



**AIRPORT RETAIL**



**COMMERCIAL  
FORUM**

17-19 July 2023, Sofitel Brisbane Central

# PARTNERSHIP & EXHIBITOR PROSPECTUS



# SECOND AIRPORT RETAIL & COMMERCIAL FORUM COMING TO BRISBANE

The Australian Airports Association (AAA), in partnership with The Mercurius Group and The Moodie Davitt Report, have announced plans to hold the second Airport Retail & Commercial Forum in Brisbane from 17-19 July.

This year's theme is 'Beyond Recovery – Accelerating Growth' and follows the success of last year's inaugural Retail & Commercial Forum.

The 2022 Forum attracted around 200 delegates from across Australia, New Zealand and The Pacific and included representatives of airport companies, commercial concessionaires and services providers across multiple channels, along with consultants and advisers.

The event covered all sources of airport commercial operations including duty free, specialty retail, F&B, currency change, out-of-home advertising, car parking, car rental, ground transport, hotels and property. It also included an exhibition showcasing brands, retailers and other service providers, which will be repeated and expanded in 2023.

AAA Chief Executive James Goodwin said there was positive feedback from the previous event in 2022.

"It was great to see participation from small, medium and large airports, ranging from capital city airports to regional and remote aerodromes, highlighting the level of interest in improving commercial operations." Mr Goodwin said.

Managing Director of The Mercurius Group Ivo Favotto said the forum appeals to all those involved in airport commercial services.



"We plan to continue to give all commercial operations a platform – from retail including duty free, specialty, F&B and forex to ground transport including car parking, car rental and ride share to advertising and property. We will also include architecture, consumer research, planning and customer service." Mr Favotto said.

President and Co-Owner of The Moodie Davitt Report Dermot Davitt said this is an important event for airports, commercial concessionaires and brands.

"It is a compelling addition to our international portfolio of events for the airport commercial revenues sector including The Trinity Forum and the Airport Food & Beverage & Hospitality Conference. We look forward to bringing airports, commercial concessionaires and brands together at this AAA event in 2023." Mr Davitt said.

Brisbane Airport Corporation CEO Gert-Jan de Graaff said BNE was eager to host airport colleagues from across the country.

"Commercial services are critical to all airports and the landscape is constantly changing. This forum gives us all a chance to come together to discuss important issues facing the airport commercial industry and to grab hold of new opportunities." Mr de Graaff said.

The Forum will take place at the Sofitel Hotel in Brisbane Central, with Brisbane Airport Corporation as host. The Gala Dinner will be held at the Queensland Art Gallery.

## EVENT DETAILS



Monday 17 July 2023 | 7pm to 10pm

Evening Cocktail Networking Event

Soiree Deck @ Softel Central Brisbane

Dress: Business/smart casual



Tuesday 18 July 2023 | 9am to 5pm

Airport Retail and Commercial Forum

Ballroom @ Softel Central Brisbane

Dress: Business/smart casual



Tuesday 18 July | 7pm to 10.30pm

Dinner and Awards

Queensland Art Gallery

Dress: Business/smart casual



Wednesday 19 July 2023 | 9am to 4pm

Airport Retail and Commercial Forum

Ballroom @ Softel Central Brisbane

Dress: Business/smart casual





## DELEGATE PROFILE

As with the inaugural 2022 event, the delegates attending the event are expected to come from across Australia and internationally. **The Airport Retail and Commercial Forum 2023 will provide direct access to more than 200 delegates and leading decision makers** within the aviation industry, including:

- Airport Managers
- General Managers
- Project Managers
- Retail Managers
- Chief Operating Officers
- Business Development Managers
- Terminal Operation Managers
- Parking and Ground Transport Managers
- Operation Managers
- Commercial Managers
- Site Managers

The Airport Retail and Commercial Forum 2022 provides excellent partnership and exhibitor opportunities. As a Forum partner or exhibitor, you will have the opportunity to:

- Confirm your support for the industry at a national forum and add value and exposure to your brand
- Reach an Australasian market of industry leaders and decision-making delegates from major and regional airports
- Demonstrate your commitment to non-aeronautical revenue success at airports
- Attend a Forum focused on re-connecting the industry, sharing knowledge and looking to the future

Being a partner or exhibitor of the event is a unique way to support your brand and organisation with a high-profile presence before, during and after the Forum.

