



NBTS 2022

SPONSOR PACKAGES

**Nordic Business Travel
Summit 2022**

Stockholm 23-24 March



**NORDIC
BUSINESS
TRAVEL
SUMMIT.**

SPONSOR OPPORTUNITIES

Nordic Business Travel Summit 2022

Stockholm 23 -24 March

Nordic Business Travel Summit is an annual event organized by the four Nordic Business Travel Associations; SBTA in Sweden, NBTA in Norway, FBTA in Finland and DBTA in Denmark.

In 2022 it will be held on 23 - 24 March at Clarion Sign Hotel in Stockholm.

The Nordic region is the 10th largest business travel region in the world and the 4 associations represent over 340 buyer corporations, the majority of large travel and meetings buyers from both private and public sectors. The NBTS is the largest and leading business travel event in the region. ●



For more than 15 years we have offered our Nordic members to meet and network. In 2017 we re-designed the one-day meeting and made it a two-day summit instead. ●

WHY SPONSOR THE NBTS?

It will be difficult to estimate the number of attendees for NBTS 2022, due to the pandemic and the implications it's had on the industry and on travel policies. We are hearing though, that there is a pent-up need to meet so we're hoping that people will be ready to travel in March. Normally around 45 % of the corporations represented are buyers.

According to GBTA Business Travel Index 2018, the Nordic business travel market represented a total of USD 31 billion in travel & meetings spend. Most of the big buyers are members of one of our associations, so if we say you reach more than € 15 billion in travel & meetings spend, we would claim that estimate to be moderate, during normal circumstances. ●

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

35 % Sweden

25 % Denmark

25 % Finland

10 % Norway

5 % International



FBTA Finland



NBTA Norway



DBTA Denmark



SBTA Sweden

The Gateway to Business Travel in the Nordics



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 for 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! ●

Lotten Fowler

Lotten Fowler
sbta.se

Sari Viljamaa

Sari Viljamaa
fbta.net

Anne Mette Berg

Anne Mette Berg
dbta.dk

*Marianne Smith
Magelie*

Marianne Smith
Magelie
nbtano

SPONSOR PACKAGES

Nordic Business Travel Summit 2022

1. PLATINUM SPONSOR - EUR 12.500

(Exclusive by sector; 1 per sector)

- Exposure in NBTS social media channels before AND after event (video or text) - once a month from when contract is signed
- Logo in official program
- Logo recognition on-site during summit
- Introduction of a speaker/summit program part OR short sponsor video
- Exhibition space in coffee-break area during summit
- 3 complimentary staff registrations
- 3 complimentary client/buyer registrations (non-transferable)

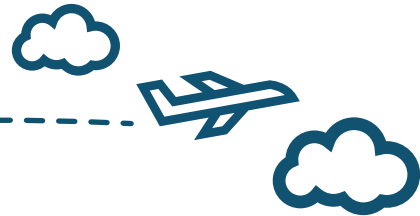
2. GOLD SPONSOR - EUR 10.500

- Exposure in NBTS social media channels before AND after event (video or text) - altogether two posts
- 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)

3. KEYNOTE SPEAKER SPONSOR - EUR 8.500

- Sponsor presented when introducing speaker, either with video or short introduction in person.
- Logo in official program
- Logo recognition on-site during summit
- 2 complimentary staff registrations
- 2 complimentary client/buyer registration (non-transferable)





4. PHOTO BOOTH - EUR 8.000

(The photo booth will be well placed, with sponsor branding on the booth as well as on the frame of the pictures.)

- Exposure in NBTS social media channels before the event (video or text) – in total 1 post
- Logo in official program
- Logo recognition on-site during summit
- 1 complimentary staff registration
- 1 complimentary client/buyer registration (non-transferable)

5. SILVER SPONSOR - EUR 7.000

- Dedicated, common exhibition space for silver sponsors in coffee-break area during Summit
- Logo in official program
- Logo recognition on-site during summit
- 1 complimentary staff registration
- 1 complimentary client/buyer registration (non-transferable)

6. VIDEO & SOCIAL MEDIA SPONSOR - EUR 1.500

- Video to be shown during event, on location.
- One posting, including video, on NBTS social media sites (Facebook & LinkedIn)

7. SOCIAL MEDIA SPONSOR - EUR 750

- One posting on NBTS social media sites (Facebook & LinkedIn)

8. DRINKS COUPON SPONSOR - EUR 750

- Branded coupon (sponsors logo) to be used in the hotel bar (wine/beer/prosecco/ non-alcoholic alternative) after 4.30 pm. The coupons are sold in batches of 50 per sponsor. Coupons cannot be used during the dinner reception.

CLARIFICATIONS

- First come, first served
- Until contract signed, sponsorship package is open for sale.
- This time, we will let our premium Sponsors choose their exhibition space: those who sign up early get the first picks in order of contract date. We will provide you with a floorplan approximately 1 month before the Summit takes place, with marked space to choose from.
- Deadline for buyer guest registration 3 March (places will be released on 4 March)
- Deadline for staff registrations 3 March (places will be released on 4 March)

MORE INFORMATION & BOOKING

For additional information and to book your sponsor package please contact your local business travel association GM:

- **SBTA : Lotten Fowler**
- lotten.fowler@sbta.se
- **NBTA : Marianne Smith Magelie**
- msm@nbta.no
- **FBTA : Sari Viljamaa**
- sari.viljamaa@fbta.net
- **DBTA : Anne Mette Berg**
- dbta@dbta.dk



We look forward to seeing you!

