

# custom marketing



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## BTN + your brand = maximum impact

### Reach the corporate travel market

BTN's marketing team can help you create that connection through highly targeted, custom programs with extensive reach to your customers.

#### Face-to-face events

Special programs and hosted events can help you develop lasting relationships that lead to new business partnerships.

##### Events include:

- Corporate Travel World—Get the first look at industry benchmarking data and reach a high-level, active corporate travel audience
- Top 25 Awards Reception
- Midmarket Research and Executive Breakfast
- Golf Marketplace at NBTA
- Travel Manager of the Year Reception at NBTA
- International Travel Manager of the Year award at ACTE Global, Europe
- NBTA Presence
- Educational Seminars
- Custom Events Based on Sponsored Research



NBTA 2006



#### Utilize our exclusive database

Reach more than 2 million identifiable subscribers. Match your customer profile with our extensive database.

#### INFONOW

Increase visibility and impact with our electronic lead generation tool that directs readers to your website.

#### Publisher's letter

Further your advertising campaign with a letter from our publisher on your behalf to a custom mailing list—or select a list pulled from our database.

#### Market research

Establish your company as an industry expert with access to rich research data. Any of our syndicated research reports or special industry studies can be sponsored for joint publication.

#### Online market surveys

##### Use custom online surveys to

- Evaluate reactions to advertising among travel and meeting buyers
- Assess the viability of new marketing concepts/materials
- Monitor brand/product awareness/perceptions/usage
- Explore purchase behavior and the site selection process

##### What is included

- Consultation with clients about research objectives
- Questionnaire development
- Hosting and conducting of the online survey
- Data tabulations and final analysis/report

# custom publishing

Marry your marketing ambitions with the information needs of your target audience. You choose the format, our Custom Publishing team offers the turnkey services to write, design, print and deliver your message to the right people.

## Custom publishing formats

### Print

- Company profile advertorials
- Advertising inserts
- Custom destination guides
- Pocket information guides
- White papers
- Sponsored coverage of hot industry issues

### Digital—New!!

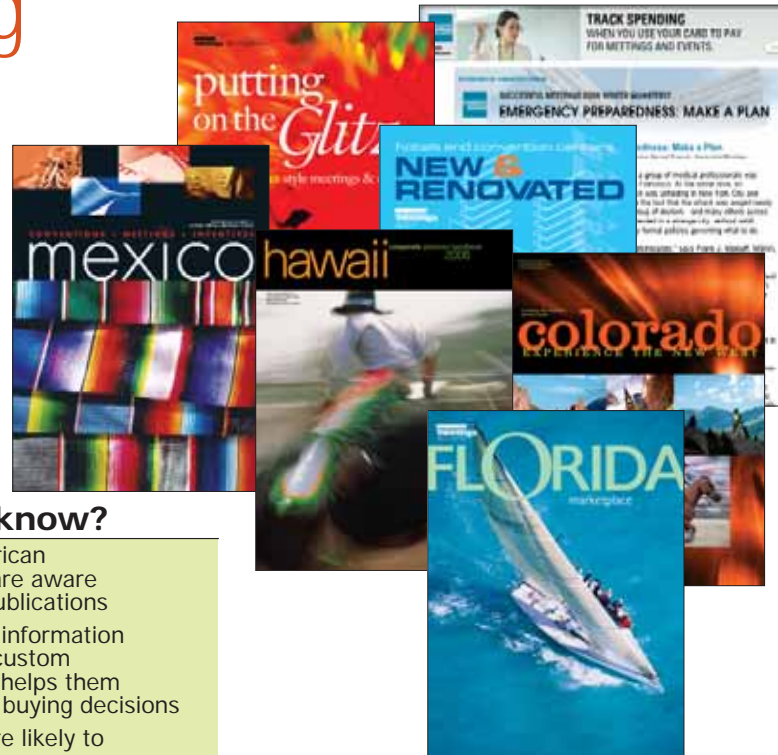
- Custom e-newsletters
- Custom e-postcards
- Interactive digital magazines
- Interactive digital brochures

## Target your audience

Take your message to the full circulation of any of *BTN's* sister publications including *Successful Meetings*, *MeetingNews*, *Sales & Marketing Management*, *Incentive* and *Training*.

Qualify recipients by:

- Region
- Industry
- Title
- Type of company
- Number of employees
- Volume of business
- And more



## Did you know?

- 93% of American consumers are aware of custom publications
- 62% say the information provided in custom publications helps them make better buying decisions
- 60% are more likely to buy from the company whose publication provided the information

Source: Roper Public Affairs 2005 Custom Publishing Survey

**Our Custom Publishing Department is dedicated to helping you achieve your marketing goals and reaching the buyers who are interested in your products and services.**

# maximum reach—one cohesive network

The Travel and Performance Network targets business travel planners and lets you identify and connect with a broad audience of qualified travel and performance professionals who make major purchasing decisions.

## Reach the entire network<sup>1</sup>

- 245,491 unique travel professionals
- 82,100 involved in corporate travel
- 107,000 involved in site selection
- 95,500 purchase incentive travel<sup>2</sup>
- 160,200 have executive titles
- Fortune 500 coverage



## The Travel Group

- *Business Travel News*
- *Successful Meetings*
- *MeetingNews*
- MiMegasite.com
- BTNonline.com

## The Performance Group

- *Incentive*
- *Potentials*
- *Training*
- *Sales & Marketing Management*
- *Presentations*
- ManageSmarter.com

1. Hallmark Data July 2006  
2. BPA and Subscriber Studies