



Swedish Business Travel Association, SBTA Sponsor Opportunities 2024

” Shaping Tomorrow’s Business Travel & Meetings Together ”

About SBTA

Join a community dedicated to fostering dialogue, education, and collaboration amidst the evolving business travel & meetings landscape.

The independent network SBTA joins buyers and suppliers in the meetings- and business travel industry for dialogue and information exchange.

SBTA creates value for its members through educations and trainings and other member activities – both regionally, nationally and internationally. A membership in SBTA gives you the opportunity to influence and play an active part of the industry's future.

The association has sister-associations in the other Nordic countries, as well as in Europe and the rest of the world. SBTA takes an active part in the international cooperation through GBTA and BT4Europe where you will be members through you SBTA membership.

WHO IS A MEMBER OF SBTA

The main part of our members are companies and organizations from both the private and the public sector, who act as buyers of travel- and meetings services. We call these Direct members.

Suppliers of travel- and meetings services are Associate members of SBTA – for example airlines, train operators, travel agencies, hotel, car rental companies, consultants in travel- and meetings management, payment solutions etc.





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OUR VISION

To be a source of knowledge, networking, and assistance for both Travel and Meetings industry buyers and suppliers

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OUR MISSION

To empower and unite the business travel, meetings & events community in Sweden, providing essential value, knowledge, and network connections for excellence in travel and event management, not only locally but within the Nordics, throughout Europe as well as globally

The True Values of SBTA

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Kristina Långström
Director of Sales
Scandinavia | BWH Hotel
Group

For BWH Hotel Group it is important to be part of the development of the travel industry. Through SBTA we are also given the opportunity to make a difference in the industry, to work closer to the companies important to us.

Collaborating is more important than ever. As a global hotel-chain we are also active in other countries associations, as well as in GBTA.

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Stig Thorup
Commercial Director
Amadeus

Amadeus is, and has been for many years, a proud sponsor of SBTA.

We strongly support SBTA's tireless efforts to strengthen the Travel Management focus across Sweden by being a strong network for all travel buyers and travel sellers in the market

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Nathalie Elgström
Corporate Travel Manager
Axis Communications

I am excited to join SBTA, and I look forward to meeting members both on a regional, national, and international scene. As a member, my primary goal is to build a strong network within Travel Management and actively contribute to meaningful conversations around travel-related issues.

I believe in SBTA's mission of bringing buyers and suppliers together to shape the future of our industry,

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Ulrika Rosén
Travel Manager
RWE Renewables

By being a member of SBTA, I gain access to an invaluable network both with other Travel Managers but also within the supplier side. In a world that changes rapidly, I receive news and innovation via newsletters, meetings and various events. In a global role, it is also important to network outside Sweden's borders, and that opportunity is provided by the fact that membership also applies to GBTA.



SBTA

SBTA was founded in 1983 by a number of Sweden largest companies with the aim to exchange experiences and to develop the new field of Travel Management.

Professional Network

SBTA is the only professional network in Sweden withing Travel Management, Business Travel & Meetings & Events

JOIN SBTA

The Market

2023 Business Travel Index™ Outlook Annual Global Report & Forecast Business Travel Globally is increasing by 11,8 %
The Source: GBTA, Rockport Analytics

Sustainability. Duty of Care, NDC, Risk Management

Business Travel and Meetings & Events are in for a paradigm shift and new EU legislation will change the game across Europe in 2024

Why become a sponsor?

As a sponsor of SBTA, you reach most of the professional business travel and meetings & events buyers across Sweden and the Nordics

The SBTA sponsorship opportunities are available to make it easy for you to:

- Generate leads.
- Optimize your marketing.
- Strengthen your brand.
- Meet potential customers and peers in the market.
- Understand where the buyers are and the needs they discuss.

As a sponsor of SBTA, you also have:

- The opportunity to let us at SBTA be your feet on the ground.
- Access a wide range of events with opportunity for exposure.
- Be part of our Social Media campaigns and constant news buzz in the market
- Have your own marketplace on SBTA.SE - New website (launched 2024)

We can tailor a sponsor package for you and your company and make sure to bring you value for each invested SEK.



