

THE MEADFA CONFERENCE

SPONSORSHIP OPPORTUNITIES



جمعية الشرق الأوسط و أفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION

Managed by

TFWA

PLATINUM

PREMIUM PACKAGE

DETAILS ON EXPOSURE OF YOUR BRAND

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

- > High visibility: corporate logo on screen throughout the conference.
- > 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 and at www.meadfa.com

GOLD

ADVANCED PACKAGE

DETAILS ON EXPOSURE OF YOUR BRAND

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

ON SITE

- > 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.
- > 1 complimentary conference pass.

PRIOR TO AND AFTER THE CONFERENCE

- > Logo with links on MEADFA Conference page of www.tfwa.com and at www.meadfa.com

SILVER

STANDARD PACKAGE

DETAILS ON EXPOSURE OF YOUR BRAND

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

ON SITE

- > 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.
- > 1 complimentary conference pass.

PRIOR TO AND AFTER THE CONFERENCE

- > Logo with links on MEADFA Conference page of www.tfw.com and at www.meadfa.com

COFFEE BREAK

2 AVAILABLE

YOUR COMPANY HOSTS ONE OF THE TWO
BUSINESS NETWORKING SESSIONS AVAILABLE
(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

ON SITE

- > 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 and at www.meadfa.com

CONFERENCE PORTFOLIO

YOUR CORPORATE LOGO PRINTED ON THE CONFERENCE PORTFOLIO

ON SITE

- > 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.tfw.com and at 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

- > 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 and at www.meadfa.com

ADDITIONNAL

SPONSORSHIP OPPORTUNITIES

MODERATOR OR HOSTESS OUTFITS

- > An opportunity to illustrate your brand by outfitting the conference moderators or hostess.
- > 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 and at 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 [approx 500 pax].
- > Exclusive to your brands.
- > Logo with links on MEADFA Conference page of www.tfw.com and at 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 [approx 600 pax].
- > Exclusive to your brands.
- > Recognition during dinner through table cards.
- > Logo with links on MEADFA Conference page of www.tfw.com and at www.meadfa.com

EXHIBITION SPACE TARGETTED EXPOSURE

- > Space: 3x3 m
- > Design & furniture to be organised by the Exhibitor.

**FOR MORE INFORMATION AND
DETAILS ON SPONSORSHIP
PLEASE CONTACT:**

MICHELINE EL AMMAR ENKIRI
MEADFA Operations Manager

Tel: +971 4 299 66 63

Fax: +971 4 299 66 30

Email: micheline@meadfa.com