

**BUSINESS  
TRAVEL  
SHOW  
EUROPE**

28 - 29 JUNE 2023  
EXCEL, LONDON

# 2023 SPONSORSHIP OPPORTUNITIES



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**BTNGROUP**  
CONFERENCES & EVENTS



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BE SEEN AS A THOUGHT  
LEADER



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AND PR



GENERATE LEADS FOR  
YOUR COMPANY



ATTRACT BUYERS  
TO YOUR STAND



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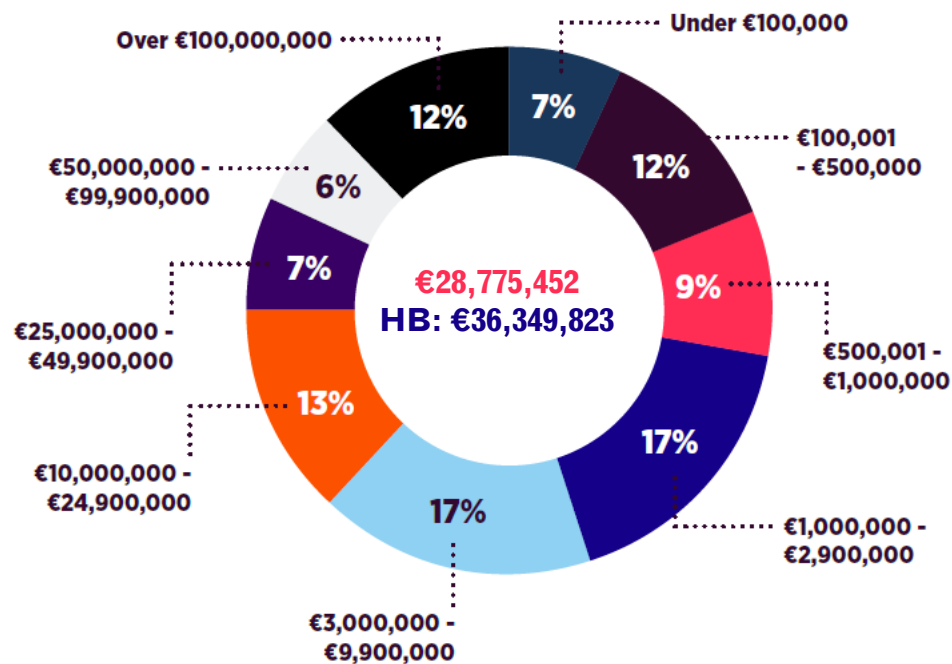
# Event overview

- **Europe's largest corporate travel event**
  - 700+ qualified corporate travel and meetings buyers
  - 200+ supplier exhibitors
- **Running for 29 years**
- **Co-located at ExCeL in London with The Meetings Show and TravelTech Show**
- **41 education sessions + sponsored sessions**
- **1:1 appointment tool**
- **Business Travel Innovation Faceoff**