Partnership and exhibitor packages are outlined on the following pages. If no package suits your organisational goals, we would be happy to tailor one to do so.

The event will bring together approximately 200 airport sector stakeholders, including airports managers, commercial operators and brands, representing a wide array of business interests including duty free, speciality retail, food & beverage, advertising and other non-aeronautical revenue operations.

Delegates attending the forum are expected to come from across Australia and New Zealand & the Pacific-region.

**GALA DINNER PARTNER****\$30,000 + GST**

As the Gala Dinner partner you will receive exclusive promotion and exposure for the evening on July 18th.

Celebrate and honour contributions and achievements made by individuals who have served the airport commercial sector. The Gala Dinner will include a special guest speaker and enable industry colleagues to come together to acknowledge and celebrate the success of the 2022 recipients.

As the Gala Dinner Partner, you will receive significant exposure in the lead up to, during and after the Forum.

**PARTNER RECOGNITION**

- Acknowledgment as the Gala Dinner Partner on all key Forum communications pre, during and post the event including printed related signage
- Verbal acknowledgment throughout the Forum and dinner as the Gala Dinner Partner
- Your branding included in the Forum printed program, including company logo and 200-word company profile
- Organisation logo on the website with hyperlink to organisation website
- Branding on gala dinner tables (to be provided by company)
- Designated table with premium positioning

**PARTNER PROMOTION**

- Two full page advertisements to be included in the printed program. (Artwork to be provided by the partner)
- Dedicated social media content, identifying your organisation as the Gala Dinner Partner, that you can share across your own social media networks
- Email signature promoting your organisation as the Gala Dinner Partner which can be used on your own company email signature blocks

**REGISTRATION INCLUSIONS**

- Two complimentary Forum registration, including tickets to both evening networking events

**ACCESS TO DELEGATES**

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum



## SUPPORT PARTNER

\$15,000 + GST

As a Support Partner, you will receive significant exposure in the lead up to, during and after the Forum.

### PARTNER RECOGNITION

- Acknowledgment as a Forum Support Partner on all key Forum communications pre, during and post the event including printed related signage
- Verbal acknowledgment throughout the Forum as a Support Partner
- Your branding included in the Forum printed program, including company logo and 200-word company profile
- Organisation logo on the website with hyperlink to organisation website

### PARTNER PROMOTION

- One full page advertisement to be included in the printed program. (Artwork to be provided by the partner)
- Dedicated social media content, identifying your organisation as a Support Partner, that you can share across your own social media networks
- Email signature promoting your organisation as a Support Partner which can be used on your own company email signature blocks

### REGISTRATION INCLUSIONS

- One complimentary Forum registration, including tickets to both evening networking events

### ACCESS TO DELEGATES

Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

## WELCOME DRINKS PARTNER

\$8,000 + GST

1 AVAILABLE

The Welcome Drinks is a valuable networking event for delegates and partners alike and an exclusive opportunity to showcase your brand and support.

### PARTNER RECOGNITION

- Acknowledgement as a Welcome Drinks Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment as a Partner throughout the Welcome Drinks event
- Company logo/video to be shown on a screen during the event
- You branding included in the Forum printed program, including company logo and a 200 word profile

### PARTNER PROMOTION

- Company branding displayed at the welcome drinks (to be provided by the partner) in consultation with the AAA;
- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum



## DELEGATE BAG PARTNER

\$5,000 + GST

1 AVAILABLE

As the exclusive Delegate Bag Partner, your company logo will appear on bags given to all delegates, speakers and exhibitors at the commencement of the Forum, providing maximum visibility. The Delegates Bags are practical bags intended to be reused so your branding will get multiple visibility.

