# THE MEADFA | 17 - 19 NOV 2024 FAIRMONT BAB AL BAHR HOTEL CONFERENCE | ABU DHABI

### **SPONSORSHIP** OPPORTUNITIES





Organized in partnership with TFWA and hosted by Abu Dhabi Airports, The MEADFA Conference is scheduled to take place in the UAE from 17-19 November 2024 at the Fairmont Bab El Bahr Hotel in Abu Dhabi. This event provides an excellent opportunity to expand your reach in the region.

### **ABOUT MEADFA**

MEADFA represents and serves the travel retail industry in the Middle East & Africa region through a wide network bringing together the industry stakeholders, defending their interest and keeping them informed of the latest regional and global industry developments.

Our mission is to promote the development of the duty-free and travel retail industry by providing a dynamic platform for collaboration, learning, and advocacy.

MEADFA is a non-profit making trade association consisting mainly of Middle East & Africa based duty-free retail organizations including, border, seaport, and diplomatic shops, airport landlords, brand owners, suppliers, related association and distributors.

### THE OPPORTUNITY

MEADFA's tailored sponsorship packages ensure that every brand we work with is perfectly positioned to engage the people they want to meet. Whether through branding or exclusive sponsorship of a networking event, the MEADFA team will make sure your brand is noticed. We are encouraging you to take part in this Conference either by attending or by actively participating through one of the high-exposure sponsorship opportunities.

For any further clarifications re. sponsorship opportunities contact micheline@meadfa.com.

Bringing together an audience of influential decision makers and giving them an opportunity to learn and debate the major regional issues facing the Duty Free and Travel Retail industry, The MEADFA Conference is opening the way to meet, network and present your brand to the major key players in the region.

Your presence at The MEADFA Conference will not only give you an opportunity to refresh, it will also enable you to build invaluable relationships with industry leaders and professionals.

### **Entrance fees:**

• MEADFA & TFWA Members: € 720 • Non-Members: € 820

Includes the 2-day conference, lunches and social events (welcome cocktail and gala dinner). Further 30% discount will be granted to the 4th person onwards in each company.

Contact <u>info@meadfa.com</u> for any further clarifications in relation to registrations.

Thank you for your support.







- Logo present on banner at industry Press Conference during TFWA World Exhibition & Conference in Cannes (France), which is usually covered by all of the major industry Press.
- Mention of your sponsorship in the press release(s) related to the conference.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.
- Announcement of sponsorship and opportunity for your company to promote your activity with a max. 1 minute video published on MEADFA Social Media Channels.
- · Access to list of delegates 15 days before the conference.

- Exhibition Stand (standard size 3 x 3 mtrs)
  - a. Back wall panel max 2.5mtr height
  - b. Stand should be open on 3 sides
  - c. Design and furniture to be organised by Sponsor
- High visibility: corporate logo on screen throughout the conference.
- Digital Signage: advert opportunity in break-out area of the conference.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory.
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Product/ Brochure distribution in the conference gift bag.
- Complimentary conference passes: 4 passes.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

AFTER THE EVENT

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







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- Branding of the venue and activity opportunity during the Social Event.
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- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Product/ Brochure distribution in the conference gift bag.
- Complimentary conference passes: 2 passes.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

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- Access to list of delegates 15 days before the conference.

- Digital Signage: advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 1 pass.
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- Sampling opportunity for your product during the welcome and mid-morning coffee breaks.
- Digital signage in the break-out area of the conference with the option to stream a video advert related to your brand.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Product/ Brochure distribution in the conference gift bag.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

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An opportunity for your company to supply its wines & spirits for one of the 2 available Social Events - Exclusive to your brands (T&C apply\*):

- Recognition during social event through table cards.
- Mention of your sponsorship in the press release(s) related to the conference.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Digital Signage: advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgment on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 2 passes.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

### THE MEADFA OFFICIAL GUIDE & DIRECTORY

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The only publication included in the MEADFA Conference delegate pack, an essential reference and a starting point to connect with the industry stakeholders during and post event.