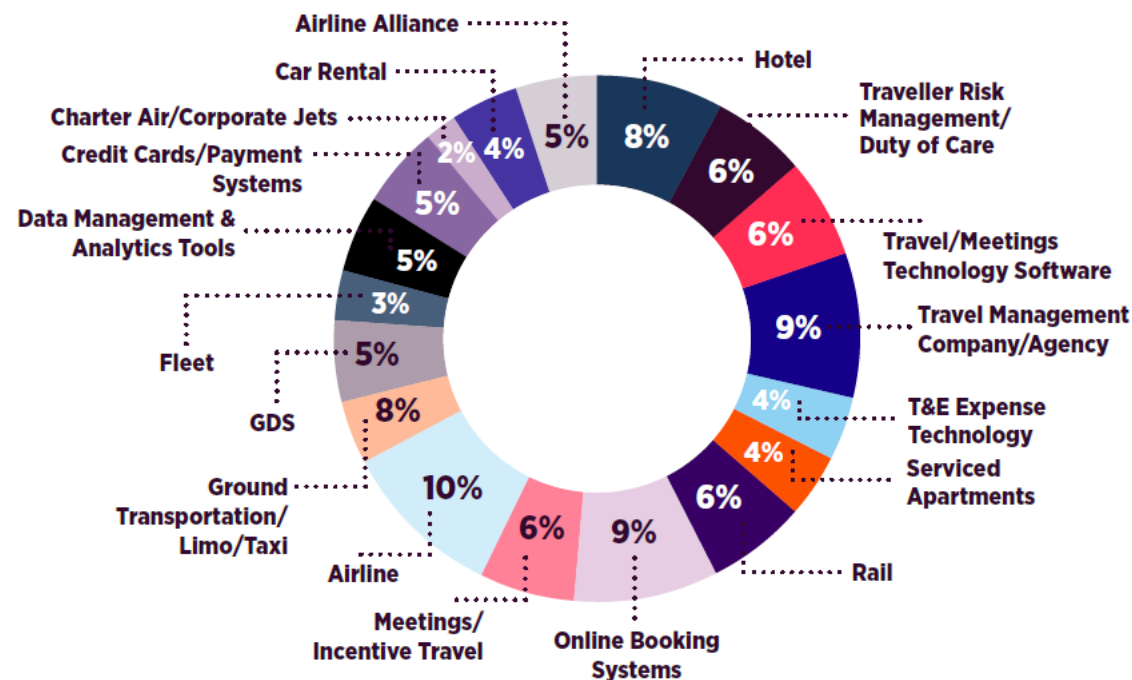


# A high value audience

## AVERAGE ANNUAL BUSINESS TRAVEL SPEND



## RFP SUBMISSIONS OVER THE NEXT 12 MONTHS



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# A high value audience



**#1 reason  
buyers attend is  
to meeting with  
suppliers**



**On average  
buyers have  
been in the  
industry for 9.3  
years**



**63% of buyers  
attended for the  
first time last  
year**



**29% of buyers  
were SMEs**



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# Hosted buyer programme

- **300 influential buyers from across UK and Europe**
- **Minimum £1m annual T&E**
- **Travel, accommodation and hospitality in exchange for 1-2-1 pre-arranged meetings with exhibitors**
- **Minimum of 5 appointments per day (most do more)**



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**30%** OF HOSTED BUYERS ATTENDED  
FOR THE FIRST TIME THIS YEAR

**73%** OF HOSTED BUYERS RATED THE  
EXHIBITOR MIX AS EXCELLENT OR GOOD

**100%** SAID MEETING SUPPLIERS IS AN  
IMPORTANT PART OF THE PROGRAMME

# Buyers from leading companies

abbvie



amazon

AstraZeneca



BAE SYSTEMS



Capgemini



Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosysteem

CONDÉ NAST

Deloitte.



Deutsche Bank



Discovery  
COMMUNICATIONS™

dyson



JOHN LEWIS  
& PARTNERS



inmarsat



JM Johnson Matthey  
Inspiring science, enhancing life



KUKA



LinkedIn

LUSH  
FRESH HANDMADE COSMETICS

McLaren

Mondelez  
International

ORIFLAME  
SWEDEN



PADDYPOWER

betfair



PHILIP MORRIS  
INTERNATIONAL

PRIMARK™



RENAULT



Rothschild & Co

Sainsbury's

Santander

Schneider  
Electric

sky

SKANSKA

Specsavers

spectris

sodexo

SONY

SUEZ

Swiss Re



TESLA



WPP

xerox

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# Sponsorship Overview

- **Hosted buyer sponsorship opportunities**
- **Thought leadership opportunities**
- **NEW: Opening general session**
- **Lead generation**
- **Onsite branding opportunities**
- **NEW: Business Lounges**
- **Brand awareness and visibility**
- **Digital Opportunities**
- **BTN TV**



# 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.

## Sponsorship includes:

- 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, lunch and snacks for Hosted Buyers
- Post event hosted Buyer Lounge attendee data

£26,750 + VAT per sector

## 2022 sponsors include:



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# Exclusive hosted buyer dinners

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.

For each of the below, there will be approximately 100+ hosted buyers in attendance.

