



The International Association of Airport Duty Free Stores – Serving the Industry for More Than 45 Years

What is IAADFS?

The International Association of Airport Duty Free Stores (IAADFS) is an international trade association with approximately 350 company members. Since its founding in 1966, IAADFS has provided more than four decades of service to the members of the association and to the duty free industry as a whole.

The History of IAADFS

The founders of IAADFS were representatives from various airport duty free stores in the western hemisphere who met informally to discuss issues of importance to the airport duty free store market. These informal meetings led to the formation of IAADFS, a membership organization recognized worldwide as an advocate on issues that may affect association members and the industry.

IAADFS Goals and Objectives

IAADFS goals and objectives are to:

- Promote the airport duty free industry as an important segment of the international business community;
- Provide a platform where operators of airport duty free stores and their suppliers can exchange information on products and their duty free market potential; and;
- Serve as a collective voice in representing the airport duty free industry on issues affecting the membership.

The association also provides an ongoing government relations program that monitors activities impacting members.

IAADFS Member Demographics

IAADFS has 35 Concessionaire members who each operate at least one airport duty free store. IAADFS organizes its supplier members in 7 different categories based on products they supply. Below are the different categories and the number of companies that are represented in each category. Note that some companies supply products in more than one category.

- Confections / Gourmet Foods: 44 companies
- Fragrances: 78 companies
- Gifts, Writing Instruments: 46 companies
- Jewelry, Accessories, Luggage: 93 companies
- Liquor: 84 companies
- Services: 13 companies
- Tobacco: 23 companies

The Duty Free Show of the Americas

What began as informal meeting of the founders of IAADFS has evolved in the Duty Free Show of the Americas, an annual tradeshow that serves as a focal point for suppliers of duty free products and services and buyers from duty free stores to meet, network and conduct business. The Duty Free Show of the Americas attracts a diverse audience of duty free store operators from more than 60 countries to view the most prestigious brands represented by hundreds of IAADFS supplier members present at the show.



The show boasts an attractive exhibit hall and an active social program with valuable networking opportunities that bring attendees face to face with new business prospects. Whether it's a social function or a sports day activity, a planned evening reception or a chance encounter on the tradeshow floor, the Duty Free Show of the Americas provides vital interaction between buyers and suppliers to facilitate successful business relationships.

Regular features of the IAADFS social program include an opening reception, Club Americas (a nightclub type activity), and the gala evening, which combines a fabulous dinner with fantastic entertainment. In 2014, IAADFS celebrated the 46th anniversary of the Duty Free Show of the Americas.





IAADFS Membership Requirements and Processing

Who Makes Up the IAADFS?

The International Association of Airport Duty Free Stores (IAADFS) is made up of approximately 350 member companies representing some of the top manufacturers and brands in the duty free industry, as well as operators of airport duty free stores and other types of duty free stores throughout the world, primarily in the Americas and the Caribbean. Below is a description of each type of IAADFS membership and the requirements for each category.

Airport Concessionaire Membership

Airport concessionaire membership is open to individuals, corporations or other entities which, for a period of at least six months, have been engaged in the business of ownership or operation of a duty free store in any airport having regularly scheduled international flights.

Applicants for airport concessionaire membership are required to submit a completed membership application and either a copy of their airport concession contract or a letter from the airport authority or other appropriate governing body, confirming the applicant's status as an operator of an airport duty free store and the duration of their contract to operate the store.

Associate Buyer Membership

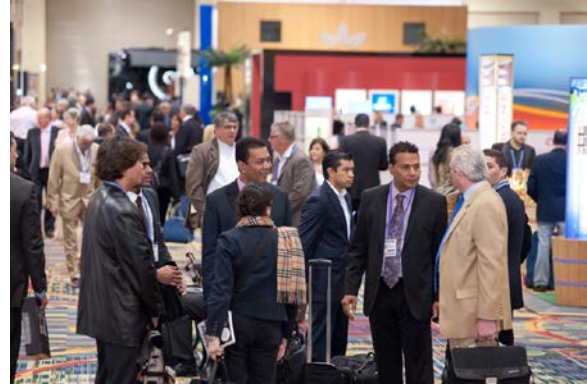
Associate buyer membership is open to those individuals, corporations or other entities which, for a period of at least six months, have been engaged in the business of ownership or operation of duty free stores outside of airports, or ownership or operation of another travel retail business, and which have received references from two IAADFS airport concessionaire members, and approval by the IAADFS Board of Directors of the quality and suitability of their products and businesses for their inclusion as members.

Applicants for associate buyer membership are required to submit a completed membership application, letters of reference from two IAADFS airport concessionaire members, and either a copy of their duty free concession contract or some other type of government-issued document confirming the applicant's status as an operator of a duty free store and the duration of their contract to operate the store.

