference room
- 4 staff places & attendee data



Silver Sponsor - £12,500

2 available

- 2-minute welcome address
- HB pre-event branding plus onsite at luncheon area & conference room
- 3 staff places & attendee data

Bronze Sponsor - £7,500

- 2 staff places
- HB pre-event and onsite branding within conference room



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More opportunities

Hosted buyer bags: £8,000*

Provide luxury sustainable branded bags to those attending the show. Includes information inside and opportunity to supply 1 x branded gift (NB. Bag and gift provided by sponsor)

Visitor badges and lanyards* £15,000

This offers highly visible mobile branding opportunity across hosted buyer & all visitor badges.

Hosted buyer diary sponsor: £5,000:

Display your rotating banner before and during the show on the desktop version of the hybrid SwapCard platform – 3 available



SOLUS email*: £3,500 per email

Send your customized email message to registered hosted buyers. *Subject to availability.

Early access to the hosted buyer diary: £2,500

Gain 1 week's advance access to the hosted & virtual buyer diary to request connections and appointments with hosted and virtual buyers.

Hosted buyer email sponsor: £2,000 per email £10,000 for full campaign

Include your branding and 50-word company description at the bottom of hosted buyer email communications.

* Sponsor to provide bags, gifts and lanyards

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Features and event wide options

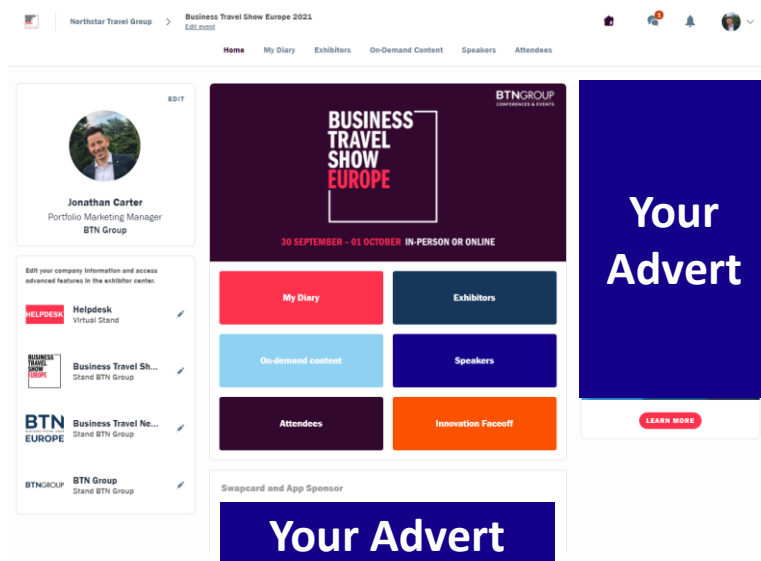
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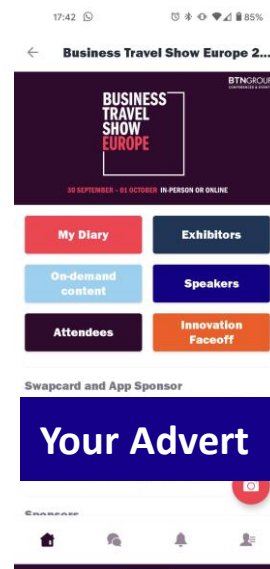
Swapcard

Sponsoring Swapcard our hybrid platform and show app is the perfect way to boost visibility of key sales messages, increase connections & appointments and enhance brand awareness with virtual, hosted and in person buyer attendees in the build-up to and during the event.

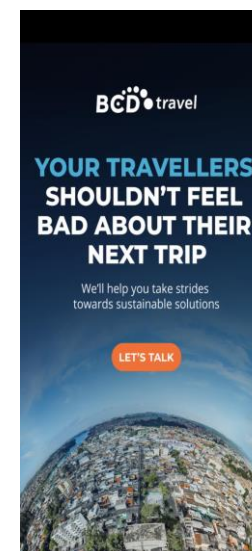
Desktop Welcome



App Welcome



Splash Screen



- Your tailored message displayed on the desktop home page, in two places. The righthand advert is in rotation with other banners.
- Enhanced SwapCard listing
- 2 x daily push notifications to users
- Your tailored message on the splash page seen on every open.

