

# Crossroads Milan

## Paragon Business Travel Conference & Expo

15-16 May 2008 • Milan, Italy • ATAHOTEL Quark

THE ONLY PAN-EUROPEAN BUSINESS TRAVEL CONFERENCE  
DEVELOPED BY EUROPEAN TRAVEL BUYERS FOR EUROPEAN TRAVEL BUYERS

KEYNOTE SPEAKERS: **Franco Frattini**, Vice-President of the European Commission  
**Charles J. Petrucci**, President, Global Travel Services, American Express



Frattini

Petrucci

HOSTED BY



# Why Crossroads Milan?

The external factors influencing your decision-making are growing in complexity and present your travel programmes with tough choices. If you are managing a multi-national or global travel programme, your decisions are even more difficult.

This ground-breaking Conference will combine educational sessions addressing today's critical and complex issues with spirited dialogue. **Crossroads Milan** will focus on issues that hold the potential to change the basic paradigms currently defining the industry. You will gain valuable insights on the impact of these issues on your organisation and your career.

## Crossroads Milan Brings a Unique Value Proposition to the European Business Travel Community:

- A two-day pan-European conference
- Co-hosted by 10 business travel associations
- Planned by European travel buyers, for European travel buyers
- Affordable pricing
- Cutting-edge practices to help you anticipate rather than react to change
- Information you can immediately use – benefiting you and your organisation



## Why You Should Attend!

Many travel managers talk about becoming more "strategic," but then maintain the status quo by following established practices. The business world in general – and the travel industry in particular – changes at such a rapid pace that best practices can quickly become obsolete. Crossroads Milan is designed to help you develop your own "next generation" of best practices.

Crossroads Milan will take you beyond how travel management happens now, or in the past, to how it will happen. You'll learn how to identify the "inflection points" – the moment when a particular product line, business model or whole industry changes – so that you can adapt your own business strategies accordingly.

## Who Should Attend?

- **Experienced corporate travel buyers and managers** who want to anticipate rather than react to change. Concurrent educational sessions in the "Next Practices" track are designed for you, including a buyers-only "European Masters of Travel Management" session by invitation only.
- **Executives new to the travel management profession.** The CTE Workshop and "Best Practices" education sessions are designed for you.
- **Suppliers of goods and services to the corporate travel industry.** Exhibit at the Expo and attend the special supplier session on Thursday.



## New to the Travel Management Profession?

Come to Milan a Day Early and Earn Your Corporate Travel Expert (CTE) Designation

### Fundamentals of Business Travel Management: The CTE Workshop

Wednesday, 14 May / 13.00 – 17.00

Thursday, 15 May / 09.00 – 12.00

In just a day and a half you'll gain the foundation you need to advance your career. Plus, upon the successful completion of the course and exam, you will receive the Corporate Travel Expert (CTE) designation. This intensive training, designed especially for executives new to travel management, is available to Crossroads Milan attendees for an additional fee of €150 (that's €100 off the full price of €250).

Led by a seasoned business travel professional, this course will guide you through the travel management process and essential components to building an effective programme. You'll gain invaluable insights on the key principles and best practices that will enhance your ability to optimise your travel spend and improve your relationships with suppliers and/or customers. The CTE Workshop features core competencies including:

- The role of the travel manager
- The travel supply chain
- The role of technology
- Data management and negotiation
- Measurement and ROI

Participants will receive the *CTE Resource Guide, Fundamentals of Business Travel: Tools for Transforming Managed Travel* in advance (a €200 value!). Participants receive the Corporate Travel Expert (CTE) designation upon satisfactory completion of the course and examination.

