



SUMMIT OF THE AMERICAS

A VIRTUAL EXPERIENCE



asutil
Asociación Sudamericana
de Tendas Libres



IN ASSOCIATION WITH



5-9 APRIL 2021

INFORMATION BRIEFING

INTRODUCTION

Extraordinary challenges require innovative solutions. The hugely successful inaugural Moodie Davitt Virtual Travel Retail Expo in October 2020 recognised that premise and the Summit of the Americas in April 2021 will build on that winning virtual formula.

As is the situation globally, the COVID-19 crisis has had a profound impact on the aviation, tourism and travel retail sectors in the Americas – South, Central, North and the Caribbean. First it was shops and restaurants closing as passenger traffic waned; then whole terminals as airlines reduced or stopped flights and travel restrictions both into and out of many countries were imposed.

Although domestic travel has begun an encouraging but stuttering recovery, the surging virus numbers across much of the Americas have seriously dulled travel demand and will continue to do so for months to come.

From the beginning of March to late October 2020, the COVID-19 pandemic had resulted in over US\$424 billion of cumulative losses for the US travel economy, alone. The picture across South and Central America, the Caribbean and Canada was equally grim.

Faced by this scenario and the muted recovery prospects for international travel (leisure and business) and domestic travel in the near term, the International Association of Airport Duty Free Stores and ASUTIL have collectively made the decision that the only realistic

platform for their 2021 Summit was a virtual one. As a result they have partnered with The Moodie Davitt Report to create a trade show that reflects the austerity of our times and the need to maximise returns on necessarily restricted investment.

Those key assumptions underpin the Summit of the Americas – a Virtual Experience. It is an event for its times. No exhibitor, retailer, buyer or airport will spend anything getting there. No travel, no hotels, no entertainment, no taxis, no stress, and no lost time from the office. Retailers and landlords related to all travel retail sectors will enjoy free registration. And the fees for exhibitors are extremely accessible.

So what is a 'Virtual Experience'? The technology is well-proven and, through each exhibitor having their own individual Account Manager (care of our Singapore-based Virtual Stand & Experience Partner Filtr), the design and merchandising of a stand is straightforward. The simple premise that a buyer from, say, Buenos Aires in Argentina or Boston in the USA can 'travel' to the Expo at the click of a mouse is, we think, irresistible.

We will do our utmost to ensure those buyers – and their landlords – visit the Summit of the Americas. We already have strong commitments from many of the region's leading travel retailers that they will bring their entire senior management and buying teams to the event. We hope you will join them. Virtually of course.



RENE RIEDI

Board Chairman, IAADFS



GUSTAVO FAGUNDES

President, ASUTIL



MARTIN MOODIE

Founder and Chairman, The Moodie Davitt Report



HOW VIRTUAL WILL BECOME REALITY

WHAT IS THE 2021 VIRTUAL SUMMIT OF THE AMERICAS?

The Summit of the Americas is a premium virtual trade show and symposium, complete with Main Atrium, Exhibition Hub, Knowledge Hub, and Experience Hub. It will feature a variety of stands where exhibitors can showcase products and services.

Online visitors (buyers and other retail management) will be able to view videos, read and download literature and chat with exhibitors in real time (with real-time chat translation), as well as attending keynote presentations and panel discussions, and networking with other visiting delegates in the virtual auditorium.



WHEN WILL IT TAKE PLACE AND HOW LONG WILL IT LAST?

The 2021 Virtual Summit of the Americas is a five-day live event scheduled for 5-9 April 2021. After the live event, all exhibitor stands will remain open and active for a 30-day 'encore' and will be available online 24 hours per day.

During this period, delegates to the event will still be able to access material and downloads and exhibitors can continue to receive visitor analytics.



WHAT'S THE TECHNOLOGY PLATFORM?

The Summit of the Americas is being driven by a long-established 5-star rated virtual event platform which proved so user-friendly and successful at the Virtual Travel Retail Expo in October 2020.

The platform is intuitive and easily navigable, making the visitor experience simple and enjoyable and making the crucial interaction between buyer and seller straightforward.



DO I NEED TO DOWNLOAD OR INSTALL ANY SOFTWARE TO BE ABLE TO ATTEND THIS EVENT?

No. You do not need to download or install any software to participate in our event. You only need to have access to the Internet.



BASIC INFORMATION

SUMMIT OF THE AMERICAS

A VIRTUAL EXPERIENCE

5-9 APRIL 2021

Available

Exhibitor stands remain open for

5-DAY

live event



24

hours a day



30 DAYS

in the bonus 'encore' period



BUYERS

AS A BUYER, RETAILER OR LANDLORD VISITOR WHAT CAN I EXPECT FROM THE 2021 VIRTUAL SUMMIT OF THE AMERICAS?