### PARTNER RECOGNITION

- Acknowledgement as a Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment throughout the Forum as a Partner
- Your branding included in the Forum printed program, including company logo and a 200 word profile

### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

## AWARDS PARTNER

\$5,000 + GST

1 AVAILABLE

The Gala Dinner includes the announcement of a number of prestigious awards for industry contribution and front line workers. As the exclusive Awards partner, your company logo will appear on all communications about the awards including calls for nominations, nomination forms and on screen during the presentation of the awards.

### PARTNER RECOGNITION

- Acknowledgement as a Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment throughout the Gala Dinner as the Awards Partner
- Your branding included in the Forum printed program, including company logo and a 200 word profile

### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

## LUNCH EVENT PARTNER

\$4,000 + GST

2 AVAILABLE

The Lunch Event is a valuable networking event for delegates and partners alike and an exclusive opportunity to showcase your brand.

### PARTNER RECOGNITION

- Acknowledgment as a Forum Lunch Partner on all key Forum communications pre, during and post the event
- Verbal acknowledgment throughout the day as a Lunch Partner
- Company logo shown on main conference screen during the lunch break
- Your branding included in the Forum printed program, including company logo and short company profile

### PARTNER PROMOTION

- Company branding displayed at the lunch (to be provided by the partner) in consultation with the AAA
- Email signature promoting your organisation as the Lunch Event Partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum



## LANYARD PARTNER

\$4,000 + GST

1 AVAILABLE

As the exclusive Lanyard Partner, your company logo will appear on the lanyards worn by all delegates, speakers and exhibitors at the Forum.

### PARTNER RECOGNITION

- Acknowledgment as a Partner on all key Forum communications pre, during and post the event
- Verbal acknowledgment throughout the Forum as a Partner
- Your branding included in the Forum printed program, including company logo and 200-word company profile

### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

## WATER BOTTLE PARTNER

\$4,000 + COST + GST

1 AVAILABLE

As the exclusive Water Bottle Partner, your company logo will appear on water bottles provided to all delegates, speakers and exhibitors. The water bottles will be placed on tables at the commencement of the Forum, providing maximum visibility. The Water Bottle are practical bottles intended to be reused so your branding will get multiple visibility.

### PARTNER RECOGNITION

- Acknowledgement as a Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment throughout the Forum as a Partner
- You branding included in the Forum printed program, including company logo and a 200 word profile

### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

## SIX PACK COOLER PARTNER

\$4,000 + COST + GST

1 AVAILABLE

As the exclusive Six Pack Cooler Partner, your company logo will appear on a six pack cooler included in the delegates bag and which is provided to all delegates, speakers and exhibitors at the commencement of the Forum. The Six Pack Coolers is a practical item intended to be reused so your branding will get multiple visibility.

### PARTNER RECOGNITION

- Acknowledgement as a Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment throughout the Forum as a Partner
- You branding included in the Forum printed program, including company logo and a 200 word profile

### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum



### TOWEL PARTNER

\$4,000 + COST + GST

1 AVAILABLE

As the exclusive Towel Partner, your company logo will appear on a towel in the delegates bag and which is provided to all delegates, speakers and exhibitors at the commencement of the Forum. The Towel is a practical item intended to be reused so your branding will get multiple visibility.

#### PARTNER RECOGNITION

- Acknowledgement as a Partner on all key Forum communications pre, during and post event
- Verbal acknowledgment throughout the Forum as a Partner
- Your branding included in the Forum printed program, including company logo and a 200 word profile

#### PARTNER PROMOTION

- Email signature promoting your organisation as a partner which can be used on your own company email signature blocks

#### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

### ADVERTISING OPPORTUNITIES

\$2,000 + GST

PER PAGE ADVERTISEMENT

The exclusive Forum program will be sent digitally to all delegates, in addition to printed copies being available during the event. The Program will be utilised by delegates and used as a quick reference to help navigate their way through the Forum.