Save €100 – Enroll for both the CTE Workshop and Crossroads Milan

# Keynote Speakers

Thursday 15 May 2008

## Charles J. Petruccelli

President, Global Travel Services

American Express



The "Crossroads" theme is designed to put the industry into a larger context. Where have we been? Where are we heading? What are the key indicators of change? What will be the "game-changing" technologies and business models? **Charles Petruccelli**, President, American Express Global Travel Services will offer his perspective on the travel industry drivers –from globalisation, industry consolidation and de-regulation—to the current economic cycle and the role of Europe in the global economy. He will also share his views on value creation, innovation, leadership and human capital management, including what it takes to run a company that must always grow and change.

Charles Petruccelli is responsible for the company's Business Travel and Foreign Exchange business world-wide. He also oversees the company's international network of Travel Service Office representatives. Petruccelli is also founder and Chairman of "Le Cercle", the association of foreign multinational subsidiaries based in France. He is a member of the Executive Committee of the World Travel and Tourism Council, a forum for the business leaders of the global travel and tourism industry.

Friday 16 May 2008

## Franco Frattini

Vice-President of the European Commission

Responsible for Justice, Freedom and Security



Governments around the globe must balance the difficult trade off between security and privacy in establishing cross-border policies. The implications of these decisions for business travel are enormous considering the complexities of systems, data protections and infrastructure required to enable these measures. **Franco Frattini**, Vice President of the European Commission for Security, Privacy and Justice, will share the latest developments in key EU initiatives including the Schengen implementation, US Visa Waiver programme, EU Reform Treaty and the new proposal for an EU-wide scheme to collect PNR data on all travellers into or out of EU-member states. In addition, Commissioner Frattini will provide his vision for the future and describe how the business travel community can impact issues of concern.

Franco Frattini is currently serving as European Commissioner for Justice, Freedom and Security. He is also one of five vice-presidents of the 27-member Barroso Commission. Previously, Frattini served as Foreign Minister of Italy. In 2004, he was nominated to take up the Justice portfolio in the Commission. In this capacity, he oversees legislative proposals in the areas of immigration, borders and visas, criminal justice, and internal security.



# Crossroads Milan

## Pre-Conference | Wednesday, 14 May 2008

13.00 - 18.00 .....Registration

13.00 - 17.00 .....Fundamentals of Business Travel Management/CTE Workshop

## Day 1 | Thursday, 15 May 2008

07.30 - 17.30 .....Registration

09.00 - 12.00 .....CTE Workshop & Exam (Continued from Wednesday)

09.30 - 11.00 .....Opening General Session, with Remarks by Charles J. Petrucci,  
President, Global Travel Services, American Express  
*Sponsored by Dav El*

10.45 - 12.00 .....Concurrent Educational Sessions

**T101:** Managing Outsourced Relationships

**T102:** Managing a New Generation of Travellers

**T103:** Reducing Your Environmental Impact Thru Consumption Management

12.15 - 13.30 .....Concurrent Educational Sessions

**T201:** Establishing Meaningful SLAs (Buyers Only)

**T202:** Winning (and Keeping) the Account

**T203:** Cutting Through the Green Noise: The ICARUS Ark

**T204:** Best Practices: Agency RFPs

13.45 - 15.30 .....Luncheon

*Sponsored by SkyTeam*

15.30 - 18.00 .....Expo

19.00 - 21.00 .....Opening Reception

## Day 2 | Friday 16 May 2008

07.30 - 09.30 .....Registration

09.00 - 10.00 .....General Session

10.15 - 12.15 .....**F100:** European Masters of Travel Management  
(Buyers Only, By Invitation)

10.15 - 11.30 .....Concurrent Educational Sessions

**F101:** Leveraging the Payments Revolution

**F102:** Mitigating Risks

**F103:** Developing Your Strategic Meetings Strategy

**F104:** Best Practices: Corporate Card Programmes

11.30 - 13.30 .....Expo with Networking Luncheon

13.45 - 14.30 .....Remarks by Franco Frattini, Vice-President of the European Commission

