



**Business
Travel Show**

7-8 February 2012

Earls Court 2 - London, UK



Europe's leading marketplace to source, learn and network

HOSTED BUYER PROGRAMME

www.businesstravelshow.com/hostedbuyers

Intelligence, innovation, introductions and inspiration at Europe's leading corporate travel event

The Business Travel Show - now in its 18th year - is Europe's largest dedicated event for corporate travel buyers.

- The highly focused two day event brings together the most comprehensive range of suppliers, the highest quality free-to-attend conference programme, and the most prestigious, effective – and fun – networking events for travel buyers in Europe.
- Join over 6,000 corporate travel professionals for the one corporate travel event in the year where you can find everything you need to buy travel better.

All you need to do is
apply as a hosted buyer at
www.businesstravelshow.com
and make a few appointments with
exhibitors – and we'll do the rest.

WHAT IS A HOSTED BUYER PROGRAMME?

The Business Travel Show is running its first fully hosted buyer programme for the event taking place 7-8 February 2012.

We will be inviting – and hosting – 1,200 senior level travel managers and procurement managers with responsibility for buying business travel to attend the show in London.

As a hosted buyer, you will enjoy a wide range of fantastic, exclusive, benefits. In return, we ask that you commit to attending six, 15 minute pre-scheduled appointments each day you're at the show.

As a hosted buyer, you will receive travel to London from your nearest port, overnight accommodation in London, coach or chauffeur transfers to and from your hotel and event venues.

You'll experience red carpet treatment at the Show including fast track entry, access to the fully-catered First Class Lounge, invitations to evening events and a personal concierge service from the hosted buyer team before and during your visit.

Exclusive hosted buyer benefits

- Complimentary travel to London
- Complimentary accommodation at a minimum four-star hotel throughout your stay on a bed and breakfast basis
- A minimum of four or six pre-scheduled appointments per day with exhibitors of your choice
- Complimentary invitation to the European Travel Buyer Awards on the evening of Monday 6th February
- Invitation to the exclusive hosted buyer social event at 7pm, 7th February.
- Fast track entry into the show
- Invitation to the Masterclass 2012 sessions designed specifically for senior buyers
- Access to the First Class Lounge on the show floor
- Complimentary refreshments, buffet lunch and internet access
- Assistance before and during the show from the hosted buyer team

From airlines & accommodation, to ground transportation & technology

Innovation solutions from big brands and start ups



Do I qualify?

Yes, if any of the following apply. You:

- Are a Global/National/EMEA Travel Manager
- Are a category specialist in procurement, sourcing and purchasing
- Make budgetary decisions across travel and meetings
- Manage a £3 million annual travel/meeting spend

“The show has been very useful, in particular the IT innovation was very interesting”

Tuija Snellman, Travel Manager, Finnish Broadcasting Corporation

“The show gave me some great new contacts and I enjoyed the workshops. We will come back next year”

Eija Kurtilla, Global Travel Manager, Telia Sonera

Comprehensive supplier gathering

The Business Travel Show showcases the most innovative and creative products, services and solutions from the most comprehensive range of suppliers in Europe. As a hosted buyer you will be able to pre-schedule meetings with these companies through your hosted buyer diary.



More than 200
international
exhibitors

18 years as
the leading
event for
travel buyers
in Europe

Plan for success

With access to your personalised 24-hour online diary system, you can book meetings from a choice of more than 200 suppliers, ensuring that each one exactly matches your specific buying needs.

Planning ahead, and choosing the suppliers that are right for you and your business, will guarantee the most valuable and productive experience when you arrive at the Business Travel Show. You will make valued contacts and return to the office armed with information, inspiration and ideas that can be put into practice instantly for long term gain – both for you and your organisation.

Top quality conference programme

The Business Travel Show conference is the leading free-to-attend educational programme for corporate travel buyers in Europe. Featuring unmissable keynotes, workshops, panel sessions and exclusive buyer-only masterclasses, you will have access to every session on the hosted buyer programme. Reserve your place through your hosted buyer diary.

“Great conference sessions, I made some good contacts, See you next year!”

Lotten Fowler, MD, Swedish Business Travel Association



Valuable networking

You are invited to attend all of the Business Travel Show networking functions, including the European Travel Buyer Awards – a Gala Dinner on February 6th, the Business Travel Club exhibitor party on February 7th after the first day's business is done and also you will be given exclusive access on February 7th to the hosted buyer social event after the Business Travel Club event.

There are also many other opportunities throughout the show to network with your peers and to share experiences and gain new ideas and perspectives within the industry. This could be either in the First Class Lounge or at the events that take place in the Central Café to name a couple.

6,000
international
visitors

Exclusively
supported by
ITM, GBTA
and its 10
European
partners

What's the next step?

The Business Travel Show hosted buyer registration process is now open. To find out more about registering, the Business Travel Show or the hosted buyer programme, please email the Hosted Buyer Team at **hosted@businesstravelshow.com** or visit our website at **www.businesstravelshow.com**

Who to contact

Join us: 

Hosted buyer registration is open. To find out more about registering or to find further information about BTS and the hosted buyer programme, please go to our website



www.businesstravelshow.com/hostedbuyers

“Thank You very much for a great show”

Marie Ljungholm, Inköpare, Coor Service Management AB

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