



AIRPORT RETAIL



**COMMERCIAL
FORUM**

22-24 July 2024, Pullman Melbourne on the Park, East Melbourne

PARTNERSHIP & EXHIBITION PROSPECTUS



THIRD AIRPORT RETAIL & COMMERCIAL FORUM COMING TO MELBOURNE

The Australian Airports Association (AAA), in partnership with The Mercurius Group and The Moodie Davitt Report, have announced plans to hold the third Airport Retail & Commercial Forum in Melbourne from 22-24 July 2024.

The theme of the 2024 event is 'Growth through Understanding, Benchmarking and Analysis', and will feature a number of bespoke research studies undertaken for the Forum in the areas of retail, ground transport and tenant satisfaction.

The 2023 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 2024 event is expected to be even bigger.

Organised by a partnership between the AAA, The Mercurius Group and The Moodie Davitt Report, the Forum brings together all the key players in the non-aeronautical industry, including airports from Australia, New Zealand and the Pacific Islands as well as duty free retailers, specialty retail operators, food & beverage (F&B) operators, foreign exchange operators, advertising concessionaires, ground transport providers and various advisers and suppliers.



AAA Chief Executive James Goodwin said: "the Retail and Commercial Forum has gone from strength to strength since the inaugural event in 2022 and this year will now feature a Small Airport Commercial Master Class ensuring all size airports and aerodromes can get the most from this important event. Having Melbourne Airport as our host and having the City of Melbourne as our location will strongly enhance the event's appeal to all those in the airport commercial sector."

Melbourne Airport Chief Executive Lorie Argus said: "Melbourne Airport is delighted to have the opportunity to host the Forum in 2024 and recognises the important contribution the event makes to improving the development and professionalism of the non-aeronautical side of airports.

"Melbourne Airport has one of the strongest commercial programmes in the Pacific region and we are keen to share our current and future projects while also learning from others."

The Mercurius Group Managing Director Ivo Favotto said: "A lot of the airport commercial sector is based in Melbourne including duty free, F&B, specialty, currency change, advertising and GT operators, so we anticipate a Melbourne-based Forum will attract strong sponsorship and exhibitor interest as well as and a record number of delegates."

The Moodie Davitt Report President Dermot Davitt said: "The Host Airport plays an important role in events like the AAA Retail & Commercial Forum. Melbourne Airport's support for this event is a signal to all other airports and its commercial partners that this event is the place to be and to do business."

The Forum will take place at the Pullman on the Park East Melbourne, with Melbourne Airport as host. The Gala Dinner will be held at the famous Melbourne Cricket Ground (MCG) on Tuesday 23 July 2024.



EVENT DETAILS



Monday 22 July 2024

Ground Transport Tour of Melbourne Airport

9.30am to 11.30am

Ground Transport Forum

1.00pm to 5.30pm

Pullman Melbourne on the Park



Monday 22 July 2024

Evening Cocktail Networking Event

Exhibition floor @ Pullman Melbourne on the Park

6.30pm to 8.30pm

Dress: Business / smart casual



Tuesday 23 July 2024

Airport Retail and Commercial Forum

Ballroom @ Pullman Melbourne on the Park

9am to 5pm

Dress: Business / smart casual



Tuesday 23 July 2024

Dinner and Awards

Members Dining Room, MCG

7pm to 10.30pm

Dress: Business/smart casual

*** After Party to follow, details and location TBC



Wednesday 24 July 2024

Small Airport Benchmarking Study Masterclass

Pullman Melbourne on the Park

8.15am to 9.45am

Dress: Business / smart casual

*** Additional cost of \$500pp to attend this dedicated Masterclass



Wednesday 24 July 2024

Airport Retail and Commercial Forum

Ballroom @ Pullman Melbourne on the Park

10am to 3.30pm

Dress: Business / smart casual



DELEGATE PROFILE

As with the 2022 and 2023 events, the delegates attending are expected to come from across Australia and internationally. **The Airport Retail and Commercial Forum 2024 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 2024 will provide 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 200-300 airport sector stakeholders, including airport managers, commercial operators and brands, representing a wide array of business interests including duty free, speciality retail, food & beverage, ground transport, 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

SOLD

As the Gala Dinner partner you will receive exclusive promotion and exposure for the evening on July 23rd.

Celebrate and honour contributions and achievements made by individuals who have served the airport commercial sector. The Gala Dinner will enable industry colleagues to come together to acknowledge and celebrate the success of the 2024 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

\$16,500 + GST

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

- Duty Free
- Specialty
- F&B
- Ground Transport

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

SOLD

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
- Your branding included in the Forum printed program, including company logo and a 200 word profile

PARTNER PROMOTION

- Company branding displayed (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
- 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

AWARDS PARTNER

\$8,000 + 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
- 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

LUNCH EVENT PARTNER

\$4,500 + GST

2 AVAILABLE

The lunch break 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**\$4,500 + COST + 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**\$4,500 + 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
- 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

PROMOTIONAL PRODUCTS PARTNER**\$4,500 + COST + GST****5 AVAILABLE**

As a Promotional Products Partner, your company logo will appear on the chosen promotional product that will be included in the delegate bag and is provided to all delegates, speakers and exhibitors at the commencement of the Forum. The promotional items are chosen in conjunction with you and intended to be re-used 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

GALA DINNER AFTER PARTNER**\$12,000 + GST****1 AVAILABLE**

The Gala Dinner After Party is a valuable networking event for delegates and partners alike to continue the celebrations and achievements of the 2024 recipients. This is an exclusive opportunity to showcase your brand and support.