Well, firstly, you won't need to spend anything getting there. No travel, no hotels, no entertainment expenses (though we think you'll find it fun), no taxis. No stress, and no lost time on flights. Oh, and entry is free!

FREE? REALLY?

Yes, the only charge is for sponsors and exhibitors and even their rates are highly accessible. You'll be able to visit every exhibitor's stand; click on promotional material and videos to view their latest products; and set up private chats during the five live days. And of course you'll be able to place orders – either during or after the event. [Note: For non-exhibiting suppliers, agents, and distributors the delegate fee is US\$250].



EXHIBITORS

AS AN EXHIBITOR WHAT CAN I EXPECT FROM THE 2021 VIRTUAL SUMMIT OF THE AMERICAS?

Plenty. As in plenty of 'foot' traffic. The Expo is open to retail management and buyers, managers from across of the Americas – and indeed will be open to those from all over the world, who have already become familiar with the acclaimed virtual platform. A buyer or an airport retail director can pop in to check out your stand after registering. And you'll know exactly who wants to 'see' you.

Remember, your visitors don't pay anything, all they have to do is register their details to visit. You'll know precisely who's visiting the show (updated visitor details are provided each week in the final month leading up to the Expo – all data privacy compliant) and what they 'touch' on your virtual stand.

The Expo team will be working intensively in the months before the Summit to ensure maximum attendance by retailers, buyers and airports. You will also be able to incentivise visits through intensive pre-Summit marketing, promotions and correspondence.



SO I CAN ACCESS THE KEY BUYERS WHO ARE ATTENDING DIRECTLY? CAN I CONNECT WITH THEM THROUGH THE VIRTUAL EXPO SYSTEM?

Yes, this is pivotal to the virtual buyer-seller relationship. You will know exactly who is coming, set up meetings and of course engage with them via your stand for 30 days after the live show concludes – and then hopefully long into the future.

WHAT CAN I SHOW THEM?

Whatever you like. New launches, campaign plans, prototypes, ideas for travel retail exclusives, videos, pdfs, you name it. And you can make appointments and host live chats throughout the live part of the show.