## Pre-show Dinner (Tuesday 27<sup>th</sup> June)

### GOLD

- Attendee data
- Company logo included in onsite dinner signage
- 2-minute speaking opportunity
- 6 staff places

£14,000 + vat (max 2 sponsors)

2023 Sponsors



### SILVER - SOLD OUT

- 2- minute speaking opportunity
- Company logo included in onsite dinner signage
- 4 staff places

£10,500 + vat (max 2 sponsors)



### BRONZE

- Company logo included in onsite dinner signage
- 2 staff places

£6,500 + vat (unlimited sponsors)



"It's the biggest travel event in Europe - and the best one to attend to chat to potential prospects"

**Direct ATPi**

"Great event for information, networking and meeting buyers"

**Enterprise Holdings**

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## Day 1 Networking Dinner (Wednesday 28<sup>th</sup> June)

### GOLD

- Attendee data
- Company logo included in onsite dinner signage
- 2-minute speaking opportunity
- 6 staff places
- **£14,000 + vat (max 2 sponsors only)**

### SILVER

- Company logo included in onsite dinner signage
- 2-minute speaking opportunity
- 4 staff places
- **£10,500 + vat (max 2 sponsors only)**

### BRONZE

- Company logo included in onsite dinner signage
- 2 staff members
- **£6,500 + vat (unlimited sponsors)**

2022 Sponsors



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# Pre-show conference

On Tuesday 27<sup>th</sup> June, 100+ 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.

Attendance is invitation only and is limited to hosted buyers and sponsor suppliers only.

## Gold Sponsor - £20,000 + vat

Max 2 available

- Attendee data
- 4 staff places
- Max 5-minute welcome address
- Company logo included in preshow conference and onsite branding in the preshow registration, main conference and catering areas.



## Silver Sponsor - £17,500 + vat

Max 2 (1 remaining)

- Attendee data
- 3 staff places
- Max 2-minute welcome address
- Company logo included in preshow conference and onsite branding in the preshow registration, main conference and catering areas.



## Bronze Sponsor - £7,500 + vat

5 available

- 2 staff places
- Company logo included in preshow conference and onsite branding in the preshow registration, main conference and catering areas.



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# Premium hosted buyer engagement access

## **SOLUS email to buyers: £3,500 + vat per email**

Send your customized email message to registered hosted buyers leading up to the show.

## **Co-sponsor of an event email to hosted buyers: £2,000 + vat per email or £5,000 + vat for three emails**

Includes your logo and a 50-word company description on an event email send to registered hosted buyers. Emails are sent weekly starting three weeks from show date.

## **Hosted buyer diary sponsor: £5,000 + vat**

Display your rotating banner before and during the show on the desktop version of the Swapcard platform. 3 sponsors available



# Thought leadership



# General session sponsor – NEW!

New to the 2023 program is an opening general session to kick off the Business Travel Show Europe. The general session is open to all attendees and a unique opportunity for high-impact visibility for you and your brand. Below are the sponsorship inclusions and please note this is sold by exclusivity and available on a first-come, first-serve basis.

- **Keynote Speakers:**
  - **Jon Sopel (British journalist, television presenter and a former correspondent for BBC News)**
    - **Geopolitical and economic issues facing the business travel industry**
  - **Karen Hutchings (EY Travel, Meetings & Events Leader) to interview Drew Crawley (American Express Global Business Travel President)**
- **Sponsorship of the only session taking place at that time before the exhibition floor opens**
- **Logo included on all promotional and attendee emails that feature the session**
- **Logo on conference agenda, on-stage signage, show signage**
- **3/5 minute welcome before the start of the session**

**£35,000 + vat**

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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.

## Individual sessions

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

20-minute session\*: £6,000 + vat

40-minute session: £9,500 + vat

Previous sponsors include:

**FREE NOW**  
FOR BUSINESS

**Sabre**

travel counsellors  
FOR BUSINESS

**EGENCIA**  
An American Express Global Business Travel Company

**TripStax**

Uber  
for Business



**SAP Concur**



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# Business Travel Innovation Faceoff Sponsorship

The Business Travel Innovation Faceoff will feature up to 12 supplier presentations of cutting-edge products, technologies and services that address industry challenges and support managed business travel, meetings or business travelers. The presentations will take place live on the show floor and made available on demand post-show to all attendees and promoted to BTN Europe's qualified database of 15,000+ corporate travel and meetings buyers. This is an opportunity to align your brand with the latest innovation technologies and demonstrate your commitment to moving our industry forward.