14.30 - 14.45 .....Coffee Break

15.00 - 16.15 .....Concurrent Educational Sessions

**F201:** Getting Your Total T&E Spend Under Management

**F202:** Leading Travel Management's Evolution in the Corporate Ecosystem

**F203:** Implementing Your Strategic Meetings Management Programme (Buyers Only)

**F204:** Best Practices: Hotel Programmes

16.30 - 17.30 .....Closing General Session

Simultaneous Translation in Italian/English

# Crossroads Milan Features

## Executives Who Manage, Buy, Concurrent Educational Sessions

	NEXT PRACTICES			BEST PRACTICES	
<b>PRE-CONFERENCE</b> <b>WEDNESDAY, 14 MAY</b> 13.00 - 17.00				Fundamentals of Business Travel Management/CTE Workshop FOR THOSE NEW TO CORPORATE TRAVEL	
<b>THURSDAY, 15 MAY</b> 10.45 - 12.00	<b>T101</b> Managing Outsourced Relationships	<b>T102</b> Managing a New Generation of Travellers	<b>T103</b> Reducing Your Environmental Impact Through Consumption Management	Fundamentals of Business Travel Management/CTE Workshop Continued 9.00 - 12.00	
<b>THURSDAY, 15 MAY</b> 12.15 - 13.30	<b>T201</b> Establishing Meaningful SLAs BUYERS ONLY	<b>T202</b> Winning (and Keeping) the Account DESIGNED FOR SUPPLIERS	<b>T203</b> Cutting Through the Green Noise: The ICARUS Ark	<b>T204</b> Best Practices: Agency RFPs	
<b>FRIDAY, 16 MAY</b> 10.15 - 11.30	<b>F100</b> European Masters of Travel Management 10.15 - 12.15 BUYERS ONLY, BY INVITATION	<b>F101</b> Leveraging the Payments Revolution	<b>F102</b> Mitigating Risks	<b>F103</b> Developing Your Strategic Meetings Strategy	<b>F104</b> Best Practices: Corporate Card Programmes
<b>FRIDAY, 16 MAY</b> 15.00 - 16.45	<b>F201</b> Getting Your Total T&E Spend Under Management	<b>F202</b> Leading Travel Management's Evolution in the Corporate Ecosystem	<b>F203</b> Implementing Your Strategic Meetings Programme BUYERS ONLY	<b>F204</b> Best Practices: Hotel Programmes	

### Thursday, 15 May / 10.45 - 12.00

#### T101: Managing Outsourced Relationships

As companies seek to achieve high-quality transactional services for the lowest possible price, several models for travel management have emerged from the centralised "shared service" approach to the complete business process outsource model (or some variation thereof). The key success factor in any of these configurations is the ability to effectively partner with service providers. This session will explore the latest procurement perspective on how to:

- Establish critical performance metrics that don't hamper productivity
- Create effective continuous process improvement programmes
- Set up formal governance procedures to address service and client satisfaction issues

#### T102: Managing a New Generation of Travellers

Demographers predict a significant shortage of available knowledge workers, particularly in "greying" Western European countries. The next wave of employees "digital natives" have lived their entire lives "connected" and are much more comfortable with the notion of job fluidity. Travel and human resource experts will offer insights on how to:

- Develop travel policies and product offerings to attract and retain this new breed of traveller
- Identify the right communication and change management strategies
- Cater to an increasingly virtual and distributed workforce through "mobility management"

#### T103: Reducing Your Environmental Impact Through Consumption Management

As companies continue to embrace environmental sustainability as a corporate priority, travel managers are well-positioned to create a carbon reduction strategy while still cutting costs and increasing value within their organisations. Consumption or "demand management" goes the next step further in the cost equation to eliminate "unnecessary" trips in the first place-with the attendant emissions "savings". This session will present case studies illustrating innovative ways to:

- Align your strategy with corporate goals
- Implement consumption management initiatives for travel
- Leverage low-cost, collaborative technology options
- Influence purchasing behaviour at the point of sale
- Quantify savings and calculate ROI