£12,500

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Conference speaking and branding

The conference programme provides Europe's only high quality, free to attend conference programme with over 50 sessions designed to meet the knowledge requirements of the European managed business travel buying community. This is an ideal opportunity for those sponsors who want to align their brand with thought leadership; have a premium speaking opportunity and network with, virtual, hosted and buyer attendees across the two days.

Overall package - £25,000

- Whole show pre-event branding
- Branding on-site across conference signage, conference theatres and virtual platform
- Opportunity to host your own virtual case study / workshop / discussion forum . One 40-minute session each day. Includes session attendee data
- Align your brand with 5 editorial sessions and receive data from those sessions

Individual sessions

Exhibitors can deliver live sessions to both the virtual and live audience. Package includes attendee data.

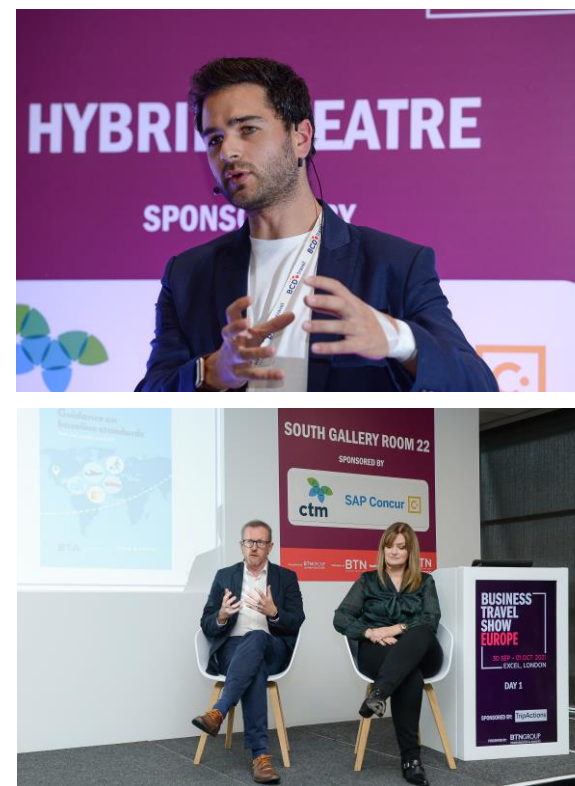
20-minute session: £6,000

40-minute session: £9,500

Previous sponsors include:



Previous sponsors include:



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Visitor meeting and rest areas

Main café sponsor

Refuel our delegates throughout the day by sponsoring one of large main custom-built café areas.

- Naming rights on all directional signage
- Branding of café area
- Café staff wearing your branded t-shirts
- Opportunity to distribute leaflets in the area
- Pre-event and onsite sponsor recognition

£35,000



Chill & recharge seating area

These are multi-functional 'chill, charge & watch' spaces, for visitors to recharge their phones and tablets, take some time to catch up on emails, have meetings, watch BTN tv and virtual conference sessions.

This area can be branded to your choice, and the sponsor can create an activation to leverage their investment further.

£15,000 **SOLD**



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Visitor entrance and registration (S3)

This is a high-profile opportunity for your brand to dominate the entrance to the Show and to be seen by buyers entering through entrance S3.

- Area occupies approx. 40sqm W3m x L14m H 2.5m
- Naming rights on all directional signage
- Branding on registration desks and lanyard collection point
- Co-branded 30 / 70 BTSE /sponsor entrance totem, banner, side panels and central totems
- Registration staff wearing your branded t-shirts
- Opportunity to distribute leaflets in the registration area
- Whole show pre-event visitor promotion and onsite sponsor recognition across all show signage

£25,000



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Visitor entrance and registration (S4)

This is a high-profile opportunity for your brand to dominate the entrance to the Show and to be seen by buyers entering through entrance S4.