- Exclusive Innovation Faceoff sponsor
- Opportunity to address the audience for two minutes at the opening of the first Innovation Faceoff session
- Company logo included on-screen during Innovation Faceoff presentations
- Company logo listed as Innovation Faceoff Sponsor on the event website

**£15,000 + vat**

Click [here](#) to see the list of the 2022 Business Travel Innovation Faceoff presenters.

Following is a link to the 2022 Business Travel Innovation Faceoff On Demand Portal: [2022 Innovation Faceoff On Demand](#)

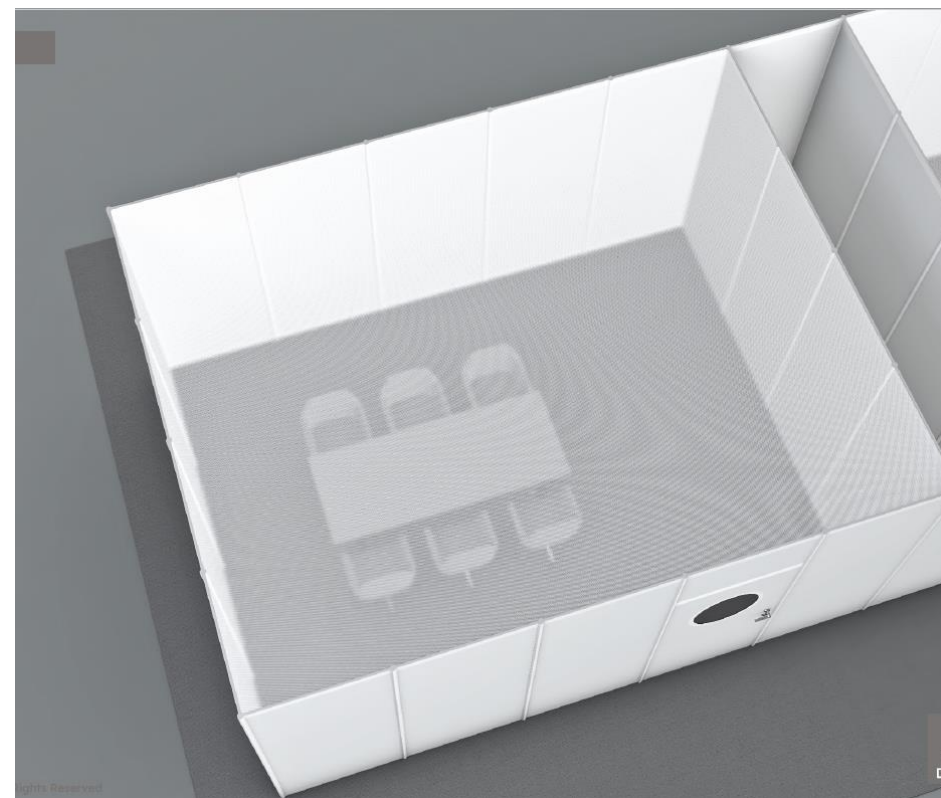
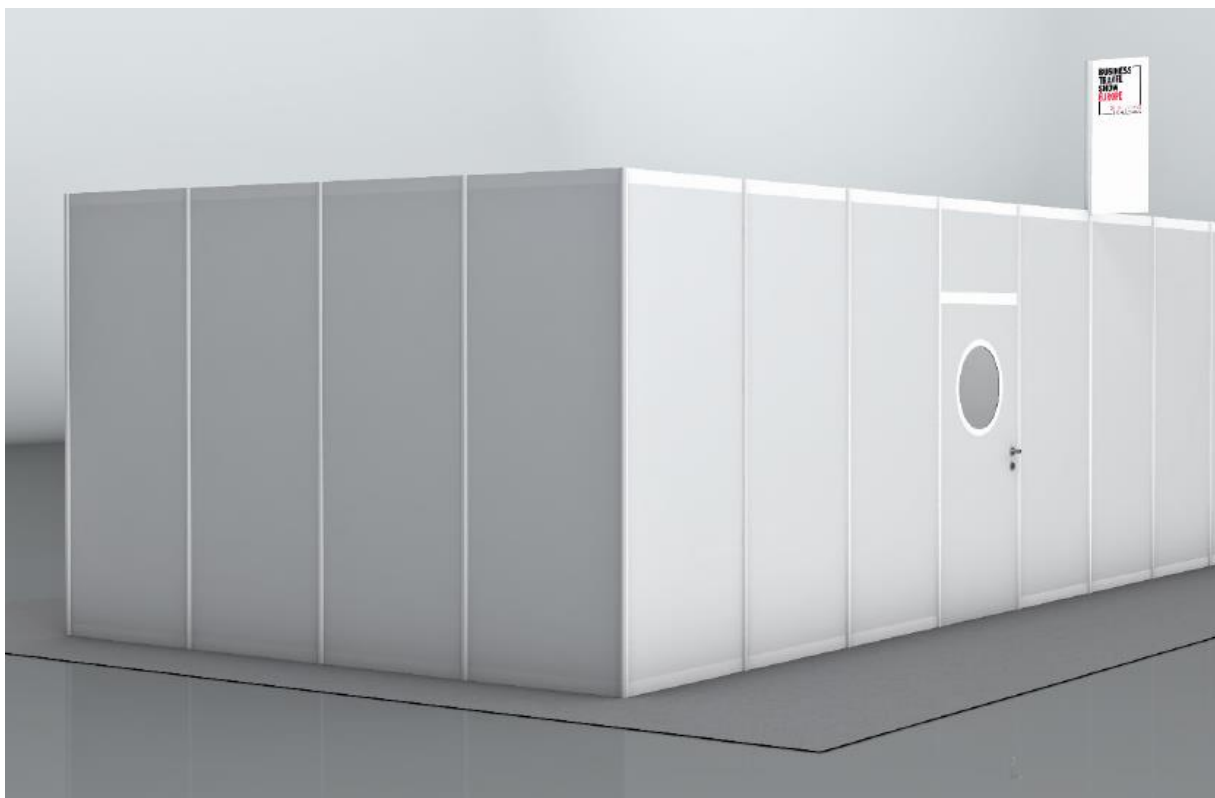