### The publication includes:

- An update on the region's travel industry.
- Highlights on the major players in the region.
- Insight into the MEADFA Conference program, speakers and sponsors.
- A list of delegates and companies attending the MEADFA Conference.

### **Exposure opportunities:**

- Bookmark
- Advertorial
- Advert (single/ Double page)





MANAGED BY



<sup>\*</sup> In addition to the cost of the package, you will also be responsible for covering the corkage fees charged by the hotel/venue.



One of the "Top Takeaways" from the MEADFA event. Two packages are available to promote your brand:

### 1- Advert on GIFT BAG

- Branding the 2 side panels of the Gift Bag with your company branding / adverts.
- Exclusive to your brand.
- Mention of your sponsorship in the press release(s) related to the conference.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Sponsorship acknowledgement on slides during conference.
- Personalized Spot in the Delegate Directory showcasing your company logo with a brief overview in the sponsors section.
- · Product / brochure distribution in gift bag.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

### 2- Product Distribution in GIFT BAG

- Distribute your product in the Gift Bag.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

### **DIGITAL SIGNAGE**

Strategically placed throughout the venue, an opportunity to deliver targeted messages to MEADFA audience on the move.

- Advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.







<ul> <li>DIAMOND PARTNER</li> <li>ELITE PACKAGE (EXHIBITION STATEMENT)</li> <li>NETWORKING PACKAGE</li> </ul>	TAND)	AED :	110,000
<ul><li>PLATINUM PARTNER</li><li>PREMIUM PACKAGE</li></ul>		AED	75,000
<ul><li>GOLD PARTNER</li><li>ADVANCED PACKAGE</li></ul>		AED	40,000
• TARGETED PACKAGE		AED	30,000
WINE & SPIRITS  • TARGETED PACKAGE		AED	30,000
ADVERT ON GIFT BAG		AED	30,000
DIGITAL SIGNAGE		AED	18,000
OFFICIAL GUIDE & DIRECTORY			
BOOKMARK  ADVERTORIAL		AED	18,000
<ul><li>ADVERTORIAL</li><li>SINGLE PAGE ADVERT</li></ul>		AED	10,000
• SINGLE PAGE ADVERT		AED	8,000
PRODUCT DISTRIBUTION		AED	10,000







## THE MEADFA CONFERENCE

### 2023 Accra, Ghana OVERVIEW

### **LINK TO PROGRAM & SPEAKERS**



### **ATTENDANCE**



### 313 Delegates/ 176 Companies

RETAILER & LANDLORD 89 (28%)

SUPPLIER / BRAND 116 (37%)

AGENT/DISTRIBUTOR 62 (20%)

PRESS/MEDIA 14 (5%) TRADE VISITORS 32 (10%)

### ATTENDANCE BY REGION









3D TRADE

ABDUL SAMAD AL QURASHI PERFUME

ABERDEEN INTERNATIONAL FZE

ABU DHABI AIRPORTS COMPANY (ADAC)

ACCOLADE WINES LIMITED

**ACI AFRICA** 

ACQUA DI PARMA SRL

AER RIANTA INTERNATIONAL

AER RIANTA INT'L (MIDDLE EAST) W.L.L.

AFGHAN DUTY FREE LTD

AFRICA TOURISM ASSOCIATION (ATA)

