

**LABTA Corporate Sponsorship
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News

For Immediate Release

Contact: Jessica Turnbaugh

jessica.turnbaugh@fourseasons.com

Be A Corporate Sponsor

The Los Angeles Business Travel Association (LABTA) is founded on strong partnerships between its Direct and Allied members in the unique and extensive geographic and business environment that makes up the Greater Los Angeles Metropolitan area. Currently, the corporate travel managers in this Chapter are responsible for over one billion dollars in travel (T&E) spending.

The LABTA Corporate Sponsorship Program supports the educational programs, scholarships, and projects of the Chapter. Direct and Allied members who participate as Sponsors enable LABTA to promote members' growth through education and involvement and participation in open forums for the constructive exchange of information and ideas among members. Sponsors are entitled, dependent upon the level of contribution, to a variety of key marketing and promotional opportunities. At the current \$2,500 level, benefits to Corporate Sponsors include:

- Presentation as a Sponsor at a monthly meeting, preceded by a feature article in the LABTA Newsletter, and a table-top display space during the meeting's reception
- One full-page advertisement in the LABTA Newsletter (Sponsor to provide camera-ready art)
- One full-page advertisement in the annual LABTA Membership Directory (Sponsor to provide camera-ready art)
- Sponsor recognition in the annual LABTA Membership Directory
- Monthly listing as a Corporate Sponsor in the LABTA Newsletter for one year
- First-option on booth location selection privileges for the annual LABTA Trade Show
- Sponsor's company logo featured as a visual rotation on the LABTA home page on the Internet
- A static display of Sponsor's logo for one month

- Primary placement of Sponsor's company within the vendor link (e.g., the first hotel on the full hotel vendor listing)
- Sponsor's company name highlighted in red and bold-faced wherever Sponsor's company name appears in the LABTA website
- Recognition and listing in the Corporate Sponsors main page on the LABTA website, as well as individual listing with link to its own company website

LABTA's current Corporate Sponsors include:

- Music Express
- SRS Woldhotels
- United Airlines

and the membership's thanks go out to each of them for making new educational opportunities possible to the LABTA chapter membership at large.

Founded in 1970, the Los Angeles Business Travel Association (LABTA) is recognized by the National Business Travel Association (NBTA) as its official chapter domiciled in Los Angeles, California. LABTA, a non-profit organization, is the largest chapter in the United States with a membership of approximately 300 professional corporate travel executives and associates from airline, ground transportation, and hotel companies. LABTA is dedicated to broadening the professionalism, communication, and education in the field of business travel by providing the right tools, information sources, and networks required for effective business travel management. Information on the organization can be accessed through the LABTA website at www.labta.orgg.