



DRINKS INTERNATIONAL  
TRAVEL RETAIL AWARDS 2017

# SPONSORSHIP OPPORTUNITIES 2017

**DRINKS**  
INTERNATIONAL

TUESDAY 3RD OCTOBER (CANNES)  
[WWW.DRINKSINT.COM](http://WWW.DRINKSINT.COM)



# AWARDS

## ABOUT

On Tuesday 3rd October 2017, the Travel Retail Awards returns to Cannes. The awards launched eleven years ago to recognise and highlight the importance of alcoholic drinks within the global travel retail sector.

## JUDGING PROCESS

The competition is founded on a rigorous and independent judging process and is supported by many of the world's leading drinks producers and global travel retailers who regard it as the leading drinks event.

Retail operators and suppliers are invited to submit their entries, to be judged by an esteemed panel of renowned industry judges. The judging process is designed to uncover the finest drinks products, campaigns and initiatives in the world.

All companies shortlisted for a category are invited to the awards ceremony as our guest. Winning an award represents the ultimate accolade for operators and drinks suppliers in travel retail.

## SUPPLIER AWARDS

- Drinks Launch at TFWA Cannes 2017
- Luxury Drinks Launch of the Year
- Travel Retail Exclusive of the Year
- Drinks Launch of the Year
- Drinks Innovation of the Year
- New Packaging of a Drinks Brand of the Year
- Repackaging of a Drinks Brand of the Year
- Presentation Box of the Year
- Marketing Concept of the Year

## OPERATOR AWARDS

- Airport Drinks Retailer of the Year – Single Location
- Airport Drinks Retailer of the Year – Multiple Location
- Airport Drinks Retail Promotion
- Airport Bar of the Year
- Partnership Initiative of the Year - Retailer & Supplier
- In-flight Drinks Retailer of the Year
- Ferry/Cruise Line Drinks Retailer of the Year
- Marketing Concept by a Travel Retail Operator
- Drinks Buyer of the Year

## THE AWARDS

The evening itself will be an unrivalled opportunity for sponsors to promote their drinks brand in the company of some of the world's finest and most respected travel retail buyers. Shortlisted winners, buyers and our esteemed panel of judges will be among the 200 industry guests in attendance.

The awards ceremony is a fun-filled evening, bringing together the best names in travel retail in celebration. Complete with live DJ's, Canape's and, fantastic drinks, the Travel Retail Awards will take place on Tuesday 3rd October 2017 at the Majestic Hotel, Cannes



# SPONSORSHIP PACKAGE

Sponsoring the Travel Retail Awards offers outstanding benefits: to connect with the world's leading travel retail buyers, strengthen your brand awareness and company profile and build relationships with the key professionals in the travel retail sector. The Operator awards are purely focused on activations and innovative campaigns by world leading retail buying teams. They are the stars of the event with the awards recognising their excellence for creating the ultimate shopping experience for consumers.

## AWARDS SPONSORSHIP PACKAGE

- Sponsors branding on all pre and post event marketing activity including advertising in Drinks International magazine and operators entry forms.
- Sponsors logos to appear on all associated event materials including awards tickets, winner's certificates and trophies.
- MPU advertisement banner for duration of the month of October 2017 on [www.drinksint.com](http://www.drinksint.com)
- Fifteen tickets to the awards ceremony
- Sponsor logo alongside shortlisted winner's results coverage in the October issue.
- Sponsor representative to present an award to a Travel Retail Drinks Buyer or Operator on the night.
- Serve your drinks brand to guests with a fully branded bar (associated costs are the responsibility of the sponsor)
- Sponsor branding at the awards through the audio visual presentation.
- Sponsor branding at the awards (display pop up banners will be provided by the sponsor)
- Product placement in 200 goody bags, available to all guests at the end of the evening.
- Full page advertisement in the October issue of Drinks International magazine.
- Sponsor logo alongside post event results coverage in the November issue.

**COST:** 7,000 GBP

**FOR MORE INFORMATION AND SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:**

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