# New for 2023: Business Lounges

- 20m2 private meeting areas are designed to give you more privacy away from the bustling show floor.
- Only three remaining, available on a first-come, first-serve basis.

**£6,500 + VAT**



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# Visitor meeting and rest areas

## Main café sponsor

Refuel our delegates throughout the day by sponsoring one of our 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 + vat (1 remaining)**



## 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 and watch BTN TV.

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

**£17,500 + vat**

**Category exclusive / 1 remaining**

**(Airline category SOLD)**



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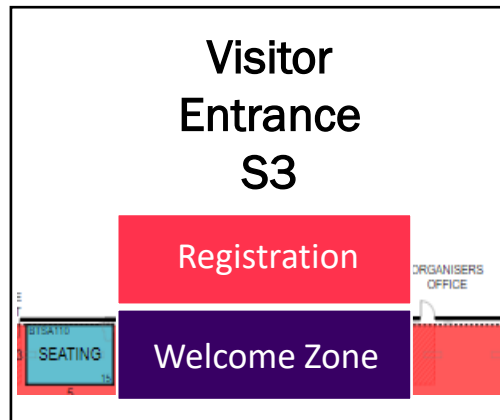
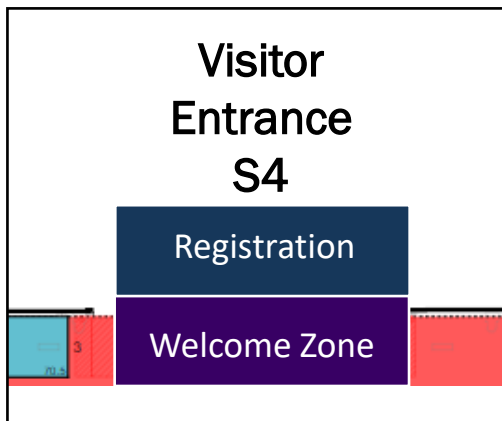