AFRICA TRAVEL RETAIL (PTY) LTD

**AFRICAN & EASTERN** 

AFRICAN AIRLINES ASSOCIATION

AHMADOFF & COMPANY LTD

AHMED PERFUMES L.L.C

AIRPORT INTERNATIONAL D'ABIDJIAN

AIRPORT INTERNATIONAL GROUP

AIRPORT LUXURY TRAVEL

AJMAL'S PERFUME MANUFACTURING

**OUDH PROCESSING** 

AKA INTERNATIONAL DUTY FREE

AKOUSSA PARFUMERIE

AL FAKHER TOBACCO FACTORY

AL HARAMAIN PERFUMES LLC

AL JABER NOVELTY

AL MUSBAH INTERNATIONAL TRADING

**GROUP** 

AL NASSMA CHOCOLATE LLC

ALTANFEETHI

ALTAVIA TRAVEL RETAIL PTE. LTD

ALVISA ALCOHOL GROUP AMTSC AHLAN AVENUE

ANDS TRADING FZCO

ANHEUSER-BUSCH INBEV INTERNATIONAL GMBH

APHRODITE DUTY FREE SHOP

ASSORTIA GLOBAL FZE

AURORA WORLD LTD

**B&S BRAND DISTRIBUTION** 

**B&S GROUP S.A** 

**B&S PAUL GLOBAL** 

BACARDI GLOBAL TRAVEL RETAIL DIVISION

BAHRAIN AIRPORT COMPANY

BAHRAIN DUTY FREE CO. WLL

BALLY SHOE FACTORY LTD

**BARDINET SA** 

BATEEL INTERNATIONAL LLC

**BEAM SUNTORY DISTRIBUTION TLD** 

BEAUTE LUXE DUTY FREE

**BELUGA GROUP** 

**BENEFIT COSMETICS** 

BENIGNA PARFUMS LLC

BEVERLY HILLS POLO CLUB FZCO

BLUE GULF EVENTS AND MARKETING

**MANAGEMENTS** 

**BLUEDOG PRODUCTIONS LTD** 

BMB GROUP

BOMMIDALA ENTERPRISES PVT LTD

BOTTEGA SPA

BRANDS UNLIMITED PVT LTD.

BRITISH AMERICAN TOBACCO COMPANY (HONG

KONG) LIMITED

BROWN-FORMAN BEVERAGES EUROPE LTD

**BULGARI PARFUMS** 

**BUREAU BEATRICE** 

**BUTLERS CHOCOLATES LTD** 

**BUYING THE SKY** 

C. JOSEF LAMY GMBH







CABEAU, INC

CELMA MARKETING CHALHOUB GROUP

CHAMPAGNE LAURENT-PERRIER

CHANEL SAS CIDF OL FZCO

**CLARINS GROUPE MIDDLE EAST** 

CLOETTA TRAVEL RETAIL COMESA BUSINESS COUNCIL COTY MIDDLE EAST FZCO

CREATION ALEXANDRE MIYA PARIS LTD

CREATIVE CHANNEL FRAGRANCES

CROSSINGS INTERNATIONAL CTC-ARI AIRPORTS LIMITED

DAMA SPA

DAR DUTY FREE LTD

DELAVIUDA ALIMENTACIÓN S.A.U"

DELHI DUTY FREE DELTA AIR LINES INC. DESIGN GO LTD

DFP DUTY FREE PACIFIC

DFS MIDDLE EAST

DHALL FOODS AND BEVERAGES PTE LTD

DIAGEO PLC

DISTELL INTERNATIONAL LTD

DISTELL LTD

DOUGLAS LAING & CO LTD

DR IRENA ERIS COSM LABORATORIES LTD

**DUBALAIRPORTS** 

DUBAI CORPORATION FOR TOURISM & COMMERCE

DUBAI DUTY FREE

DUFRY AG DUFRY GHANA DUFRY GROUP DUFRY MOROCCO DUFRY SHARJAH (FZC)

DUFRY SPAIN DUFRY UK

DUTY FREE GLOBAL LIMITED DUTY FREE WORLD COUNCIL

**DUTYFREAK GMBH** 

**EDRINGTON FIX MIDDLE EAST LTD** 

**EGF CONSULTING** 

EGYPTAIR TOURISM (KARNAK) & DUTY FREE

**ELIZABETH ARDEN INTERNATIONAL** 

ENTHUSIASM STAR GENERAL TRADING LLC

**ERMENEGILDO ZEGNA** 

**ESSENTIAL COMMUNICATIONS** 

ESTEE LAUDER TRAVEL RETAILING INC

ETHIOPIAN AIRLINES

**EUROPEAN TRAVEL RETAIL CONFEDERATION** 

EXECUTIVE GENERAL TRADING LLC.