#### PARTNER PROMOTION

- Full page static advertisement to be included in the printed program. A full-page video or animated visual may be supplied for the digital version. (Artwork to be provided by the partner)

#### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum

# EXHIBITION OPPORTUNITIES



The exhibition area is the primary networking space for delegates, speakers, partners and exhibitors. Delegates can gather and interact with industry suppliers and it is the perfect location for delegates to mingle during the session breaks. The program will be designed to maximise the opportunity for delegates to visit the exhibition. The catering breaks will be located within the exhibition space.

Each exhibition package will include one Exhibitor Pass which provides access to the Forum for all two days, including all catering breaks and networking events.

Early confirmation of your booth will enable you to select your preferred space on the floor plan. Please note booth allocations are on a first-come, first-served basis.

#### INVESTMENT

\$5,000 + GST (AAA MEMBERS)

\$6,000 (NON-MEMBERS)

#### BOOTH INCLUSIONS

- 3m wide x 2m high back wall
- 2m deep x 2m high side wall
- 200mm high digital print fascia boards on all side frontages
- 2x LED track spotlights
- 1x 4amp general-purpose outlet (GPO)
- Venue flooring
- One trestle table and two chairs

#### EXHIBITOR PROMOTION

- Acknowledgment as an Exhibitor on all key Forum communications pre, during and post the event
- Your branding included in the Forum printed program, including company logo and short company profile

#### REGISTRATION INCLUSIONS

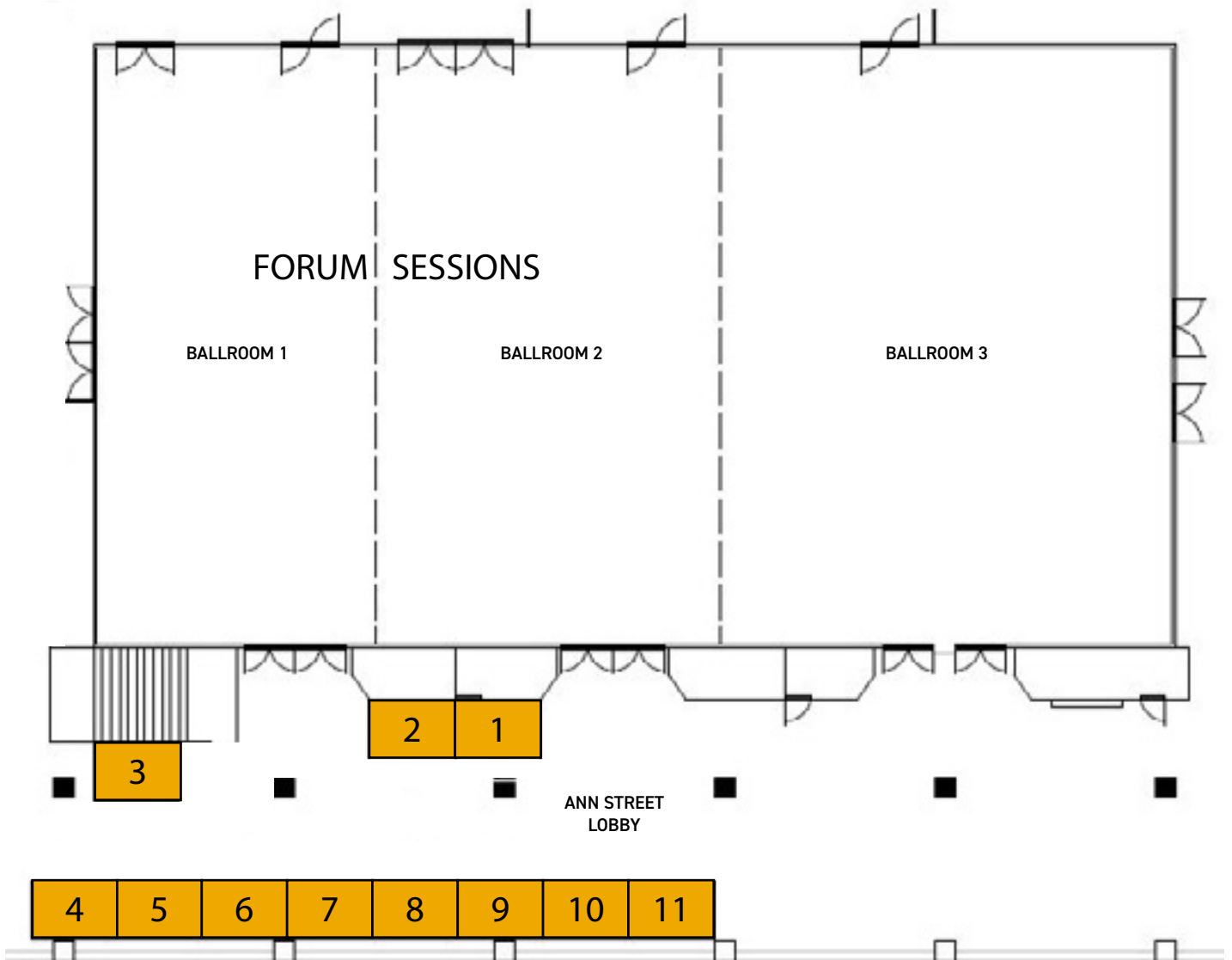
One exhibitor pass, which includes all catering for three-days and both evening networking events