- Area occupies approx. 40sqm W3m x L14m H 2.5m
- Branding on registration desks and lanyard collection point
- Co-branded 30 / 70 BTSE / sponsor on light panel above entrance
- Registration staff wearing your branded t-shirts
- Opportunity to create a sponsorship brand activation
- Whole show pre-event visitor promotion and onsite sponsor recognition across all show signage

£25,000



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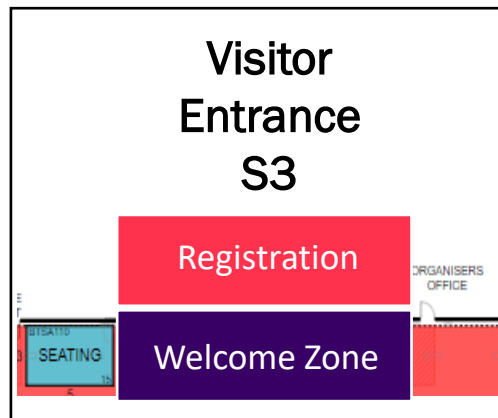
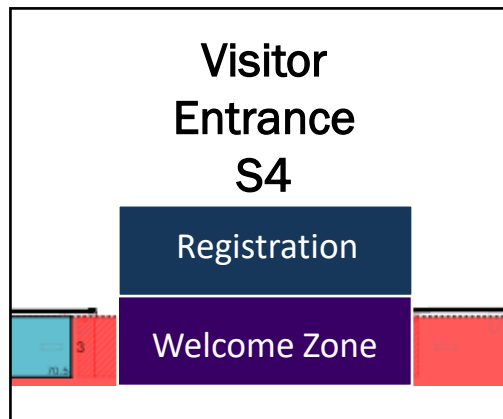


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Visitor welcome zones



This is a high-profile opportunity for your brand to dominate the area immediately after the registration area inside the hall. Each area includes

- Branded area occupying approx. W4m x L 14m 50-60sqm
- Naming rights on all directional signage
- 12m x 3m banner above the entrance visible from inside the hall
- Two, 4m x 2.4m light box walls
- Two, 1m x 2.4m lightbox cubes.
- Opportunity for a sponsor activation
- Pre-event visitor promotion and onsite sponsor recognition across all show signage

£25,000

Includes all production except for activation

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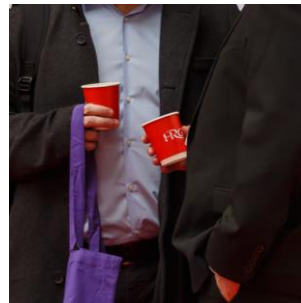
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Onsite branding opportunities

There are a variety of onsite opportunities to drive awareness of your participation, create brand affiliation, and generate revenue-driving leads. Below are a range of opportunities to reach all the buyer attendees at the show.



Show bags*

Place your brand in the hands of the entire audience to create a walking advertisement for your company. **£5,000**

Coffee cup sleeves sponsor

Supply branded coffee cup sleeve and see your brand literally carried all around the event. Cups will be distributed at the venue Café's onsite. **£5,000**

You are here boards

Highlight the location of your stand and display your brand to buyers on three 'You Are Here Boards' are placed strategically placed in high traffic areas around the show floor. **£3,000 (3 boards)**

Branded mobile charging stations

Dotted around the hall the charging units provide a valuable service for attendees and impactful branding opportunity **£2,000 per unit**

Floor tiles

Create a trail with branded floor tiles and make sure no buyer misses your stand. From **£500 per tile or x4 for £1500 inclusive of production**

Roaming rights

This opportunity allows two reps to roam the show floor and distribute collateral to attract buyers to your stand. **£3,000**

Isle Markers

Hung around the entire show to help buyer navigation this is a highly visible opportunity to gain extra brand exposure. **£10,000**

Visitor badges & lanyards*

This offers highly visible mobile branding opportunity across hosted buyer & all visitor badges. **£15,000**

Recycle Bins

Align your brand to event recycling by sponsoring the 15 bins around the hall. **£7,500**

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Ethical Travel Trail - Sector Exclusive

Rather than it being an area of the show floor like other show features, this takes visitors on a journey around the show. The Ethical Travel Trail will highlight those companies that are championing sustainability, diversity, carbon neutrality and human rights to challenge behaviours for the good of the planet.

Suppliers on the trail will be highlighted online and in the overall show promotion to visitors and buyers. A floorplan will highlight all participating companies, along with a ETT badge on their stands. Around the show signage will promote participating sponsors. Onsite floor tiles will signpost and highlight those companies who want to align their brand with ethical travel.

The Ethical Travel Trail is open to any exhibitor if they fit the criteria and they offer a sustainable gift or voucher to buyers who visit them on the trail.