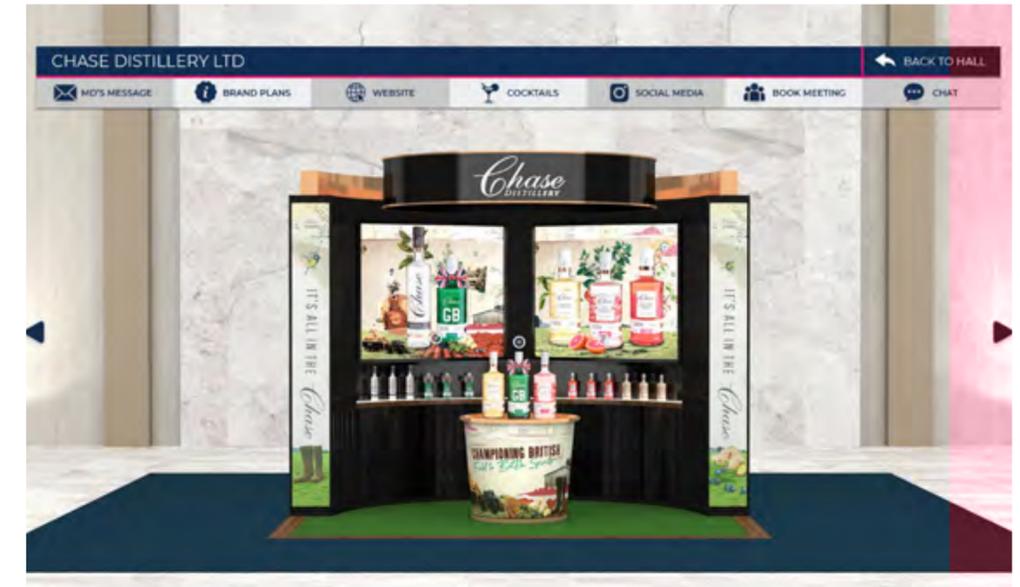
THE EXHIBITION HUB



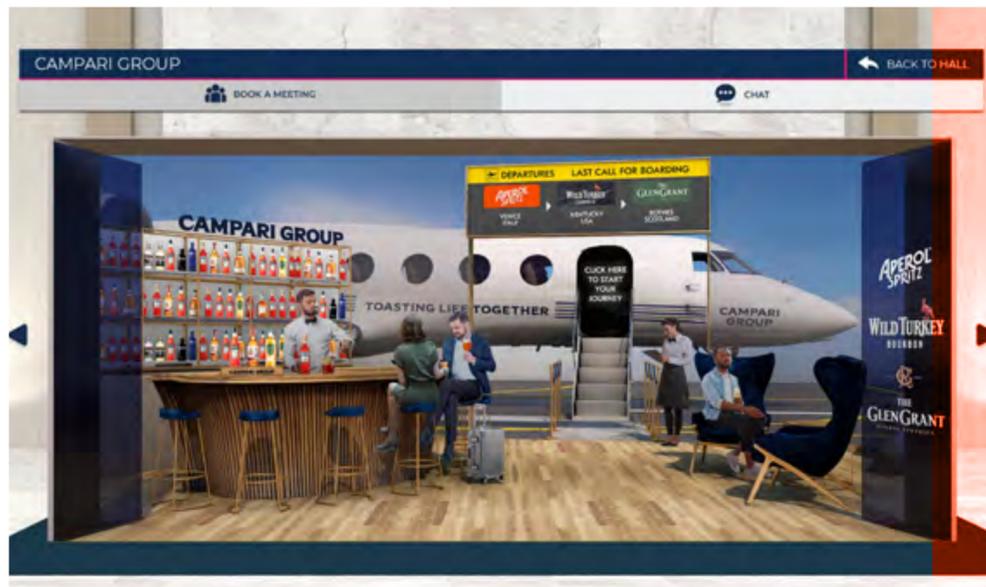
The Mazaya Stand at the Virtual Travel Retail Expo, October 2020



The MCM Stand at the Virtual Travel Retail Expo, October 2020



The Chase Stand at the Virtual Travel Retail Expo, October 2020



The Campari Group Stand at the Virtual Travel Retail Expo, October 2020



The Ferrero Stand at the Virtual Travel Retail Expo, October 2020



The Stoli Group Stand at the Virtual Travel Retail Expo, October 2020

PRICING

WHAT KIND OF STANDS ARE AVAILABLE IN THIS BRAVE VIRTUAL WORLD?