### Thursday, 15 May / 12.15 - 13.30

#### T201: Establishing Meaningful SLAs (Buyers Only)

Drawing from sample Service Level Agreements (SLA), this session will provide travel buyers an opportunity to share their experience among peers. During facilitated roundtable discussion, participants will gain practical advice on designing effective SLAs across the supply chain and their role in an outsourced relationship management strategy, including how to:

- Clarify expectations - what an SLA can and cannot guarantee
- Measure results - how to track, report and review SLA compliance
- Create "value chain SLAs"
- Ensure that your SLA buys what you're already paying for

# Sophisticated Learning For Procure, and Strategise Business Travel

## EDUCATION DESIGNED TO HELP YOU MEET YOUR DISTINCT PROFESSIONAL GOALS:

- 16 education sessions covering best practices and next practices
- Strategic meetings management sessions
- Fundamentals of Business Travel Management course/CTE designation (see page 3)
- European Masters of Travel Management Session (invitation-only)

### T202: Winning (and Keeping) the Account (Designed for Suppliers)

In today's global, intensely competitive, and transparent business environment, suppliers must preserve client relationships through solid strategic account management. The "account manager" is essential to creating long-term partnerships. This session will explore:

- Critical skills for strategic account managers
- How to avoid "commoditisation" and communicate value at the CxO level
- How to create true partnerships based on shared risk/shared reward

### T203: Cutting Through the Green Noise: The ICARUS Ark

This truly original session will report on how key travel industry segments have embraced carbon emission reduction programmes—or not. Set up in "Survivor-style" format, individuals representing Airline, TMC, Hotelier, Rail, Car Hire/Fleet and Travel Buyer will vie for the last space on the ICARUS Ark or be voted "off" by the audience based on their environmental record. Presented by the Institute of Travel Management, this session will paint a vivid portrait of:

- Travel's real contribution to global warming
- Relative merits of current carbon reduction initiatives
- Future commitments vs. "greenwashing"

### T204: Best Practices: Agency RFPs

Optimising your travel programme relies greatly on selecting the right travel partners. No relationship is perhaps more central to your success than the one with your travel management company. This session will focus on the complex area of travel management company RFPs, including:

- Understanding your own business requirements
- Ways for both parties to improve the bid process and facilitate intelligent decision-making
- How to successfully transition the process from the sales to the operational teams



Friday, 16 May / 10.15 - 11.30

### F100: European Masters of Travel Management (Buyers Only, By Invitation)

The Masters Program offers a unique opportunity for leaders in travel management to come together in an exclusive forum to exchange ideas and strategies. During facilitated discussion, participants will gain new insights into current business challenges and opportunities as well as a vision of the future. In order to create a buyer group representing programmes of similar scope and sophistication, attendance is limited and by invitation only. Delegates will set the agenda drawing from key topics such as:

- Vendor relationships
- Technology & MIS
- Evolving industry dynamics

### F101: Leveraging the Payments Revolution

With Europe poised to fully implement the Single Euro Payments Area (SEPA) initiative by 2010, the implications for businesses and consumers are considerable. This session will explore the latest trends in e-procurement/e-payment solutions in travel, including expert analysis of:

- The implications of SEPA from an operational standpoint
- Resulting new entrants and business models to consider
- Factors that drive B-2-B commerce in the travel industry and what effect it will have on travel procurement/settlement going forward

### F102: Mitigating Risks

In the arena of travel management, risk mitigation is especially complex. Whether on an individual level (i.e. traveller safety) or corporate-wide basis (i.e. supply chain management), travel managers must be conversant on a variety of legal, legislative and industry developments in order to implement effective programmes and policies. This session will explore the gamut of issues, including:

- The implications of the U.K.'s duty of care/corporate manslaughter legislation for Europe
- The latest on EU data privacy initiatives and how to safeguard your corporate travel data
- How to cut through the tangle of immigration law that affects your re-locating employees

