



# SPONSORSHIP PROSPECTUS



# What is WBT?

The World Business Travel Forum (WBT) is the leading hub for business travel that bridges continents, connects global markets, and drives economic growth through seamless and innovative solutions.



These conferences will be the first of their kind to focus exclusively on business travel management. They aim to cater to corporate purchasing, finance, and HR directors while attracting industry leaders in business travel.

Dubai is an ideal location for these conferences serving as a global hub that links all continents. Its substantial regional presence will showcase the dynamic growth in the area. In Dubai, global travel managers and the business travel industry will converge.

# WBTF Leaders

## HAMDAN ALMURSHIDI

President of the Advisory Board of the World Business Travel Forum



## SABAH KAHOUL

Founder of the World Business Travel Forum



## DOMINIC SHORT

Founder of the World Business Travel Forum





## WHO WILL ATTEND?

Participants at the World Business Travel Forum will include Corporate Buyers, HR Directors, Finance Directors, Travel Security Directors, Facility Managers, and Personal Assistants.

They will engage with top-tier Airlines, Hotel Chains, Apartments, Travel Management Companies, Global Distribution Systems, Payment Providers, Expense Solutions, Car Rental services, Ground Transportation, Insurance Providers, Expense Management Companies, Telecom services, Travel Safety and Security companies and representatives from Dubai Tourism.

## WHY PARTNER?

At the World Business Travel Forum (WBTF), the corporate travel industry converges!

Partnering with the WBTF in Dubai is an exceptional opportunity to showcase your brand to a highly targeted and influential audience.

Our conferences bring together corporates and the business travel industry leaders offering numerous benefits:

- › Gain Visibility
- › Network with Industry Leaders
- › Showcase Innovations
- › Enhance Brand Engagement
- › Generate Business Leads
- › Engage with a Global Audience



## ANNUAL SPONSORSHIP

# PACKAGES 2025 - 2026

The World Business Travel Forum plans to host up to four events annually. It also publishes a monthly newsletter to keep members informed and engaged with the latest developments in the industry.

## Exclusive Partnership Options

Your Visibility	Bronze	Silver	Gold
Logo Display: Website, Newsletter, Event Presentation	✓	✓	✓
Banner in the Conference Room	✓	✓	✓
Exhibition Space at Events (Size /Location)	Table Space	2m x 2m	3m x 3m
LinkedIn Visibility – News and Promotions	✓	✓	✓
Press Articles and Live Interview Clips	✓	✓	✓
Speaking Opportunity – Panel	-	✓	✓
Speaking Opportunity – Key Note	-	-	✓
Sales – List of Participants	-	✓	✓
Sales – Your Advertising on Screens in Breaks	-	-	✓
Free Attendees for your Team	2	4	6
Free attendance for your Corporate Customers	✓	✓	✓
<b>Pricing</b>	<b>USD 40'000</b>	<b>USD 60'000</b>	<b>USD 80'000</b>

# EXHIBITION BOOTH OPPORTUNITIES

Entitlement includes:

- › 9sqm (3x3) Shell Scheme Structure
- › Exhibitor Listing on the Website and in the Final Program
- › Carpet
- › Fascia Name & Stand No.
- › Basic booth lighting
- › 2 Chairs
- › 1 Table
- › 1 Lockable Counter
- › 1 Waste Bin
- › One 13amp Power socket

## GOLD - 3X3 Sqm BOOTH

Stand type

Size

Shell Scheme

3x3 Sqm



# EXHIBITION BOOTH OPPORTUNITIES

Entitlement includes:

- › 4sqm (2x2) Shell Scheme Structure
- › Exhibitor Listing on the Website and in the Final Program
- › Carpet
- › Fascia Name & Stand No.
- › Basic booth lighting
- › 2 Chairs
- › 1 Table
- › 1 Waste Bin
- › One 13amp Power socket

## SILVER - 2X2 Sqm BOOTH

Stand type	Size
Shell Scheme	2x2 Sqm



## BRONZE – TABLE SPACE

### TABLE TOP - INCLUDES 1 TABLE AND 2 CHAIRS - Power not Included

All furniture and lighting need to be ordered at an additional cost

**NOTE:** (A) All additional requirements such as furniture, rigging, power, customized branding etc, is the responsibility of the exhibitor and this can be arranged through the appointed congress contractor. All costs to be borne by the exhibitor.

(B) \*\*Please note Space only/shell scheme rental does not include any electrical usage or stand cleaning. All these services and others will be available to order to the congress contractor.

(C) Booth location is subject to availability.

# ADDITIONAL ENGAGEMENT OPPORTUNITIES



## One-off Booth Package

- › 3x3 Booth Space
- › 2x2 Booth Space
- › Table Space



## Customized Event

- › Speaker and content to be jointly curated.
- › Up to 40 participants per event
- › Duration: 1–2 hours
- › Includes lunch
- › 1 coffee break per event



## One Webinar

- › Full logistics and marketing collateral provided by WBTF
- › Speaker and content to be jointly curated.



## Email Marketing Campaign

- › 1 E-blast - Distributed to WBTF database
- › 1 prerecorded video to be promoted on WBTF social media
- › Web banner on WBTF website
- › Curated article published in the across monthly WBTF newsletters – 4 months (videos and pictures are welcome)

**Note:** Each item listed will be priced separately based on the selected opportunity.

# ENHANCED BRAND VISIBILITY



## Conference Lanyard Sponsor

### (Exclusive Branding Opportunity)

The logo will be included in the lanyard. It is high value branding, as it is worn by entire delegates, speakers and organisers.

Production costs will be covered by the sponsor, subject to approval by the WBTF.



## Event Mobile App

The Conference App will highlight the sponsor of the App. The App will have the entire agenda of the program. The sponsor will have dedicated section in the APP to upload their contents



## Photo Booth or Social Media Wall Sponsor

Engage attendees with a branded photo booth or social media wall, offering a fun and interactive experience that encourages real-time sharing and online visibility.



## Sustainability Partner

As a Sustainability Partner, your brand will champion eco-conscious initiatives such as Eco-Friendly Delegate Kits made from recycled materials, Waste Reduction Stations to promote responsible disposal and recycling, and Sustainable Catering options that prioritize locally sourced and plant-based menus—demonstrating your commitment to environmental stewardship and sustainable business travel.



## VIP Dinner Sponsor

Host an exclusive VIP Dinner or Executive Roundtable, offering direct engagement with senior decision-makers in a premium, curated setting.

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**Note:** Each item listed will be priced separately based on the selected opportunity.

For further information on sponsorship and exhibition please direct your queries to:

### WBTF Secretariat

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