Associate Supplier Membership

Associate supplier membership is open to individuals, corporations or other entities engaged in the business of manufacturing or selling products to be sold to airport duty free stores for retail sale in those stores, or engaged in the business of supplying services to IAADFS airport concessionaire members.

Applicants for supplier membership must presently sell products or services to at least two IAADFS airport concessionaire members or must provide an innovative product or service for the duty free market. Applicants need to submit a completed membership application with at least two letters of reference from IAADFS airport concessionaire members confirming the applicant's



products or services are being supplied to those member companies, and in the case of products, that these products are being sold in their duty free stores as duty free merchandise. Applicants must also supply product information, such as catalogs or brochures.

Membership Reviews

Membership reviews are held by a buyer review committee made up of representatives from IAADFS board member companies. Applications must be complete and include all required materials before being submitted for review. Once the review committee has approved an application for membership, the applicant company then is eligible to participate in association activities, such as the IAADFS Duty Free Show of the Americas. Contact the IAADFS office to confirm the specific timing for reviews and deadlines to submit your application.

Membership Updates

IAADFS regularly solicits updates from the members in order to keep the association's membership database current and ensure the accuracy of the information contained in the IAADFS Exhibitor and Membership Guide. This publication contains a list of all current IAADFS members including contact information for each company and a list of the company's main representatives. This publication also features detailed information about the brands and services offered by IAADFS supplier members for the duty free market and acknowledges exhibitors that are scheduled to participate in the current year's show. The IAADFS Exhibitor and Membership Guide is distributed to thousands of industry representatives, including all association members and buyers registered to attend the IAADFS Duty Free Show of the Americas.

Membership Dues

Membership dues are billed annually for the period of July 1 through June 30. Membership dues must be paid in order for the member company's listing to be included in the IAADFS Exhibitor and Membership Guide and in order for the member company to receive the regular mailings of the association, including participation information about the IAADFS Duty Free Show of the Americas.



IAADFS Membership Benefits and Advocacy

Benefits of Membership in IAADFS

Membership in the International Association of Airport Duty Free Stores (IAADFS) provides member companies with a number of direct and indirect benefits.

- All IAADFS members are eligible to participate in the IAADFS Duty Free Show of the Americas, one of the premier events for the duty free and travel retail industry, which brings together a diverse audience of duty free store buyers representing more than 330 distinct duty free store-operating companies from over 60 countries, as well as nearly 200 exhibitors showing the latest, most sought-after products.
- Association members are listed in the annual Exhibitor and Membership Guide, a publication that is distributed to the members of the association and to all buyers who are registered to attend the Duty Free Show of the Americas. More than just an exhibitor directory, the Guide is referred to year-round as a reference source for people who are seeking information about the brands carried by the members of IAADFS and contact information for these members.
- IAADFS members are featured on the IAADFS website (www.iaadfs.org), which includes a searchable online membership directory. Members may log into the website to find contact information for other members, as well as information about the brands represented by IAADFS supplier members and the stores operated by IAADFS concessionaire members.
- Association members receive regular communication from the association by mail or email to keep them informed about the association's activities on behalf of the membership and the industry.

Advocacy Efforts and Other Programs

In addition to the above direct benefits of membership in IAADFS, members benefit from the association's advocacy activities and other programs conducted on behalf of the members and the industry as a whole. Some examples of IAADFS efforts in these areas include:

- In the mid-1990's, IAADFS organized and financed a duty free awareness campaign which sought to educate international travelers about the benefits of duty free shopping. This campaign featured advertising in a variety of English and Spanish language publications as well as in airports.
- IAADFS funded an in-depth study completed in 1997 by Coopers & Lybrand to summarize the regulations that govern duty free operations in South American countries and to explain the breadth and importance of this market with respect to the impact on the local economies of these countries.
- IAADFS has organized education programs and webinars on various topics of interest to both the buyer and supplier communities in the duty free industry for the benefit of association members and other industry representatives.
- IAADFS was instrumental in lobbying for a doubling of the duty free allowance from \$400 to \$800 for the value of duty free merchandise that a returning U.S. resident is entitled to bring back into the United States.
- IAADFS also successfully lobbied for an increase in the duty free allowance from \$600 to \$800 for U.S. travelers returning from a Caribbean country or from an Andean country (Bolivia, Colombia, Ecuador, and Peru). The duty free allowance for travelers returning from American Samoa, Guam or the Virgin Islands was increased from \$1200 to \$1600. In addition, this \$1600 allowance permits returning travelers to include goods valued up to \$800 from other countries in their overall total.
- A five-year campaign by IAADFS to modernize some of the procedures that US-based duty free stores must follow resulted in beneficial changes to US Customs rules, simplifying procedures for these stores.
- Partnering with other industry organizations, IAADFS has conducted extensive worldwide lobbying campaigns to protect the rights of duty free stores to sell certain popular types of duty free products in their stores. Proposed restrictions would have had wide-scale negative effects on the duty free industry, and IAADFS' coordination of these lobbying campaigns culminated in positive results for the industry.
- Most recently, IAADFS has been cooperating with other organizations to ameliorate the effects of the liquids and gels ban on the duty free industry. The association has been very active with other organizations trying to mitigate the loss of business from this ban, and to resolve the problem of how transient passengers are handled as they make their interim stops.



