

# TFWA OFFICIAL MEDIA PACK



ACCESSIBLE PRIOR TO, DURING AND AFTER THE SHOW

# TFWA POWERFUL ADVERTISING MEDIA



As the number of communications channels continues to multiply, TFWA ensures that your participation is communicated effectively with exhibition attendees.

TFWA represents the interests of the industry by creating and developing high-impact media opportunities and delivering innovative media solutions.

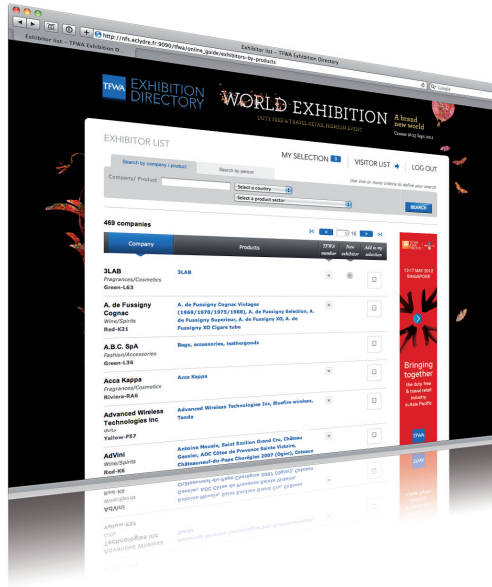
TFWA's media tools help you develop a targeted, efficient and successful advertising campaign.

TFWA's publications are designed to give maximum exposure to your company and brands whilst remaining cost effective.

ACCESSIBLE PRIOR TO, DURING AND AFTER THE SHOW

# THE EXHIBITION DIRECTORY

THE COMPLETE EXHIBITION ON-LINE TOOL



Individual access with unique password to pre-registered delegates.

Comprehensive company listing exhibitors, brands and contacts.

Search for exhibitors by brand, company, person or country, or just browse by product category or exhibition location.

View exhibitor information including contact details, product lists, and stand location.

Compile your list of targeted exhibitors, with profiles and locations marked on the exhibition map

The most informative and accurate online directory for the duty free and travel retail industry.

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# THE GUIDES

DESIGNED IN A CONVENIENT DESK  
SIZE FORMAT



Print run of 5,000 copies (TFWA World Exhibition) and 2,000 copies (TFWA Asia Pacific & GATE ONE2ONE).

All buyers automatically receive a copy on arrival.

Complete directory of exhibitors and their brands.

Detailed exhibition plans to facilitate navigation between the villages.

A deservedly popular year-round working and reference tool for key industry players.

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# THE DIARIES

A PREREQUISITE ON-SITE BUSINESS TOOL



Print run of 10,000 copies (TFWA World Exhibition) and 3,000 copies (TFWA Asia Pacific & GATE ONE2ONE).

TFWA remains committed to reducing our environmental impact, therefore printed versions of the diary are not sent out prior to the exhibition unless specifically requested.

As well as the printed diary, a digital online format is sent to all pre-registered delegates one month prior to the event.

The digital version offers a turn page facility and zoom option. As an advertiser, your company gains double exposure.

All delegates automatically receive a copy on arrival.

Convenient planner pages give you instant access to your meetings.

Detailed exhibition plans to guide you easily from village to village.

Convenient pocket-sized format provides a quick and easy reference.

# CONTACT US

The Media Pack is managed  
by TFWA together with  
the publication of the exhibition's  
guides and diaries.

For your booking or for  
more details, please contact:

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BY THE TRADE FOR THE TRADE



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