F&I BEVERAGES AG

FAZER CONFECTIONERY LTD FERRERO TRADING LUX S.A. FITRA INTERNATIONAL FZE FLEMINGO INTERNATIONAL LTD

FOCUS BRANDS LTD

**FORWARDKEYS** 

FOURPOINT TRADE FZE
FRATERNITY SPIRITS WORLD
FREY WILLE GMBH & CO KG
GEBR. HEINEMANN SE & CO. KG
GIORDANO MIDDLE EAST FZE

**GLITTER TOBACCO FZC** 

GLOBAL MARKETING COMPANY LTD GLOBAL TRAVEL RETAIL MAGAZINE GLOBAL TRAVEL RETAIL SALES

GMAX TRAVEL RETAIL GODIVA BELGIUM BVBA







**GUERLAIN SAS** 

**GULF BEVERAGES FZE** 

HAMA GULF FZE

HAMILA DUTY FREE

HARDING RETAIL

HENKELL-FREIXENET GLOBAL

HERMES PARFUMS

HOLIDAY MARINE SERVICES

HOUSE OF PRESTIGIOUS PRODUCTS

HUGO BOSS AG HUME BROPHY

IAN MACLEOD DISTILLERS LTD

IDFG TRADING FZC IKT COMPANY. INC

IL SALOTTO DI BRERA DUTYFREE SRL

IMPERIAL TOBACCO INTERNATIONAL LTD

INTERNATIONAL AIR TRANSPORT

ASSOCIATION (IATA)

INTERNATIONAL DUTY FREE BELGIUM

INTERNATIONAL TRAVEL RETAIL

**INTERPARFUMS** 

INT'L DUTY FREE TRADING & AGENCIES

IRAQ DUTY FREE ISTANBUL AIRPORT

J. CORTES & OLIVA CIGARS JACOBS DOUWE EGBERTS

JCDECAUX DICON FZCO

JOHNSON & JOHNSON PTE LTD

JORDANIAN DUTY FREE SHOPS

JT INTERNATIONAL S.A.

**KAEF** 

KAJAL PERFUMES

KARELIA TOBACCO COMPANY INC KAVANAGH COMMUNICATIONS LTD

KERING EYEWEAR SPA

KREOL TRADING EST

KT INTERNATIONAL SA

LABORATOIRES DR NG PAYOT

LAGARDERE TRAVEL RETAIL

LAGARDERE TRAVEL RETAIL BELGIUM

LAGARDERE TRAVEL RETAIL ME DWC-LLC LAGARDERE TRAVEL RETAIL SAUDI ARABIA

LANGNESE HONIG GMBH & CO KG

L'AZURDE COMPANY FOR JEWELRY

LEAD IN TRAVEL RETAIL PTE. LTD.

LEONIDAS SA CONFISERIE

LES GRANDS CHAIS DE FRANCE

LIME CONCEPTS LLC

LINDT & SPRUNGLI (SCHWEIZ) AG

LIVIKO AS

LOACKER AG

L'OCCITANE MIDDLE EAST

LOCH LOMOND GROUP

LONG HAUL SPA

L'OREAL

LUXURY BRANDS GENERAL TRADING (AMOUAGE)

LVMH SE

M.C.T. FZE / CHALHOUB GROUP

MAJANI 1796 SPA

MARITIME & MERCANTILE INTERNATIONAL LLC

MARS INTERNATIONAL TRAVEL RETAIL

MATARAT

MAUI JIM INC USA

MAZAYA FZE

MEGA RESOURCES INTERNATIONAL GENERAL

TRADING L.L.C MERLIN DIGITAL

MESTREZAT GRANDS CRUS METROPOLIS BUSINESS MEDIA

MICROCELL LTD

MILLENIUM DUTY FREE







MODERN BEVERAGES

MOËT & CHANDON

MOËT HENNESSY

MOLSON COORS BEVERAGE COMPANY

MONDELEZ WORLD TRAVEL RETAIL LLC

MONUS D.O.O.

MTR CONSULTING

MUSCAT DUTY FREE

NATIONAL TRADING & DEVELOPING EST.

