



THE MIDDLE EAST DUTY FREE CONFERENCE

SPONSORSHIP OPPORTUNITIES

21-22 NOVEMBER 2011
Al Murooj Rotana Dubai

MANAGED BY

BY THE TRADE **TFWA** FOR THE TRADE

www.tfw.com

PLATINUM

7 available

FEE: €14,000

DETAILS

ON EXPOSURE OF YOUR BRAND

Prior to the conference

Logo present on banner at industry Press Conference during TFWA World Exhibition in Cannes (France), which is usually covered by:

- 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

Press statements (3 issued between now and the conference).

Mention of your sponsorship in the press release(s) related to the conference.

On site

(21-22 November)

High visibility: corporate logo on screen throughout the conference.

Self-standing back-lit signage in break-out area of conference (value €3,500).

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 (value €1,500).

2 complimentary conference registrations.

Distribution of product in conference gift bag (value €1,500).

Prior to and after the conference

Logo with links on MEDFA Conference page of www.tfwa.com

GOLD

7 available

FEE: €7,000

DETAILS ON EXPOSURE OF YOUR BRAND

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(21-22 November)

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Logo on the note pad (included in the conference portfolio).

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1 complimentary conference registration.

Prior to and after the conference

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SILVER

FEE: €5,000
**DETAILS
ON EXPOSURE
OF YOUR BRAND**

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On site

(21-22 November)

Logo on the note pad (included in the conference portfolio).

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1 complimentary conference registration.

Prior to and after the conference

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COFFEE BREAK

2 available

FEE: €4,500

PER DAY

**YOUR COMPANY
HOSTS**

**THE BUSINESS
NETWORKING
SESSIONS**

**ON 21 OR 22
NOVEMBER**

(approx. 400 pax)

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On site

(21-22 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 registration.

Prior to and after the conference

Logo with links on MEDFA Conference page of www.tfwa.com

CONFERENCE PORTFOLIO

FEE: €4,500
**YOUR CORPORATE
LOGO PRINTED
ON THE
CONFERENCE
PORTFOLIO.**

On site

(21-22 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 registration.

Prior to and after the conference

Logo with links on MEDFA Conference page of www.tfw.com

SOCIAL EVENTS

4 Available

- **OPENING COCKTAIL**
- **LUNCH DAY 1**
- **LUNCH DAY 2**
- **GALA DINNER**
(approx 400 pax)

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Press statements (3 issued between now and the conference).

Mention of your sponsorship in the press release(s) related to the conference.

On site

(21-22 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 (value €3,500).

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 (value €1,500).

2 complimentary conference registrations.

Distribution of product in conference gift bag (value €1,500).

Prior to and after the conference

Logo with links on MEDFA Conference page of www.tfwa.com

ADDITIONNAL SPONSORSHIP OPPORTUNITIES

OPENING COCKTAIL WINE & SPIRITS SPONSOR

FEE: €2,500 + corkage

Your company supplies its wines & spirits for the Opening Cocktail on 20 November (approx 400 pax).

Exclusive to your brands.

Logo with links on MEDFA
Conference page of www.tfw.com

HOSPITALITY & NETWORKING AREA

Exclusive hospitality and networking area set up on 21 November.

The gathering place for afternoon meetings.

Beverages offered free of charge to conference delegates.

Exclusive service of your brands.

Co-sponsorship possible with brand from different category.

GALA DINNER WINE & SPIRITS SPONSOR

FEE: €2,500 + corkage

Your company supplies its wines & spirits for Gala Dinner and pre-dinner Cocktail on 21 November (approx 400 pax).

Exclusive to your brands.

Recognition during dinner through table cards.

Logo with links on MEDFA
Conference page of www.tfw.com

ADDITIONNAL SPONSORSHIP OPPORTUNITIES

MODERATOR OUTFITS

FEE: €5,000

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 MEDFA Conference page of www.tfwa.com

CONFERENCE GIFT BAG

FEE: €3,500

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.

SELF-STANDING BACK-LIT SIGN AD ON SITE

FEE: €3,500

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 400 delegates from the duty free industry
- VIPs on site for the conference
- Regional, local and industry media

PRODUCT DISTRIBUTION THROUGH CONFERENCE GIFT BAG

FEE: €1,500

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 Hotel as well as Customs clearance if necessary (shipping details to be provided to sponsors)

CONTACT

FOR MORE
INFORMATION
AND DETAILS
ON SPONSORSHIP
PACKAGES

PLEASE CONTACT:
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