SPONSOR PACKAGES 2024

SILVER

28 000
SEK
excl vat

- Banner and sponsor page on new SBTA website
- Company logo on the monthly newsletter
- 3 additional member contacts
- Exposure at SBTA external SBTA events
- 2 targeted campaigns on SBTA social media (LinkedIn, Instagram, Facebook)
- 1 blogpost to be published on new SBTA website

Membership in SBTA not included

GOLD

42 000
SEK
excl vat

- Banner and sponsor page on new SBTA website
- 1 free membership to give to client (Buyer)
- Company logo on the monthly newsletter + Video or Text message to all SBTA members
- 4 additional member contacts
- Exposure at SBTA external events
- Exposure at external events where SBTA exhibit
- 3 targeted campaigns on SBTA social media (LinkedIn, Instagram, Facebook)
- 2 blogposts to be published on new SBTA website
- Priority to sponsor GBTA events

Membership in SBTA not included

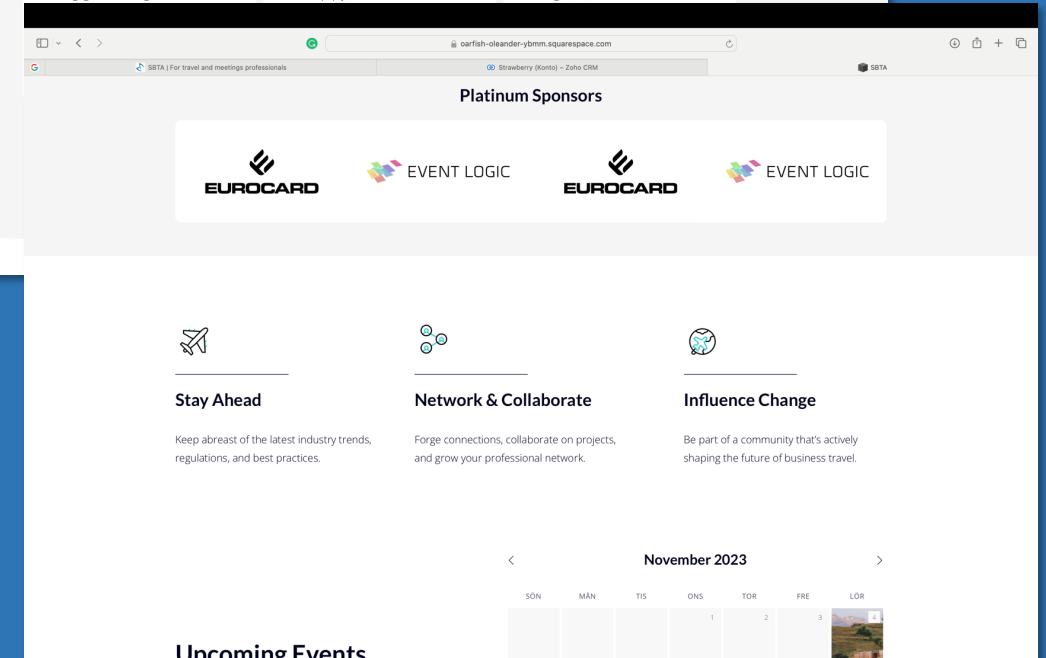
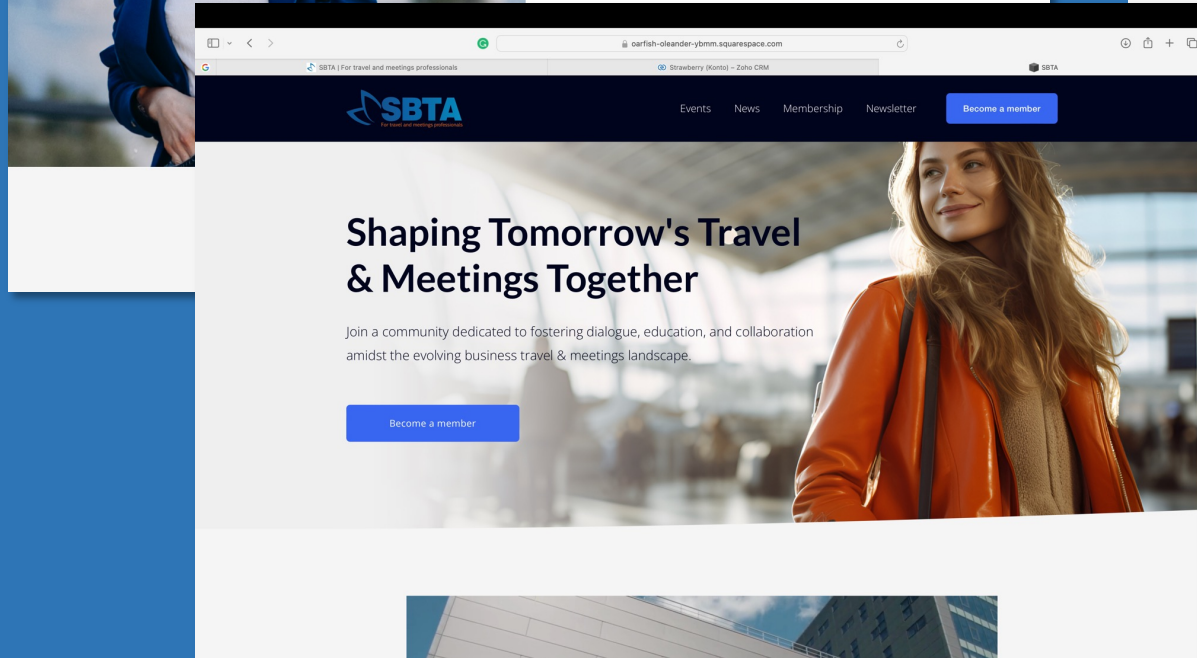
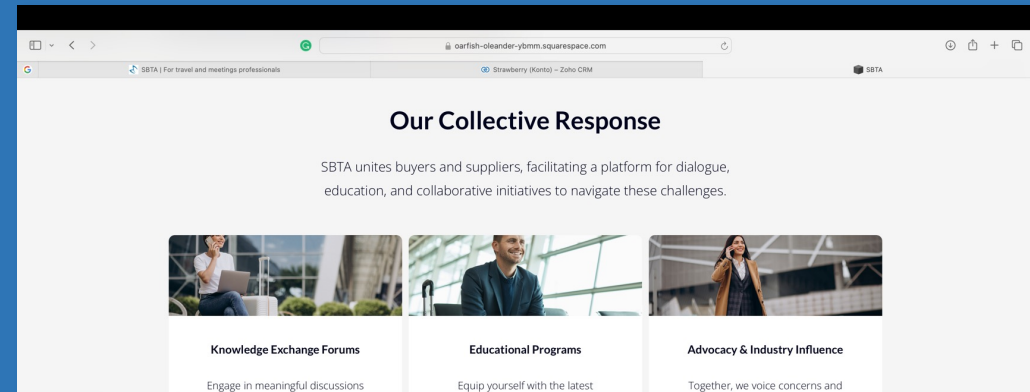
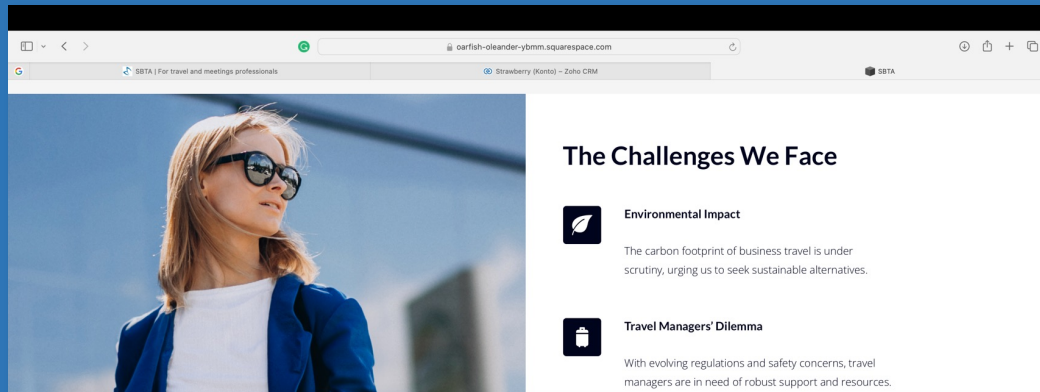
PLATINUM

60 000
SEK
excl vat

- Be the host of 1 local event or online webinar with SBTA
- 2 free memberships to give to clients
- Banner and sponsor page on new SBTA website incl videos and links
- Company logo on the monthly newsletter + Video or Text message to all SBTA members
- 6 additional member contacts
- Exposure at SBTA external events
- 4 targeted campaigns on SBTA social media (LinkedIn, Instagram, Facebook)
- 3 blogpost to be published on new SBTA website
- Priority to sponsor GBTA events
- SBTA host employee event at sponsors office (relevant topic agreed)

Membership in SBTA not included

Our New SBTA website (Ready in November)



Contact SBTA for your exhibit package and sponsor package during GBTA + VDR 2024

Register for
#GBTAVDR2024



NORDIC
BUSINESS
TRAVEL
ASSOCS.



[Link to the GBTA VDR In partnership with Nordic BTAs](#)



Contact Us!

Questions | Suggestions | More

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We love to hear from you when you have
Had the time to look at our opportunities

Fredrik Hermelin

Fredrik Hermelin
General Manager, SBTA