There is an opportunity for one company to sponsor the Ethical Travel Trail. This will include:

- Featured as the Ethical Travel Trail Sponsor online
- Branding on pre-show visitor marketing information
- Branding on-site signage and 4 display units
- Included in promotional messages about the trail
- Branding on the floor tiles and posters that are placed around the event directing visitors to the trail exhibitors

£17,500



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Hall perimeter banners

High impact branding

Covering three walls, with a height of 6m, hall perimeter banners are the perfect way to create high impact brand visibility beyond the confines of your stand. Includes rigging and banner production. Other sizes available on request

Width x height	Cost
1m x 6m	£1,800
2m x 6m	£3,600
3mx 6m	£5,400
4mx 6m	£7,200
5mx 6m	£9,000
6mx 6m	£10,800



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Digital opportunities

There are a variety of pre and at event plus online and live digital opportunities to promote your brand, drive appointments and connections and visits to your stand.

Website



765,000 page
impressions June-
September

Email



380,000 emails & 50,000
pre-registered attendee
emails

Swapcard



325 – 350 hosted buyers
and 1,200+ other travel
managers

Web banner:

ROS leaderboard and footer banner **£5,000 per month**

Whole visitor email campaign

Include your branding and 50-word company description at the bottom of a visitor email. **£2,000 per email, £10,000 for full campaign**

SOLUS pre-reg email*

Send your customized email message to pre-reg opt-in event attendees. *Subject to availability. **£3,500 per email**

Shared pre-reg email

Include your logo, stand number and 50-word company description message to all attendees. Shared with up to 5 other exhibitors. **£1,500.**

Swapcard hybrid platform

Display your rotating banner during and before on the home page of desktop version of SwapCard platform to other buyers. **3 Positions available. £4,000**

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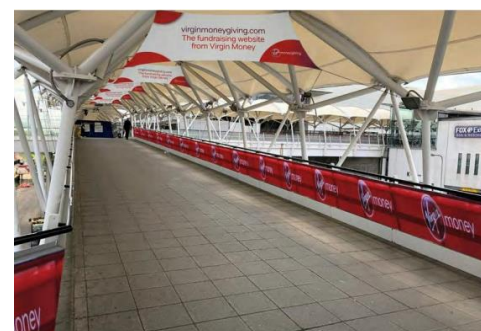
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External & boulevard banding

There are a variety of opportunities available to exhibitors to capture the attention of visitors as they arrive at, walk through the Excel and immediately outside the two show entrances. For details, please contact the team.



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BTN GroupTV streams live for a full two days to both live and virtual attendee. capturing on stand exhibitor interviews, broadcasting the buzz of the show, product & brand messages to live and virtual attendees via SwapCard andTV screens across the show floor.

BTN tv sponsor

Have your company logo constantly televised across the hybrid show.

- Whole show pre-show event branding
- Logo on step and repeat interview wall & BTN tv live stream feed
- Onsite branding across all the BTNTV Seating Areas x 4
- 3 minutes with, live stand Interview &TV advert – see next three slides
- Your stand video will be available within an hour for you to use in your own marketing and on social media whilst the show is on
- Streamed live from the Business Travel Show Europe website
- Streamed live to all virtual & live audiences through the hybrid platform

£20,000 – Sector Exclusive



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Five minutes with...

Filmed in advance this interview is a great opportunity for suppliers to promote new or existing products to buyers around the show.

- Interview played before a Live stream editorial session – includes data collection
- Interview played in-live stream at least 6 times per day on hybrid platform
- Banner ad in BTN Europe eNewsletter (sent 2x/weekly Tuesday & Thursday) promoting the video post or pre-event
- 2 weeks pushdown banner ad on BTNEurope.com promoting the interview.
- Sponsor will receive a recording to host on their own website and/or share through their own social channels