Duty Free Show of the Americas: The Place You Need to Be

The Duty Free Show of the Americas offers a convenient and cost effective environment for suppliers and buyers to meet, network and conduct business.

- Buyer attendees benefit from having a large group of suppliers in one area exhibiting well-known, high quality merchandise as well as the latest, most innovative products available for the duty free market.

- Exhibitors benefit from increased exposure before, during and after the show, and from the availability of hundreds of buyers from all types of duty free stores throughout the world who travel to the show specifically to view and order products for sale in their duty free stores.

- Exhibiting in the show is a cost-effective way for suppliers to reach buyers and show them new products without the time and expense of traveling to visit the buyers to pitch their products – a valuable time savings for the buyers as well.

- Both exhibitors and buyers appreciate the face-to-face interaction that helps them build enduring relationships among the important segments of the duty free industry.

- There simply is no substitute for meeting people “in the flesh” and being able to see, hear, feel, smell or taste the latest duty free products. This hands-on experience allows buyers to evaluate the quality of products being offered by suppliers.

- IAADFS' efforts to protect and advance *your* industry are funded by the revenues from the show, so *your* investment in the show keeps working for you.

IAADFS Helps Exhibitors and Buyers Make the Most Out of Their Participation

IAADFS embraces the notion that the Duty Free Show of the Americas is a partnership between the association, exhibitors and buyer attendees, and that each member of this partnership bears a certain responsibility for the success of the show.

- IAADFS provides a suitable venue for the show, promotional opportunities for the exhibitors and enticement for the buyers to actively participate in the show.

- Exhibitors assemble attractive displays featuring products that are suitable for the duty free market, and promote their participation as exhibitors, as well as encourage buyers to visit the exhibit area.

- Buyers schedule appointments and allow sufficient time to visit the entire exhibit area.



IAADFS helps exhibitors and buyers make the most efficient use of their time at the show and maximize the return on their investment with the following initiatives:

Show Diary Exhibitor Listing

IAADFS produces an attractive Show Diary that serves as the definitive resource guide for the Duty Free Show of the Americas. This publication is distributed to all attendees on-site, and includes general information, the schedule of events, and most importantly, information about the companies that are exhibiting at the show. Each exhibiting company is included in the exhibitor list with their company name and booth number. The Show Diary also provides a wonderful opportunity for exhibitors to advertise as it is distributed to all attendees at the show.

Exhibitor and Membership Guide

Each year IAADFS mails the upcoming Exhibitor and Membership Guide to pre-registered buyers. This publication details the complete contact information for all IAADFS member companies with the names, booth numbers, exhibitor descriptions and titles of important company representatives. This publication also features a detailed listing of all brands represented by the supplier members of IAADFS. This information assists buyers in planning their appointment for the upcoming Duty Free Show of the Americas.

Online Floorplan

Once assignments have been completed, IAADFS maintains a current and interactive online floorplan on the IAADFS website so attendees have easy access to companies exhibiting at the show. This floorplan displays locations for each confirmed exhibitor and includes convenient links to the exhibitor's website (if provided by the exhibitor).



Duty Free Show of the Americas: The Place You Need to Be

Duty Free Trade Press

Several months prior to the upcoming Duty Free Show of the Americas, IAADFS provides a list of exhibitors to select members of the duty free trade press so that the press can contact exhibitors and obtain information on upcoming product launches and other new developments. Several of our press partners also publish these lists of exhibitors in their Orlando preview editions, resulting in additional exposure for exhibiting companies.

Locator Service Desk

IAADFS maintains a locator service desk where attendees can go to find specific companies or brands that may be present at the show. A computerized database at the locator service desk includes all of the brand profile information supplied by IAADFS member companies, so that an attendee looking for a particular brand will be referred to the exhibitor that represents that brand.