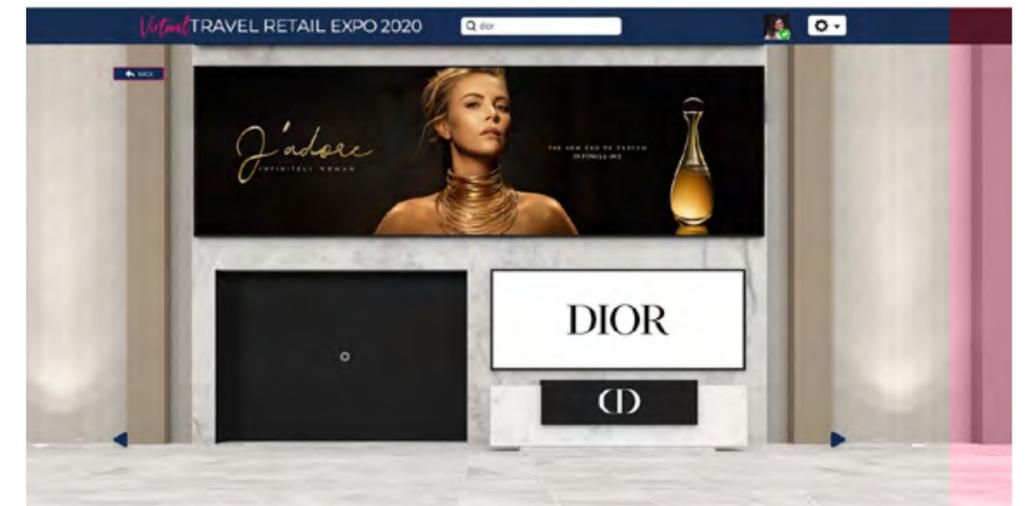
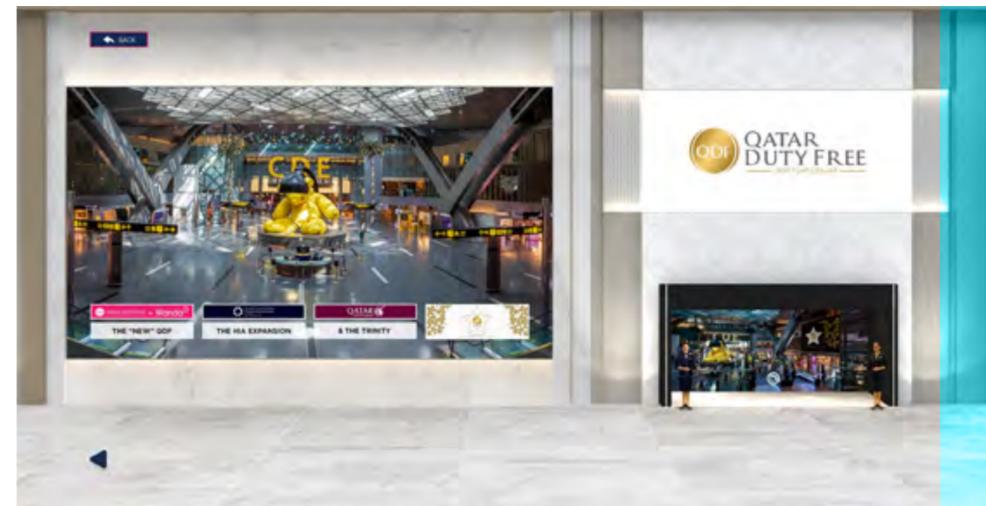
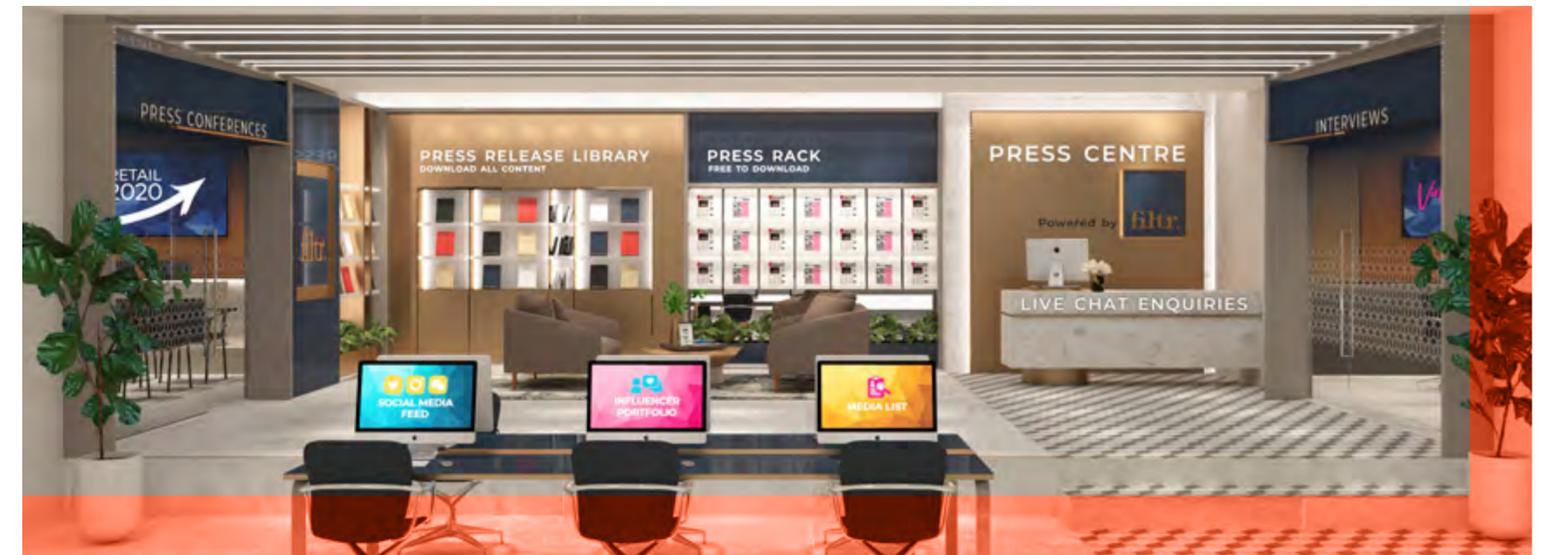
There are four options available (Bronze, Silver, Gold and Platinum) all highly cost effective, with 'early bird' rates starting at US\$3,000 and ranging through US\$6,000 to US\$25,000 (size, number of virtual touchpoints and positioning of stand being the key differentiators). You will have no costs relating to travel, hotels, entertainment, taxis etc. No stress, and no lost time away from the office. There is also no expensive physical stand construction, operational expense, dismantling, logistics and storage whatsoever.

THAT SEEMS VERY REASONABLE.

It is. It covers registration, your own Account Manager (provided by our Virtual Stand & Experience Partner, Singapore- and London-based Retail, Marketing & Design agency Filtr*) to guide you through all the technical aspects (they are not complicated) and your Virtual Stand creation.

IF I NEED ANY ADDITIONAL SERVICES, ARE THEY AVAILABLE?

Yes, Filtr offers a range of PR and communications services, for example preparing multi-lingual promotional materials and ensuring your collateral is appropriate. You can talk to them about any additional curated needs you may have as well at very accessible rates.