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# Visitor welcome zones - TBC



**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 +vat**

**Includes all production except for activation**

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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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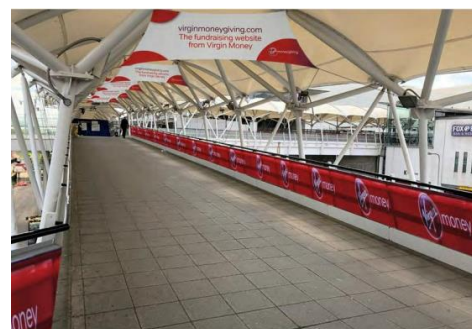
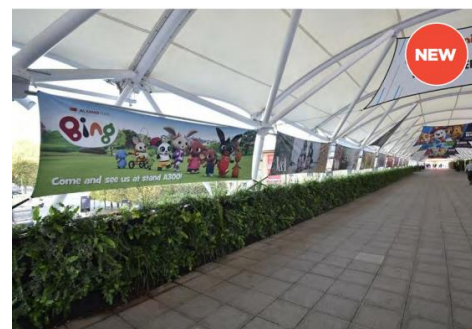


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# External & boulevard branding

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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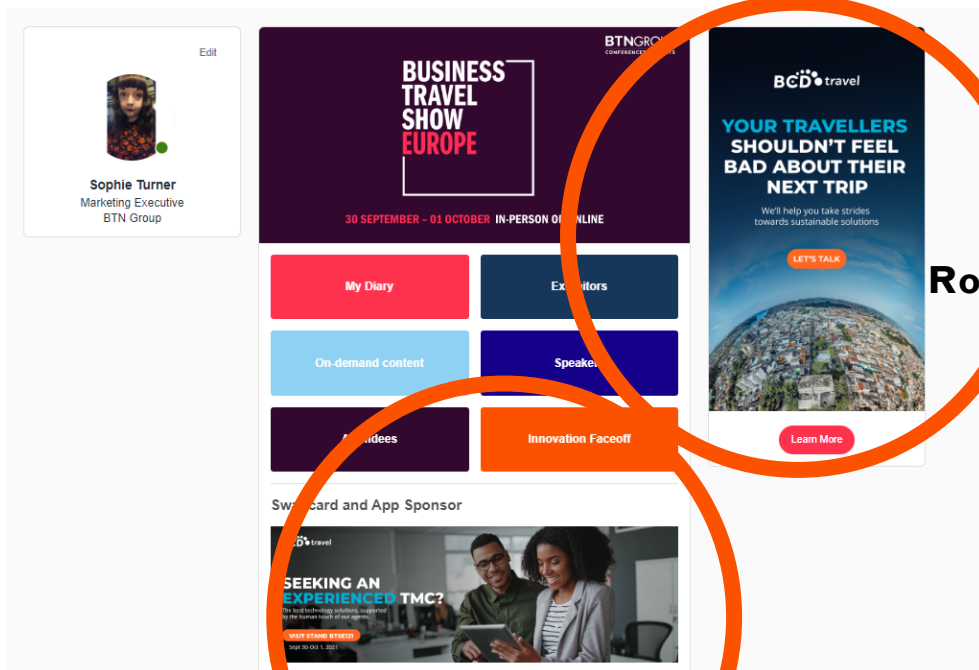
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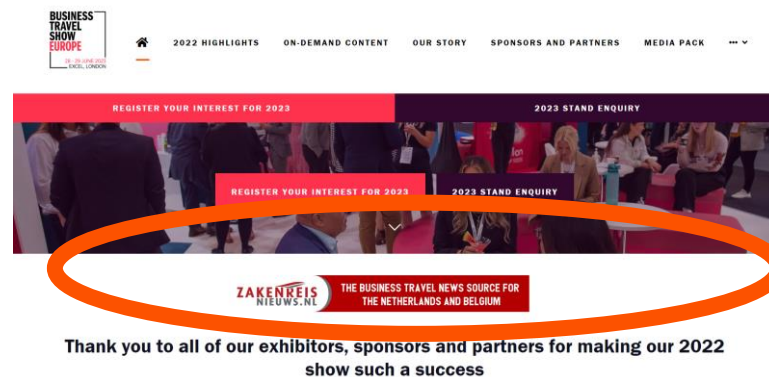
# Digital Opportunities

