



## **ACI 28th Airport Commercial & Retail Conference, 13-15th March 2018**

### **The opportunity**

The Travel Retail (TR) market is a business of \$60bn + growing strongly every year and expected to achieve \$120bn in 2025.

It's a global market – known within the industry as the “sixth continent” because of its individual nature, economies, customer and rules/regulations. Consequently, operating in this market is different from any other, offering both great opportunities but also challenges, which need to be carefully negotiated. The opportunity for brands can be seen as either TR being a money generator in itself and/or acting as a showcase and window to the world, both for existing and new domestic market activities - or even both.

Major international organizations recognize Travel Retail as a strategically important market for them for the above reasons.

### **ACI**

ACI 28<sup>th</sup> International Retail Conference with 350-500 senior managers from commercial airports, duty frees and international brands being in Israel for 3 days conference and exhibition and gathering from around the world.

As a big differentiator from any other exhibition the exhibition area is in purpose very intimate to maximize exhibitor's expositor to the delegates and allow delegates know in person the exhibitors and brands for 3 days.

Oryan together with essential communication will expose the Israeli brands and reflect their unique offering to the delegates arriving to the ACI event, as well as to international decision makers of the entire worldwide travel retail industry.

The marketing and PR efforts are written below in par. B and C.

### **A. Exhibition area for Israeli companies only**

#### **Special approval to divide the exhibition area to smaller stands**

The price below would include Full shell scheme including Walls // Fascia sign // Lighting // Powerpoint // Carpet // 1x stand and social networking passes.

Companies can purchase additional stand passes for €350 per pass. We can also upgrade stand passes to delegates passes including access to the conference if required, price on application.

Social networking includes welcome cocktail reception, gala evening, and the lunches and coffee breaks held on the exhibition floor.

PowerPoint means electricity on the stands

### **B. Mini site to the Israeli Pavilion**

Create mini site representing the companies under major categories according to the registration such as:

Jewelries, cosmetics, food and beverage, HLS, Hi Tech etc.....

The mini site will allow the delegates to be exposed very easily according to their area of interest and reach each individual company in the sector.





Short brief, logo and link to individual web site of each company will be included as well as an attractive overview for the Israeli pavilion.

### **C. PR package for Israeli Pavilion**

**Mission:** To introduce the Israeli Pavilion and the brands it is representing as part of an umbrella stand at the ACI Retail Conference 2018 (Tel Aviv) to Duty free, airport authorities and retailers via a dedicated PR program over a 3 month period: Jan-March 2018.

#### **Special marketing package for ACR event:**

Provide a 3 month editorial trade marketing service for the Israeli Pavilion and companies represented within its umbrella stand at the ACI Retail Conference in Tel Aviv 2018 to introduce and raise awareness of a variety of brands keen to develop their travel retail business worldwide.

- Promote the suitability of these brands to the travel retail distribution channel to delegates attending the ACI Retail Conference (and the wider industry) through positive and relevant preview/launch stories, relevant feature and news contribution as relevant during the period.
- Advise client on placement of any advertising/sponsorship budget to most effectively promote the IEC and brands to airport authorities and retail buyers in the lead up to ACI Retail conference; negotiate best rates, create working ad schedule, ensure on-time delivery of copy.
- Create and email bespoke newsletters direct to delegate list in week before Conference to assist with appointment/awareness process.
- Provide/assist with copy for dedicated website promoted to delegates via links on PR, direct mail, ACI website etc.
- Encourage journalists to visit/interview IEC representative and specific brands during ACI Retail Conference for follow up stories.
- And/or (if ACI allow) assist with IEC umbrella stand cocktail for all delegates at relevant time (to be discussed/agreed with ACI) when any wine/spirit and food/confectionery brand products could be sampled/tasted/served
- Monitoring of press coverage and providing editorial s in PPT post event

#### ***SUGGESTED EDITORIAL CONTENT***

- Announcement of Israeli Pavilion to be staged at ACI Retail Conference in Tel Aviv – commitment by IEC to channel on behalf of Israeli brands, opportunity for Israeli brands, opportunity for airports/retailers etc etc.
- Updates as and when on brands that agree to be within IEC pavilion
- Individual PR on brand categories within the pavilion – or individual brands. Depends on uptake by brands/how many. If high uptake could be wine/spirit category release; jewellery release, food & confectionery release, tech release etc.
- Possible feature contributions depending on relevance/work with media for dedicated features on pavilion
- Post event round up release
- Social media activity wherever possible – Twitter, Instagram, LinkedIn, FB...generating more interest.





## TARGET MEDIA

### Travel retail core (online and print)

- The Moodie Davitt Report
- Travel Retail Business
- DFNI
- TRI
- Frontier/Frontier Brands
- The Decision Makers

### AIRPORT MEDIA

- Airport Business
- Airport Focus International

### LOCAL MEDIA

- As relevant and as advised

### Company and brand briefing

- Existing range of brands and product range
- Current brand identity
- Marketing material Packaging as overview for the event
- Recommend how to adjust brand identity to Travel Retail if necessary
- Packaging inputs if needed

## D. The importance of media activity in building brands in travel retail

Without doubt a Media PR/Advertising program is ESSENTIAL for any company/brand trying to build a presence in the travel retail industry. The media is very influential in this business and divides into global and regional - with online and print presence.

The media is read regularly with some more influential than others. EC has very strong links with the Travel retail media (and associated category press where relevant) and excellent relationships both on editorial and advertising placement.

It is VITAL to work with an agency that understands the travel retail media – how it works, what it is looking for and when by. EC is the leading agency in the business and is well placed to assist companies to create a presence in the travel retail sector.

## E. Oryan and its partners for ACI 2018 in Israel

ORYAN represent ACI Europe for their annual conference to take place in Israel and with Essential Communications to lead PR for the worldwide TR industry.

### Essential Communications

Is an award winning integrated public relations and marketing agency that works closely with its clients to achieve their individual goals. EC focus on the travel retail/duty free industry - it's a business they know inside out – and regularly recommended by their clients and media alike.

Based in the UK, EC provide a range of media and marketing services to an exciting portfolio of clients, ranging from family businesses to multinational corporations.





EC strive to raise the profile of the companies they work with in the international travel retail media, to promote and build their brands, publicize their product developments, and in so doing assist them to maximize favorable exposure and, ultimately, increase sales.

EC have worked with many companies that are new to travel retail, or which are putting a specific focus on this sector, with excellent results. With more than 30 years' experience in the industry EC can provide you with essential guidance on advice on "the do's and don'ts" of travel retail.

EC is headed by Rowena (Row) Holland with more than 35 years' experience of publishing and public relations. <http://www.essentialcommunications.org/>

#### **D. Cost: Israeli special exhibition area, marketing and PR**

Special area on the left-hand side dedicated to Israeli companies in a cost of 500 Euro for 1 square meter (minimum size of 4 sm) which represents approximately a 35% discount off the regular rate tariff

PR for 2 months coverage (with Mini site including design, copywriting and hosting) in a cost of 1200 Euro for the 2 months period for each company (minimum of 10 companies).

**The above proposal is limited to no more than 20 companies based on booth size for each.**

