

## **FDFA Board Recommendation RE: IAADFS 2017 Travel for FDFA Executive Director**

**Summary:** Recommendation for Laurie Karson, Executive Director to attend upcoming 2017 IAADFS Convention in Orlando, FL this March 2017 – March 26<sup>th</sup> to March 29<sup>th</sup>, 2017. Accommodation at Marriott – site of convention.

**Timeline:** March 25<sup>th</sup> to March 29<sup>th</sup>, 2017 (arriving on Saturday – departing on Wed. morning – travel tentative based on flight availability)

### **Objectives of Meeting:**

- Attending World Duty Free Council Meeting as FDFA/Canada representative– Held on March 28<sup>th</sup>. Report back to board on global duty free activities and issues that could potentially impact Canadian industry.
- Meetings with Michael Payne (ED of IAADFS) and Jose Donagary convention organizers to assess new and innovative convention practices/initiatives that we may want to potentially adopt. As well, any future collaboration between U.S. and Canadian duty free shows. Updates on 2018 and forward convention mergers – report back to board. Attend newly created IAADFS Working panel and keynote retail speaker session.
- Meeting with specific FDFA Supplier Members to establish preliminary discussions and/or secure FDFA Convention Sponsorships – see chart below. Meetings have NOT yet all been confirmed at this time. Will be requesting meeting time and reporting back to board on outcome. Meet with any FDFA operator member should they need to discuss any issues/topics. Given many sponsors will be attending, meeting for preliminary sponsorship discussions will save FDFA time/money on travel and conference call presentations.
- Meeting with other suppliers, who typically do not sponsor i.e. Beler to provide verbal update on FDFA activities, thus communicating member benefits.
- Potentially attending IAADFS Gala – attending Sunday Cocktail Reception and potential dinner on Monday or Tuesday evening.
- Media interviews – several duty free media outlets have expressed interest in meeting interviews on the FDFA
- Review and Report on any convention/trade floor activities/findings from IAADFS that should be considered for review by FDFA Convention Committee
- See draft budget below.
- Garnered in 2016 – over 30K in sponsorship confirmations, set up event finalization with suppliers, reported on Duty Free World Council, etc.

<b>FDFA Suppliers Sponsorship Mtgs from 2016</b>	<b>FDFA Discussions on Convention or Other Topics</b>
Bacardi	Beler Holdings
WorldClass Brands	Distributions Fontaine
PMA	
Remy Cointreau	
JTI	
Imperial Tobacco	
Haleybrooke	
Opticast/Toxic Eyewear	
Cross	
Joanel	
Barry Parkinson	
First China Tobacco	
Sayan	
Alfa Brands	
Patron	

**TRAVEL EXPENSE BUDGET - IAADFS 2017 (comes out of Travel & Entertainment budget line item  
In 2016 – Total Actual budget (same timelines was \$2700)**

	<b>Budget</b>	<b>Actual</b>
Travel Expenses		
Airfare/Travel Expenses (points taxes/fees, luggage fees)	500	points
Hotel	1600	CAD
Taxi (to/from hotels & airports)	150	
Meals/Additional exp. (3 days in Orlando plus travel days)	450	
	<b>2700</b>	<b>CAD</b>