Onsite Daily Magazine

IAADFS contracts with a publisher to produce an attractive, high quality, full-color on-site daily magazine that provides timely updates on events and activities during the Duty Free Show of the Americas. This magazine is published nightly and is distributed to all exhibit booths. It is also available on dedicated distribution racks and in the IAADFS registration area. This publication is an excellent vehicle for exhibitors to inform attendees about new products or other important changes to their company. Advertising space also is available in the daily magazine. Exhibitors can contact the publisher in advance of the show or while in Orlando to request editorial coverage of the company or its products in the daily magazine. The early edition of the daily magazine automatically features an abbreviated list of exhibitors, and IAADFS utilizes this publication to post reminders for attendees about important show events and activities.

Buyer Lists

Prior to the show, IAADFS provides exhibitors with two lists of buyer attendees – a list of all buyers who attended the previous year's show, and a list of buyers who have pre-registered by the discount deadline for the upcoming show. IAADFS sends an updated list of pre-registered buyers several weeks before the show. Each list is e-mailed to all confirmed exhibitors, and exhibitors are encouraged to use these lists to contact buyers to set appointments, or to send product information to promote their participation as exhibitors in the show. The electronic lists save exhibitors from having to do the work of entering the data from printed lists. Several weeks after the show has concluded, IAADFS e-mails exhibitors a final list of all buyer attendees with the most current contact information, as well as demographic information about which types of duty free stores are operated by that buyer's company, and for which categories of products that buyer has responsibility (as provided by the buyer attendees when they register).



Associate Supplier Membership Application

Company Information

Company Name

Primary Contact Person

Street Address

City

State/Province

Zip/Postal Code

Country

Telephone

Telefax

E-mail

Web site

My company is a:

- ☐ Manufacturer of products
- ☐ Agent/licensee for a manufacturer
- ☐ Supplier of services for the duty free industry

Note: Applicants who are agents or licensees must supply a letter from the manufacturer confirming that the applicant company is the agent or licensee for that manufacturer's products for the duty free market.

Product Categories

Please indicate what types of products or services your company provides to the duty free industry:

- ☐ Liquor
- ☐ Tobacco
- ☐ Fragrances/Cosmetics
- ☐ Jewelry/Accessories/Luggage
- ☐ Gifts/Writing Instruments
- ☐ Services
- ☐ Confections/Gourmet Foods
- ☐ Other: _____

Brands

Please list the brand names of the products you supply to airport duty free stores. If you are an agent or distributor, list only those brands for which you have a current, written agent or distribution agreement with the brand owner. If your company provides services, please provide a detailed description of these services.

Geographic Representation

In which geographic regions does your company supply or intend to supply the above-listed products or services?

Please check one of the following:

- ☐ I am currently supplying the above-listed products or services to airport duty free stores.

OR

- ☐ I request consideration for membership and intend to sell the above-listed products or services to airport duty free stores.

References

If you currently are supplying the products or services listed on this application to IAADFS Airport Concessionaire Members, please list these companies below and provide a letter of reference from at least two of the member companies confirming your company's products or services are supplied to that member company, and in the case of products, that these products are sold in their airport duty free stores as duty free merchandise.

If you do not have customers who are IAADFS Airport Concessionaire Members, please list other references below in the following order of importance, and provide accompanying letters of reference:

1. IAADFS Associate Buyer Members
2. Buyers from duty free stores who are NOT members of the IAADFS
3. IAADFS Associate Supplier Members

Company _____
Contact person _____
Telephone _____
Telefax _____
Email _____
Store Location/Type _____

Application Fees and Procedure

Annual Membership Dues (July 1 – June 30)	\$450.00
Initiation Fee	\$650.00
Processing Fee (non-refundable)	\$100.00
Total Due	\$1,200.00

Company _____
Contact person _____
Telephone _____
Telefax _____
Email _____
Store Location/Type _____

Payment of the above fees must accompany the membership application form. Payment may be made by check (payable to the IAADFS, and must be drawn on a U.S. bank in U.S. dollars). If you pay by check, include the \$100 processing fee on a separate check. Payment can also be made by wire transfer or credit card (VISA, MasterCard, American Express ONLY) – please contact our office for information on paying by wire transfer or credit card.

Company _____
Contact person _____
Telephone _____
Telefax _____
Email _____
Store Location/Type _____

Important Notice: Because of IAADFS' status as a 501(c)(6) entity, contributions or gifts, including dues, to this organization are not deductible as charitable contributions for US federal income tax purposes. However, payments of membership dues may be deductible for most members of a trade association under section 162 of the Internal Revenue Code as ordinary and necessary business expense.

Important Note: Applicants must provide product brochures or other promotional materials (pamphlets, press releases, photos) on the products or services supplied by the applicant company. If you are not currently supplying products or services to any duty free store operators, your application will be evaluated solely on your product information.

Return this completed application, letters of reference, production information and payment of the application fee to:

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