## Swapcard hybrid platform

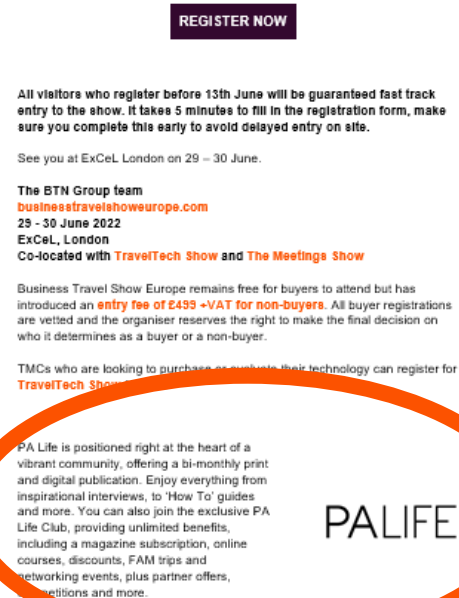


### Swapcard and app sponsor banner

## Website banner



## Shared pre-reg email



PALIFE

# 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**

## 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.**

## BTS Europe Show App and Hosted Buyer Diary

Display your rotating banner on the homepage of esktop version of SwapCard platform to buyers. **3 Positions available. £4,000**

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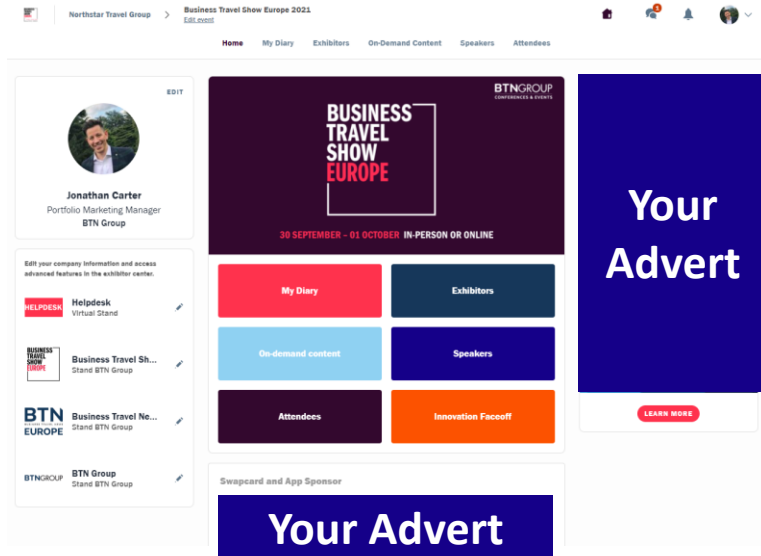


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# Show App and Hosted Buyer Diary

Sponsoring Swapcard our 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



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**BTNGROUP**  
TV

**BTN Group TV 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 and TV screens across the show floor.**

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# BTN TV 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 video will be available within an hour for you to use in your own marketing and on social media whilst the show is on
- Video to be hosted on the BTSE website through the 2024 show
- HTML e-blast to be sent to BTSE registrants post-show to promote the BTN TV video library of sponsored interviews

**£5,000 + vat**

[BTN TV Interview Example One](#)

[BTN TV Interview Example Two](#)



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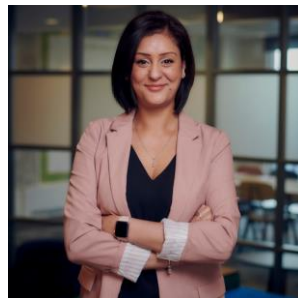
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# Contact the team



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