### F103: Developing Your Strategic Meetings Strategy

Companies spend over €200 billion on meetings & events annually and yet only a small percentage of companies have this sizable, but fragmented, spend under management. Drawing from the Strategic Meetings Management Programme (SMMP) framework developed by NBTA, this session will guide you through the process step-by-step and draw from current field research conducted by Aberdeen Group. Case study presentations will highlight how to:

- Identify and articulate the cost savings, risk reduction and process efficiencies of implementing an SMMP
- Creating policy and implementation plans
- Evaluate the "make/buy" decision

### F104: Best Practices: Corporate Card Programmes

A corporate card programme offers enormous benefits, including convenience for travellers and point-of-sale data for companies. This session will provide valuable insight on:

- Establishing policy (corporate vs. individual liability)
- Implementation "do's" and "don'ts"
- Regional vs. global considerations

---

Friday, 16 May / 15.00 – 16.45

### F201: Getting Your Total T&E Spend Under Management

How significant is your T&E spend beyond the usual air-hotel-car buys? What if the "next horizon" for travel spend optimisation was working with your accounting department to help improve policy compliance and increase supplier incentives? How important is it to study the stack of restaurant and car hire receipts on the desks of your travellers? When is the cost to "track" not worth the amount you can "trim"? This session will provide:

- An analysis of all "hidden costs" of travel, including meals and entertainment
- A business case for capturing total trip costs
- Policy considerations and technology enablers
- Opportunities to increase incentives, including improved VAT recovery, charge card incentives and hotel commissions

### F202: Leading Travel Management's Evolution in the Corporate Ecosystem

Travel is a sizeable expense for many companies, touching many corporate functions—from HR to Security to Finance. Travel management, as a discipline, has numerous complexities: managing large numbers of suppliers, lack of spend visibility, "slow" sourcing cycles, large numbers of stakeholders, lack of mandates. Despite these challenges—or perhaps because of them—travel procurement professionals are ideally poised to expand their roles within their own corporate procurement organisations—and across functional units. This session will explore:

- The latest trends in travel management configurations and fulfillment models
- New opportunities to maximise value
- The knowledge and skill set required to excel in this new environment

### F203: Implementing Your Strategic Meetings Management Programme (Buyers Only)

If you have already embarked on an SMMP programme, this session will provide a "closed-door" opportunity to share your experience in a structured setting. Gain invaluable insights from your peers on a range of issues, including, how to:

- Increase your buying power in a tight market
- Write favourable contract terms
- Leverage and integrate technology solutions/service providers

### F204: Best Practices: Hotel Programmes

With hotel spend rivaling, and even exceeding, air spend — managing hotel expenses requires special attention. Given the incredibly fragmented nature of the European market and ability to book hotels thru prescribed channels, the challenges are enormous. This session will provide current advice on how to:

- Maximise buy-in for your programme from your travelers
- Anticipate market conditions
- Negotiate for optimal savings/services

THE ONLY PAN-EUROPEAN BUSINESS TRAVEL CONFERENCE  
DEVELOPED BY EUROPEAN TRAVEL BUYERS FOR EUROPEAN TRAVEL BUYERS

#### Programme Committee

**Debbie Winston**, Senior Manager, Global Travel Operations and Spend Optimization, Cisco Systems, United Kingdom

**Corrado Simontacchi**, Manager, Purchasing Goods and Services, EMEA and ASPAC, Huntsman, Belgium

**Peter Brodbeck**, Head of Global Travel Management, Syngenta Crop Protection AG, Switzerland

**Jens Liltorp**, Director of Global Travel Management Services, Novo Nordisk A/S, Denmark

**Jeff Kurn**, Global Travel and Meeting Services, Hewlett Packard Global Procurement, United States

**Ann Cleveland-Oey**, Category Manager of Global Travel Management and Indirect Purchasing, Wartsila Corporation, Finland

**Suzanne Fletcher**, Director of Travel Management, Concur, Czech Republic

Crossroads Milan is hosted by the **Paragon Partnership**, a global alliance of buyer-led business travel associations. Experts in providing valuable education and creating communities within each of their respective countries, the Paragon Partnership is superbly positioned to help design a learning agenda for those that manage, buy, procure and strategise business travel.

