

SPONSORSHIP OPPORTUNITIES

THE MEADFA CONFERENCE

23-24 NOV. 2015
DEAD SEA – JORDAN

KING HUSSEIN BIN TALAL
CONVENTION CENTRE

Photos: David Jiménez / Peter Ginter – Getty Images

— Managed by —
BY THE TRADE

TFWA

FOR THE TRADE



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

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
 - Travel Retail & Duty Free Markets 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 Cosmétique 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 (23-24 NOVEMBER)

- > 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

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 - The Moodie Report
 - Travel Retail Business Magazine
 - Frontier Magazine
 - Travel Retail & Duty Free Markets 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 (23-24 NOVEMBER)

- > 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

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- Travel Retail Business Magazine
- Frontier Magazine
- Travel Retail & Duty Free Markets 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 Cosmétique News
- Travel Markets Insider
- Wine & Spirit International
- World Tobacco
- International Herald Tribune

ON SITE (23-24 NOVEMBER)

- > 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

WORKSHOP SESSIONS

2 AVAILABLE

YOUR COMPANY HOSTS THE WORKSHOP SESSIONS
ON 23 NOVEMBER

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
- Travel Retail & Duty Free Markets 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 (23-24 NOVEMBER)

- > Logo displayed on the banner inside conference reception area.
- > Logo on the note pad (included in the conference portfolio).
- > Sponsorship promoted on slides during the conference.
- > Exclusive sponsorship acknowledgment on slides during the workshop session.
- > 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

COFFEE BREAK

2 AVAILABLE

YOUR COMPANY HOSTS THE BUSINESS NETWORKING SESSIONS ON 23 OR 24 NOVEMBER (approx. 500 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
- Travel Retail & Duty Free Markets 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 (23-24 NOVEMBER)

- > 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

CONFERENCE PORTFOLIO

YOUR CORPORATE LOGO PRINTED
ON THE CONFERENCE PORTFOLIO

ON SITE (23-24 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.tfwf.com and at www.meadfa.com

SOCIAL EVENTS

4 AVAILABLE

OPENING COCKTAIL • LUNCH DAY 1 / LUNCH DAY 2 •
GALA DINNER (approx. 500 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:
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 - Travel Retail Business Magazine
 - Frontier Magazine
 - Travel Retail & Duty Free Markets 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 Cosmétique 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 (23-24 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 and at www.meadfa.com

ADDITIONAL

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 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 500 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 22 November (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 on 23 November (approx 500 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

FOR MORE INFORMATION AND DETAILS ON SPONSORSHIP PLEASE CONTACT:

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PLEASE RETURN THIS FORM VIA FAX OR EMAIL DIRECTLY TO MR. SEAN STAUNTON,
PRESIDENT - MIDDLE EAST & AFRICA DUTY FREE ASSOCIATION (MEADFA)
P.O. BOX 54394, DUBAI, UAE / FAX: +971 4 299 6630 / E-MAIL: MICHELINE@MEADFA.COM

SEND FORM

☐ Mr ☐ Ms

Family name First name

Position

Company

Address

Post code City Country

Tel Fax

E-mail

SPONSORSHIP PACKAGES (please tick box for your preferred options)

LEVEL OF SPONSORSHIP:

- | | | | |
|--|---|---|---|
| <input checked="" type="checkbox"/> Platinum | <input checked="" type="checkbox"/> Workshop Sessions | <input checked="" type="checkbox"/> Gift for Gift Bag | <input checked="" type="checkbox"/> Lunch Day 1 <input checked="" type="checkbox"/> Lunch Day 2 |
| <input checked="" type="checkbox"/> Gold | <input checked="" type="checkbox"/> Moderator Outfits | <input checked="" type="checkbox"/> Coffee Break | <input checked="" type="checkbox"/> Gala dinner |
| <input checked="" type="checkbox"/> Silver | <input checked="" type="checkbox"/> Back-Lit Sign | <input checked="" type="checkbox"/> Cocktail Wine/Spirits | <input checked="" type="checkbox"/> Gala Dinner Wine/Spirits |
| <input checked="" type="checkbox"/> Conference Portfolio | <input checked="" type="checkbox"/> Conference Gift Bag | <input checked="" type="checkbox"/> Opening Cocktail | <input checked="" type="checkbox"/> Media Partner |

Fee: USD

For material and follow-up please contact:

Name Position

Tel E-mail

Additional comments

Accounting contact person

Name

Tel E-mail

RULES & REGULATIONS

Payment

This agreement is only valid when returned with a 50% deposit of the confirmed conference sponsorship package.

The remaining balance should be paid no later than 24 September 2015.

Cancellation

Cancellation should be notified to the organiser by registered mail. Should the organiser receive notice of cancellation less than 60 days

before the opening date of the conference, the entire payment will be due.

Date Signature