**NEGOTIUM PARTNERS** 

NESTLE INTERNATIONAL TRAVEL RETAIL SA

**NEUHAUS NV** 

**NEW NORMAL CONSULTANCY** 

NEXT BITE TRADING LLC

NHY IMPORT EXPORT

NORM INTERNATIONAL

NOTABOO CORPORATION

NOTIONS GROUP

OASIS ARABIA FZE LLC

OMAN AIRPORTS MANAGEMENT COMPANY

ORIENTICA PERFUMES INDUSTRY FZE

**OZ GROUP LIMITED** 

PAC - DUTY FREE S.A.L. (Beirut Duty Free)

PANZERGLASS A/S

PARFUMS CHRISTIAN DIOR PARLUX FRAGRANCES LLC

PATCHI L.L.C BR

PERFETTI VAN MELLE GLOBAL TRAVEL RETAIL

PERNOD RICARD GLOBAL TRAVEL RETAIL

PERNOD RICARD GULF
PERSONNES SANS SOCIETE
PEUCH ET BESSE SARL

PHILIP MORRIS INTERNATIONAL SERVICES

S.A.R.L

PLOMARI DISTILLERY I.ARVANITIS SA

PRESTIGE SUPPLIES INC.

PROXIMO GLOBAL TRAVEL RETAIL

**PUIG** 

**PVH ASIA LIMITED** 

QIVIUK JACQUES CARTIER CLOTHIER BANFF INC

RASHIDEEN INTERNATIONAL FZC DXB BR

**REFLECTA SAS** 

**RELX INTERNATIONAL** 

REMY COINTREAU INTERNATIONAL

RETAIL CONCEPTS LLC

RICOLA LTD

**RIGO TRADING S.A** 

RITUALS COSMETICS ENTERPRISE BV

SAFILO SPA

SAKAL BROTHERS

SANTA MARGHERITA SPA

SAUDI AIRLINES CATERING CO - SKYSALES

**SAVEURS & NATURE** 

SCANDINAVIAN TOBACCO GROUP A/S

SCHRODER & SCHYLER

SEVA GROUP BV

SHAMAG TRADING COMPANY L.L.C.

SHARJAH AIRPORT AUTHORITY

SHIFT ELECTRONICS LLC

SHISEIDO/BEAUTE PRESTIGE INTERNATIONAL

SILENT POOL DISTILLERY

SISLEY PARIS

SIT4BIZ MEA FZE

SKICLUB KAMPEN GMBH

SWAROVSKI INTERNATIONAL DISTRIBUTION AG

SWEDISH MATCH

**MANAGED BY** 

SWEET GARDEN TRAVEL RETAIL

SWISS FASHION TIME GMBH

THE BELGIAN CHOCOLATE GROUP NV

THE BELGIAN OWL WHISKY



HOSTED BY مطارات أبــوظبــــي ABU DHABI AIRPORTS



THE CHANGE GROUP INTERNATIONAL

THE GOLD BAR SPIRITS COMPANY

THE HERSHEY COMPANY

THE LOVELY DISTRIBUTION COMPANY

THE MOODIE DAVITT REPORT

THE PLACE DUTY FREE SHOPS

THE TRAVEL RETAIL CONSULTANCY

THE WELLA COMPANY

THÉLIOS SPA

TOMS CONFECTIONERY GROUP

TOORANK INTERNATIONAL SPIRITS

TRAVEL RETAIL INNOVATIONS B.V.

TRAVELLER LTD

TREASURY WINE ESTATES

TRETAIL LABS AUSTRALIA PTY LTD

TRUEBELL MARKETING & TRADING L.L.C.

UMDASCH STORE MAKERS LTD

**UNTWO** 

VALRHONA SAS

**VBRAND GALLERY** 

VICTORINOX AG

**VILLA SANDI** 

VILLIGER SONS LTD

VINA CONCHA Y TORO SA

VINTAGE INTERNATIONAL FZCO

VOYAGESAFRIQ TRAVEL MEDIA

WH SMITH

WHYTE & MACKAY LTD

WILLIAM GRANT & SONS DISTILLERS LTD

WONDERFUL PISTACHIOS & ALMONDS

WORLDCONNECT AG

YOUSEF M. HADDAD CO. & PARTNERS