#### ACCESS TO DELEGATES

- Access to the delegate list (subject to the Privacy Act) two weeks and one week prior to the Forum



# EXHIBITION FLOORPLAN





## ABOUT THE AAA

The Australian Airports Association (AAA) is a non-profit organisation that was founded in 1982 in recognition of the real need for one coherent, cohesive, consistent and vital voice for aerodromes and airports throughout Australia.

The AAA represents the interests of more than 330 airports and aerodromes Australia wide – from the local country community landing strip to major international gateway airports.

The AAA also represents more than 150 aviation stakeholders and organisations that provide goods and services to airports.



AUSTRALIAN  
AIRPORTS  
ASSOCIATION

## ABOUT THE MERCURIUS GROUP

The Mercurius Group provides consultancy services on the commercialisation of infrastructure. We help infrastructure businesses – defined as businesses where large volumes of people congregate in the one location – such as airports, railway stations, cruise ship terminals, universities, hospitals, stadiums, museums and casinos generate untapped commercial revenues from activities such as retailing, food & beverage, car parking and advertising.

And we take pride in doing this without disrupting the original infrastructure operation. You don't have to choose between efficient operational performance or generating commercial revenue. You can have both. All it takes is early planning, an understanding of what drives revenue generating opportunities and great design.



## ABOUT THE MOODIE DAVITT REPORT

The Moodie Davitt Report is published by independent company Moodie International, now one of the world's most successful multi-media business-to-business publishers. It was founded in 2002 by then sole owner Martin Moodie.



The website ([www.MoodieDavittReport.com](http://www.MoodieDavittReport.com)) was launched as The Moodie Report in March 2003 and quickly became established as an indispensable source of reliable and real-time business intelligence on the global travel retail sector. It attracted a record 8.92 million page views in 2021, an extraordinary result in a niche business sector.

The Moodie Report effectively challenged – and reinvented – the whole trade press model, winning widespread industry recognition for its no-nonsense, easy-to-read format, style and content.

The html-linked eNewsletter and pioneering eZine are now sent to over 20,000 readers (a list that is regularly updated) making them easily the best-read media in the travel retail marketplace, as well as the most respected and trusted.