£8,500



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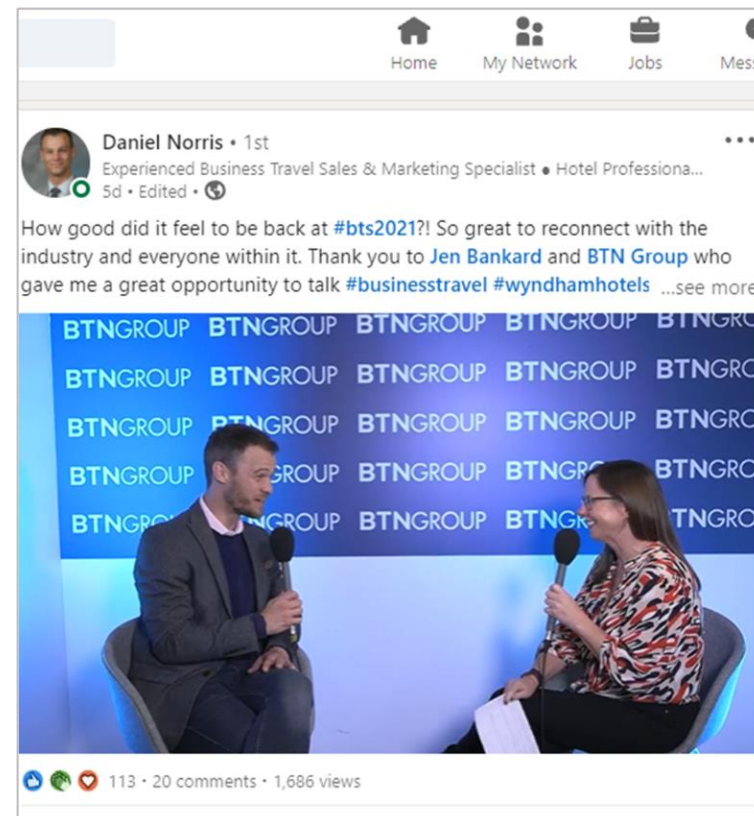
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Live stand interview

Get your live at-show message on our screens around Business Travel Show Europe and the virtual platform.

- At an agreed time, a film crew will visit your stand
- A professional on-screen personality will introduce your company and lead you through your interview
- Before filming starts, our production team will work with you to decide what questions to ask to allow you to get your message across.
- The interview will be seen on screens all around the venue, across the hybrid platform and the BTSE website.
- The interview will be repeated at least 6 times a day – complete with your company logo and stand details
- The video will be available within an hour for you to use in your own marketing and on social media whilst the show is on

£2,500



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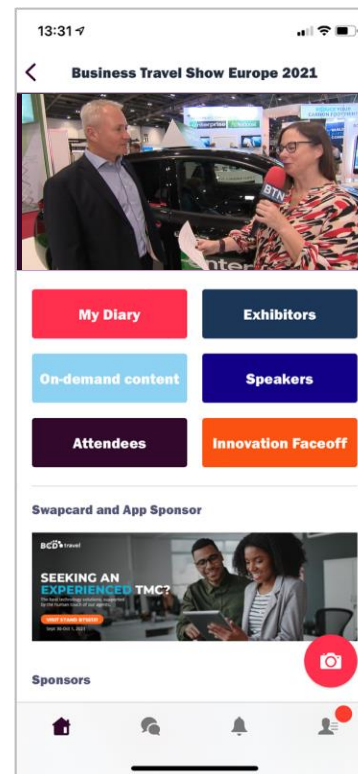
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TV advert or company video

Deliver your polished brand message to key travel buyers at the show

- Maximise your exposure at the show and boost your ROI
- Encourage delegates to seek out your stand to find out more about your offering
- Blast your company message up on screens around the venue, across the hybrid platform repeated at least 6 times on both days of the show
- This could be a pre-recorded advert, corporate video, a special announcement, product displays and logo
- It'll include your stand number, so once you've caught visitors' attention, they can easily navigate their way over to you

£1,500



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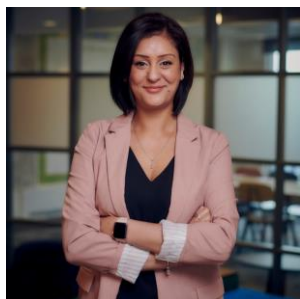
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Contact the team



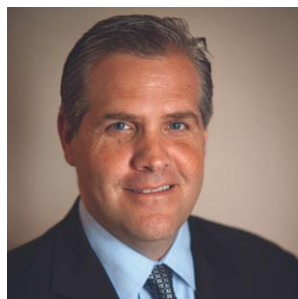
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