OTHER NOTABLE FEATURES OF THE EVENT

Interact

ONE-TO-ONE

with suppliers, vendors
and other delegates

EXCHANGE

contact information and
interact with travel retail
buyers and executives

DOWNLOAD

product information,
research, data and videos
for further reference

Each exhibitor will benefit
from tremendous

Filtr will also provide a full

ATTEND

live and pre-recorded
webinars in the Knowledge Hub

(all available 'On Demand' in case you
miss the original showing)

EXPOSURE

via The Moodie Davitt Report's
B2B and social media
platforms, as well as those
of the Expo's many preferred
media partners

PRESS OFFICE

service, ensuring your press material
is available to a wide range of
industry and consumer media

OTHER EXCITING EXPO ELEMENTS

WHAT EDUCATIONAL AND CONFERENCE ELEMENTS ARE PLANNED? CAN ALL DELEGATES ATTEND THESE?

The Summit of the Americas will feature a stellar line-up of presenters and panellists in the Expo's 'Knowledge Hub'.

Once again, you'll be able to watch and listen all the sessions live or on demand without leaving your work or home office desk.

CAN AIRPORTS, RETAILERS, F&B COMPANIES, ADVERTISING CONCESSIONAIRES AND OTHER SERVICE PROVIDERS ALSO EXHIBIT?

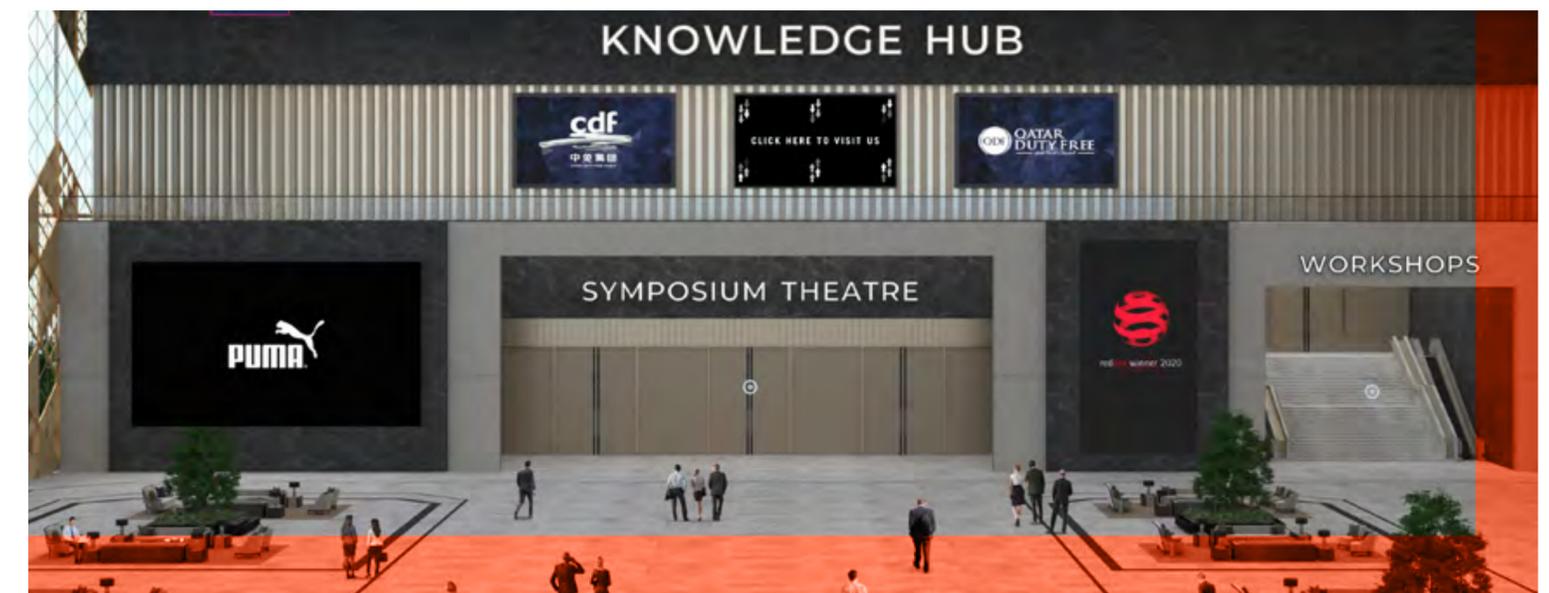
Most certainly. The Virtual Summit of the Americas Exhibition Hub will be zoned and will include areas such as Retailers & Distributors; Omnichannel Experiences and Travel Retail Services; Wines, Spirits & Beer; Beauty & Wellbeing; Sunglasses; Hospitality (F&B to lounges to airport hotels); Confectionery & Food; Fashion, Accessories and Lifestyle; and Tobacco & Reduced Risk Products; and Gifts & Convenience.

ANYTHING ELSE NEW?

