

AMEX GBT

Meetings & Events

Preferred Property Program



Amex GBT Meetings & Events hotel program offers unparalleled exposure, prioritized program sourcing, and a value assurance to help you grow your sales at the right price with the right clients.



Your partnership with us provides access to our teams with enhanced visibility across a range of mediums to maximize exposure – at the point of sale and particularly at time of decision, optimizing the value of your marketing spend.

Our constantly expanding reach allows us to promote your portfolio to a vast global customer base helping you to build your brand in the marketplace. Not only do we offer enhanced visibility, we provide customer opportunities with a proven track record to shift share driving business to our partners.

Unparalleled exposure

Our diverse portfolio of clients will have access to your properties as part of our Meetings & Events Preferred Property Program – championed by our global network of meetings professionals.

Prioritized program sourcing

Your properties will be listed with enhanced preferencing through our sourcing tools. Access is tightly managed, and participating properties prioritized for top consideration.

Value assurance

Flexible pricing structure according to your needs – whether it's through access to our team, marketing channels, or with actionable insights. Option to only pay for your confirmed business.

40+

years in the industry

1,500+

meetings professionals¹

140+

countries

2,200,000

attendees hosted²

67,000+

meetings, events and incentives executed²

98%

client retention rate²

Source:

¹ Total count by EOY 2023

² 2025 Meetings Insights, Amex GBT Meetings & Events Reporting Platform. FY 2024.

Email us to arrange a call with our dedicated team:

gbsupplierme@amexgbt.com

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Elevate your visibility with Amex GBT's Supplier Program

Unlock unparalleled opportunities to showcase your services and drive business growth, as we introduce our tiered supplier program designed to cater to your unique marketing needs.

At Amex GBT, we understand the significance of strategic visibility and comprehensive support in amplifying your reach within the Amex GBT Meetings & Events network. Choose from our Bronze, Silver, or Gold levels and experience a suite of benefits crafted to enhance your brand's presence and foster meaningful connections.

Bronze Level Entry to Excellence

Our Bronze level offering provides year-round, self-service access to our esteemed online supplier management tool, Meetings Source. This platform is your dedicated space for sharing pertinent information and housing your marketing content and collateral.

Perfect for suppliers seeking a foundational presence, this package highlights your preferred properties to our network, keeping you connected without the added cost.

Cost

No upfront fee. 5% Supplier Fee paid after year end completed by invoice.

Commission continues to be paid as per standard industry practice.

Silver Level Enhanced Visibility

Elevate your positioning with our Silver package, encompassing all Bronze level provisions plus extensive promotional and marketing support. Highlighting your brand to the Amex GBT Meetings & Events Network, this package includes:

- **Promotion and marketing:** enhanced support for your marketing initiatives, helping your offerings stand out through our optional digital media packages.
- **Face-to-face collaboration:** opportunities to directly engage with Amex GBT staff through familiarization trips, site visits, or hosted buyer programs at recognized industry events, broadening your reach within our professional community.
- **Exclusive access to INTER[action]:** an invitation to our internal employee and supplier networking events, providing a platform for engaging with members of the Amex GBT Meetings & Events network.

Cost

Upfront fee of \$2k per property plus 5% Supplier Fee paid after year end completed by invoice.

Commission continues to be paid as per standard industry practice.

Gold Level Ultimate Partnership

Our premium Gold package is the pinnacle of strategic partnership, incorporating all benefits of Bronze and Silver levels with unparalleled consultative support from our Global Business Partnerships team. This offering is designed for suppliers aiming for comprehensive market penetration and brand loyalty. Benefits include:

- **Customized consulting:** tailored strategies for identifying, acquiring, and retaining new business with assistance in customer penetration, preferred supplier positioning, and competitive marketplace insights.
- **Global coordination support:** assistance with supplier discount programs, business planning, and problem resolution.
- **Product and service comms:** consulting on delivery, education, and new market analysis, ensuring your brand is aligned with emerging trends and technologies.

Cost

Upfront fee of \$3k per property plus 5% Supplier Fee paid after year end completed by invoice.

Commission continues to be paid as per standard industry practice.

Ready to accelerate your growth?

At Amex GBT, we're committed to creating dynamic partnerships that drive mutual success. Whether you're starting with our Bronze package or seeking the advanced benefits of Gold, our programs are designed to align with your strategic goals, delivering both visibility and value to your brand.

Contact us today to discuss how we can support your business in reaching its full potential within the Amex GBT Meetings & Events network.

Email us to arrange a call with our dedicated team:

gbtsupplierme@amexgbt.com



**GLOBAL
BUSINESS
TRAVEL**