# Registration Form

# Crossroads Milan

Paragon Business Travel Conference & Expo  
15-16 May 2008 ■ Milan, Italy ■ ATAHOTEL Quark

## How to Register:

ONLINE: [www.nbta.org/milan](http://www.nbta.org/milan) E-MAIL: [agreen@nbta.org](mailto:agreen@nbta.org)  
FAX: +001-703-684-0263 PHONE: +001-703-684-0836  
MAIL: NBTA, 110 N Royal St, 4th Fl, Alexandria, VA, 22314 USA

## Registration Information:

First Name	Last Name
Title	
Company	
Address	
City	State/Province
Postal Code	Country
Phone	Fax
E-mail	

I have a disability and may require special assistance.

## Registration Fees:

### Before March 15

### After March 15

	Conference Only	Conference & CTE	Conference Only	Conference & CTE
NBTA or Paragon Partner Member (All Member Types)	<input type="checkbox"/> € 325 / US\$475	<input type="checkbox"/> € 475 / US\$695	<input type="checkbox"/> € 350 / US\$512	<input type="checkbox"/> € 500 / US\$731
Corporate Travel Buyer	<input type="checkbox"/> € 325 / US\$475	<input type="checkbox"/> € 475 / US\$695	<input type="checkbox"/> € 350 / US\$512	<input type="checkbox"/> € 500 / US\$731
Exhibiting Supplier (In addition to complimentary booth registration)	<input type="checkbox"/> € 425 / US\$622	<input type="checkbox"/> € 575 / US\$871	<input type="checkbox"/> € 450 / US\$658	<input type="checkbox"/> € 600 / US\$878
Non-Exhibiting Supplier	<input type="checkbox"/> € 725 / US\$1,060	<input type="checkbox"/> € 875 / US\$1,280	<input type="checkbox"/> € 750 / US\$1,097	<input type="checkbox"/> € 900 / US\$1,317

CTE Workshop Only € 250 / US\$365 – A savings of € 100 when you register for both Crossroads Milan and the CTE Workshop

Euro rates are approximations. Registration fees will be charged in U.S. dollars.

## Payment Must Accompany This Form:

Method of Payment:  Check  American Express  Diners Club  Discover  MasterCard  Visa

Card Number Exp. Date

Cardholders Name

Signature

Total Amount Charged \$

To pay by wire, please contact Anthony Green by email at [agreen@nbta.org](mailto:agreen@nbta.org), or by telephone at +001-703-684-0836

## Cancellation Policy:

All requests must be made in writing to NBTA. A full refund less a €75 (\$108 USD) administrative fee will be given for cancellations received on or before 17 March 2008. A 50% refund will be given after 17 March 2008. No Refunds will be given after 16 April 2008. A €75 (\$108 USD) administrative fee will be applied to ALL REFUNDS. No refund will be given for "no shows".