Yes, for sure. The Engagement Lounge (part of the Experience Hub) allows exhibitors to promote their products and services through virtual masterclasses, tastings and demonstrations. Either live or pre-recorded, these 30-minute segments will be streamed to a global audience, including the option to invite a number of KOLs and category influencers, plus B2B and B2C press.

Exhibitors can conduct masterclasses on a topic of their choice, including (but not limited to):

- Product launches
- Brand education and showcasing
- Sampling activity
- Product demonstrations
- Live Q&A
- Thought leadership talks



EXHIBITOR AND VISITOR REGISTRATION & PAYMENT

An attractive Early Bird discount (see page 14) is available to all exhibitors booking and paying their 50% deposit by 18 December.

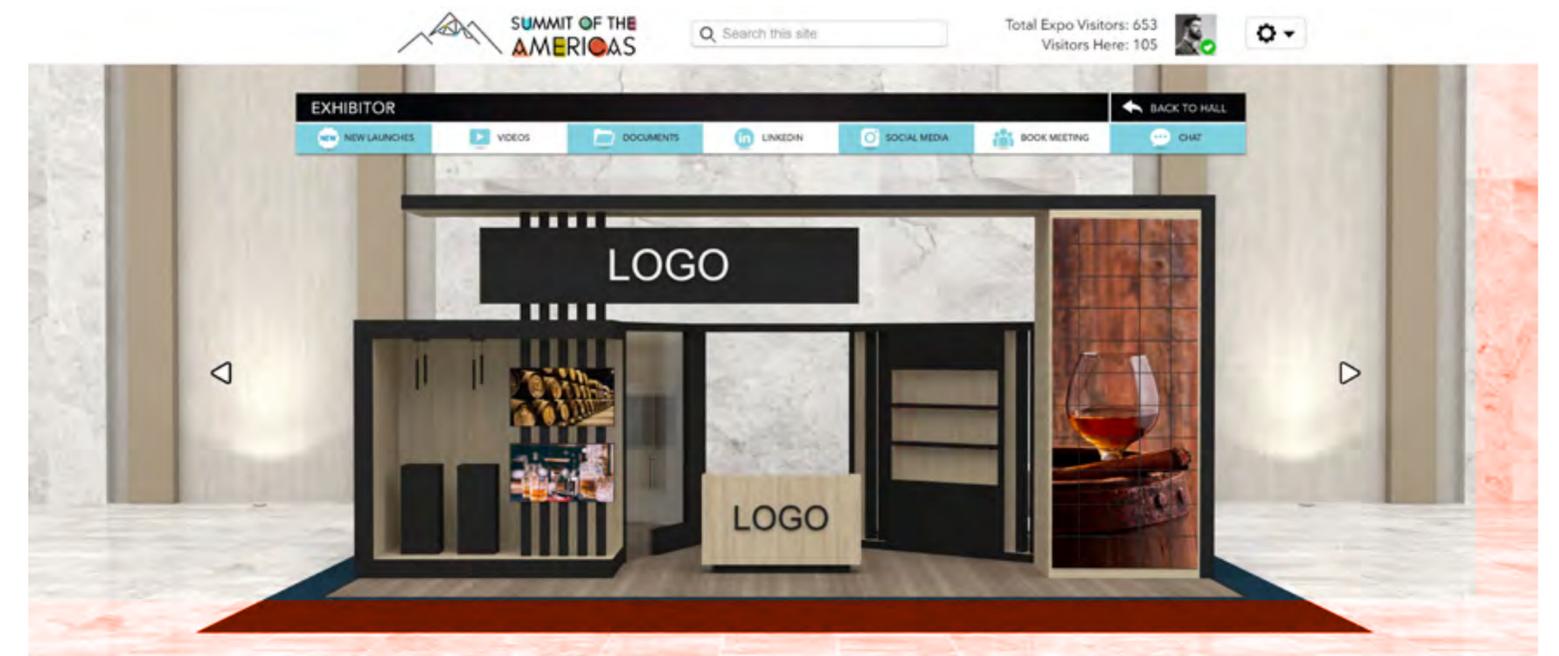
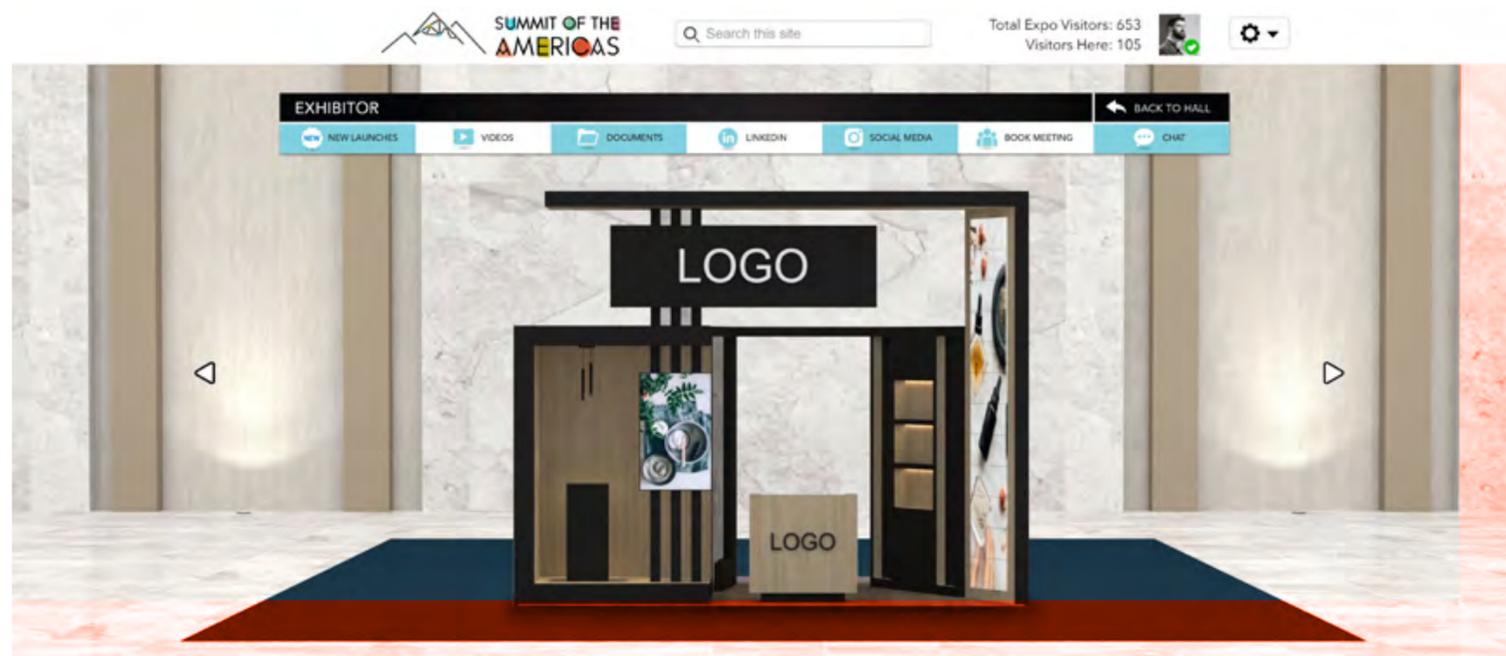
Exhibitor terms: 50% upon confirmation; balance payable 1 March 2021.

