











# CONFERENCE PORTFOLIO

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## YOUR CORPORATE LOGO PRINTED ON THE CONFERENCE PORTFOLIO

### **ON SITE (2-2 NOVEMBER )**

- > Company logo displayed on the portfolio, containing the conference details including the delegate list.
- > Portfolio distributed to all participants.
- > Logo displayed on the banner inside conference reception area.
- > Logo on the note pad (included in the conference portfolio).
- > Sponsorship acknowledgement on slides during conference.
- > 1 complimentary conference pass.

### **PRIOR TO AND AFTER THE CONFERENCE**

- > Logo with links on MEADFA Conference page of [www.tfwa.com](http://www.tfwa.com) and at [www.meadfa.com](http://www.meadfa.com)

# SOCIAL EVENTS

## 4 AVAILABLE

OPENING COCKTAIL • LUNCH DAY 1 / LUNCH DAY 2  
• GALA DINNER (approx. 600 pax)

### PRIOR TO THE CONFERENCE

- > Logo present on banner at industry Press Conference during TFWA World Exhibition & Conference in Cannes (France), which is usually covered by:
  - The Moodie Report
  - Travel Retail Business Magazine
  - Frontier Magazine
  - Duty Free News International
  - Travel Retailer International Magazine
  - Gulf-Africa Duty Free Magazine
  - Asia Duty Free Magazine
  - Asiatravelretail.com
  - Export Beauty Magazine
  - Drinks International
  - Impact Magazine
  - International Cosmetique News
  - Travel Markets Insider
  - Wine & Spirit International
  - World Tobacco
  - International Herald Tribune
- > Mention of your sponsorship in the press release(s) related to the conference.

### ON SITE (20-21 NOVEMBER)

- > High visibility: corporate logo on screen throughout the conference.
- > Branding of the social event venue.
- > Self-standing back-lit signage in break-out area of conference.
- > Logo on the note pad (included in the conference portfolio).
- > Logo displayed on the banner inside conference reception area.
- > Sponsorship acknowledgement on slides during conference.
- > Inclusion of promotional flyers in the conference packs.
- > 2 complimentary conference passes.
- > Distribution of product in conference gift bag.

### PRIOR TO AND AFTER THE CONFERENCE

- > Logo with links on MEADFA Conference page of [www.tfwa.com](http://www.tfwa.com) and at [www.meadfa.com](http://www.meadfa.com)

# ADDITIONAL

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## SPONSORSHIP OPPORTUNITIES

### MODERATOR OUTFITS

- > An opportunity to illustrate your brand by outfitting the conference moderators.
- > Logo displayed on the banner inside conference reception area.
- > Sponsorship acknowledgement on slides during conference.
- > Logo with links on MEADFA Conference page of [www.tfw.com](http://www.tfw.com) and at [www.meadfa.com](http://www.meadfa.com)

### SELF-STANDING

#### BACK-LIT SIGN AD ON SITE

- > Only 12 signs available 2 m x 85 cm. Sign will showcase your brand in the coffee break area of the conference.
- > An ad which will be seen by:
  - Approximately 600 delegates from the duty free industry
  - VIPs on site for the conference
  - Regional, local and industry media

### OPENING COCKTAIL WINE & SPIRITS SPONSOR

- > Your company supplies its wines & spirits for the Opening Cocktail on 19 November (approx 500 pax).
- > Exclusive to your brands.
- > Logo with links on MEADFA Conference page of [www.tfw.com](http://www.tfw.com) and at [www.meadfa.com](http://www.meadfa.com)

### CONFERENCE GIFT BAG

- > 41 x 43 x 14.5 cm full-colour, glossy shopping bag.
- > Sponsor logo or ad printed on two side panels: 41 x 14.5 cm.

- > Bags used to distribute conference gifts and given to each delegate at registration.
- > Exclusive exposure, prominent positioning for brand.

### PRODUCT DISTRIBUTION THROUGH CONFERENCE GIFT BAG

- > Distribution of one item of your brand to each conference delegate through the prestigious conference gift bag given to delegates when registering.
- > The only means of product distribution during the conference.
- > Sponsor pays for and arranges shipment of product to the Conference venue as well as customs clearance if necessary (shipping details to be provided to sponsors).

### GALA DINNER WINE & SPIRITS SPONSOR

- > Your company supplies its wines & spirits for Gala Dinner and predinner Cocktail on 20 November (approx 600 pax).
- > Exclusive to your brands.
- > Recognition during dinner through table cards.
- > Logo with links on MEADFA Conference page of [www.tfw.com](http://www.tfw.com) and at [www.meadfa.com](http://www.meadfa.com)



# FOR MORE INFORMATION AND DETAILS ON SPONSORSHIP PLEASE CONTACT:

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