## Select One Session for Each Time Block:

<b>Wednesday, May 14</b> 13.00 - 17.00 <input type="checkbox"/> Fundamentals of Business Travel Management (Additional Fee)	<b>Friday, May 16</b> 10.15 - 12.15 <input type="checkbox"/> F100 - European Masters of Travel Management (Buyers Only, By Invitation)
<b>Thursday, May 15</b> 09.00 - 12.00 <input type="checkbox"/> Fundamentals of Business Travel Management & Exam (continued from Wednesday)	10.15 - 11.30 <input type="checkbox"/> F101 - Leveraging the Payments Revolution <input type="checkbox"/> F102 - Mitigating Risks <input type="checkbox"/> F103 - Developing Your Strategic Meetings Strategy <input type="checkbox"/> F104 - Best Practice: Corporate Card Programmes
10.45 - 12.00 <input type="checkbox"/> T101 - Managing Outsourced Relationships <input type="checkbox"/> T102 - Managing a New Generation of Travellers <input type="checkbox"/> T103 - Reducing Your Environmental Impact Thru Consumption Management	15.00 - 16.45 <input type="checkbox"/> F201 - Getting Your Total T&E Spend Under Management <input type="checkbox"/> F202 - Leading Travel Management's Evolution in the Corporate Ecosystem <input type="checkbox"/> F203 - Implementing Your Strategic Meetings Management Programme (Buyers Only) <input type="checkbox"/> F204 - Best Practice: Hotel Programmes
12.15 - 13.30 <input type="checkbox"/> T201 - Establishing Meaningful SLAs (Buyers Only) <input type="checkbox"/> T202 - Winning (and Keeping) the Account <input type="checkbox"/> T203 - Cutting Through the Green Noise: The ICARUS Ark <input type="checkbox"/> T204 - Best Practices: Agency RFPs	

## ATAHOTEL Quark

Minutes from the commercial center of Milan, the ATAHOTEL Quark is the largest hotel conference centre in Milan. NBTA has secured special attendee rates at the ATAHOTEL Quark.

For reservations, please contact the hotel directly by phone or email [bookingmanager.quark@atahotels.it](mailto:bookingmanager.quark@atahotels.it) and identify yourself as an attendee of **Crossroads Milan**. To fax your reservation, download the booking form at [www.nbta.org/milan](http://www.nbta.org/milan). Rates are applicable 14-17 May 2008.



### Rate

Single Superior ..... €167.00  
Double Superior ..... €217.00  
Single Executive ..... €177.00  
Double Executive ..... €227.00  
Triple Executive ..... €257.00  
Presidential Suite ..... €327.00

### ATAHOTEL Quark

Via Lampedusa 11/A  
20141 Milano Italy  
Phone: +39 02 84431  
Fax: +39 02 8464190  
[bookingmanager.quark@atahotels.it](mailto:bookingmanager.quark@atahotels.it)  
[www.quarkhotel.com](http://www.quarkhotel.com)

All rates are per room/per night. Buffet Breakfast and 10% VAT are included.

# Thank You to our Sponsors for their Generous Support



*The  
Leading  
Hotels  
of the  
World®*



**You've Arrived**



## Expo Information

Limited Expo space is still available. For a total of four and a half hours on Thursday and Friday afternoon, the Expo will showcase current and future market offerings to today's top travel buyers. Booth fee includes one complimentary conference registration per 2 x 3 meter booth, as well as company recognition in pre- and post-conference promotional materials. For information, please contact **Colette Skeen** at [cskeen@nbta.org](mailto:cskeen@nbta.org).

## Conference Sponsorship

Sponsorship not only helps you build brand awareness, it represents reliability and a commitment to industry education. Sponsorship packages are designed to maximise your exposure to the industry's largest audiences of business travel decision makers. Crossroads Milan will be an outstanding opportunity to connect with the decision makers from the European and global companies you want to reach.

## Crossroads Milan Contacts

### Program

**Megan Lenfant**, [mleinfant@nbta.org](mailto:mleinfant@nbta.org)  
**Alana Joyce**, [ajoyce@nbta.org](mailto:ajoyce@nbta.org)

### Registration

**Anthony Green**, [agreen@nbta.org](mailto:agreen@nbta.org)

### Exhibit & Sponsorship Opportunities

**Zane Kerby**, [zkerby@nbta.org](mailto:zkerby@nbta.org)  
**Colette Skeen**, [cskeen@nbta.org](mailto:cskeen@nbta.org)

## Conference Coordination



### National Business Travel Association

110 N. Royal Street, Fourth Floor  
Alexandria, VA 22314 USA  
Phone: +001-703-684-0836 Fax: +001-703-684-0263  
[www.nbta.org/milan](http://www.nbta.org/milan)