Visitors: All airports and other landlords, and retailers and other operators can register for free. Non-exhibiting brands, agents, and distributors pay US\$250.

To register your interest in advance as either a visitor as a potential exhibitor, please contact Irene Revilla at Irene@MoodieDavittReport.com and/or Martin Moodie at Martin@MoodieDavittReport.com

WHERE WILL THE EVENT BE HELD?

Planet earth! This is an online event. You do not have to travel to any specific location. You can participate anywhere that offers Internet access. The event is accessible from desktop, mobile and tablet devices.



*ABOUT OUR OFFICIAL VIRTUAL STAND AND EXPERIENCE CURATION PARTNERS, FILTR

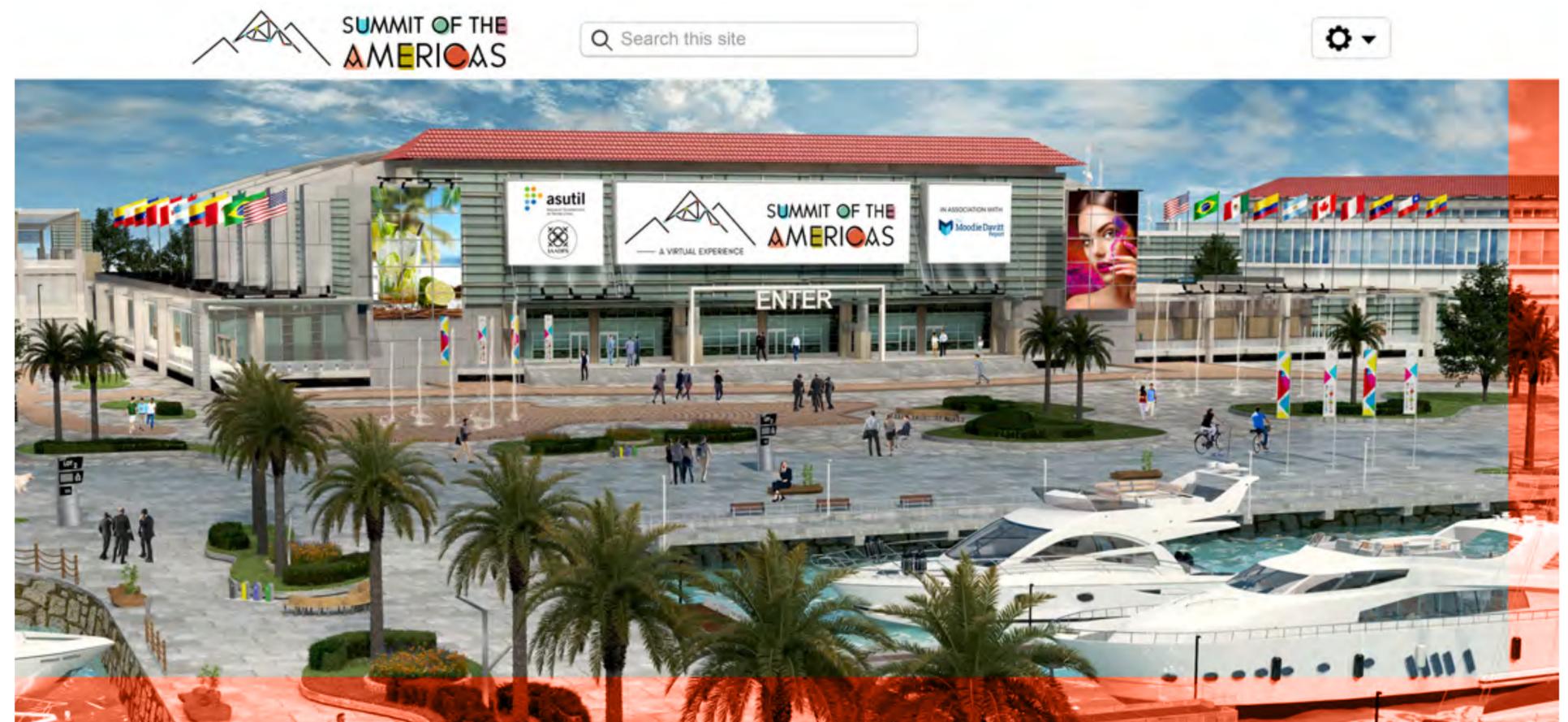
Filtr will be on hand as your individual Account Manager to lead you through all aspects of preparing your stand.

VIRTUAL STAND CURATION: ACCOUNT MANAGEMENT

- Filtr will liaise with exhibitors and support you in curating your stand experience and delivering the project schedule
- Filtr Account Managers will handle the interface with the Expo software (uploading your content/features etc.)
- Filtr Account Managers are fully trained in and highly knowledgeable about the Expo software system

VIRTUAL STAND CURATION: ADDITIONAL CREATIVE SERVICES

Do you have some out of the ordinary needs for your Virtual Stand & Experience? Filtr can assist at preferential exhibitor rates. For further information please contact Alex Cook at alex@wefiltr.com



RATE CARD

VIRTUAL STAND & EXPERIENCE LEVEL	RATES (in US\$)	VIRTUAL STAND & EXPERIENCE						ENGAGEMENT		MEDIA	POST SHOW
		FORMAT	EXHIBITOR DELEGATES **	INTERACTIVE TOUCHPOINTS	STAND CUSTOMISATION	MARKETING COLLATERAL ***	DEDICATED ACCOUNT MANAGER	ONE-TO-ONE CHAT & VIDEO MEETINGS	ENGAGEMENT ZONE	EVENT MEDIA	VISITOR ANALYSIS REPORT
PLATINUM	US\$25,000	Dedicated suite (WITH CAPACITY FOR UP TO EIGHT MINI-BRAND STANDS)	Unlimited	16	Yes	Unlimited	Yes	Yes	1 (COMPLIMENTARY)	Partnership announcement, logo on event material, logo on event site, continuous editorial coverage	Yes
GOLD	Ratecard: US\$15,000 Early Bird*: US\$12,500	Large stand	Unlimited	5	Yes	Unlimited	Yes	Yes	Price on application	Logo on event site, continuous editorial coverage	Yes
SILVER	Ratecard: US\$7,500 Early Bird*: US\$6,000	Medium stand	Unlimited	3	Yes	Unlimited	Yes	Yes	Price on application	Logo on event site, continuous editorial coverage	Yes
BRONZE	Ratecard: US\$3,000	Basic stand	Unlimited	1	One logo + one visual	10 content items	Yes	Yes	No	Logo on event site	Yes

* Early bird and ASUTIL & IAADFS member rates

** Must be direct employees of the exhibitor

*** Additional Exhibition media will be quoted separately

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THANK YOU

GRACIAS

OBRIGADO