PARTNER RECOGNITION

- Acknowledgement as a Gala Dinner After Party Partner on all key Forum communications pre, during and post event
- Company logo/video to be shown on a screen during the event
- Your branding included in the Forum printed program, including company logo and a 200 word profile

PARTNER PROMOTION

- Company branding displayed (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

COFFEE BREAK PARTNER**\$2,500 + GST****3 AVAILABLE**

The coffee break is a valuable networking opportunity for delegates and partners alike and an exclusive opportunity to showcase your brand.

PARTNER RECOGNITION

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

PARTNER PROMOTION

- Company branding displayed at the coffee break (to be provided by the partner) in consultation with the AAA
- Email signature promoting your organisation as a Coffee Break 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

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

\$5,500 + GST (AAA MEMBERS)

\$6,500 + GST (NON-MEMBERS)

BOOTH INCLUSIONS

- 2.5m Infinity structure with white seamless infills
- 3m wide x 2m deep
- 1 x 4amp power outlet, per stand, located in the back corner
- 2 x track spotlights per 9sqm. Lights fixed to the inside front fascia
- Polished aluminium fascia, 300mm deep on all aisle frontages
- Venue flooring (carpet)
- 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

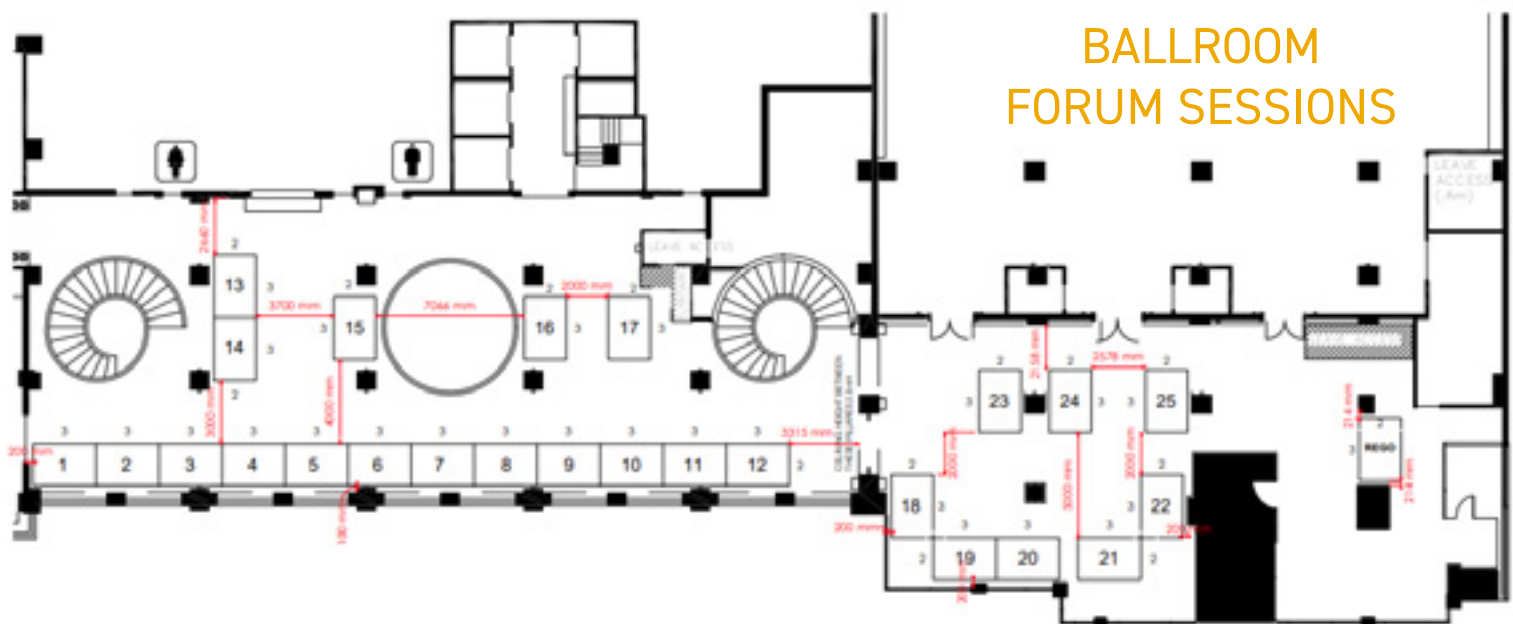
- One exhibitor pass, which includes all catering for three-days and both evening networking events

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 160 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) 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 almost 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.