

THE INDUSTRY SAYS

"The Frontier Awards are not only a great evening but a celebration of all that is great in our industry. It gave us enormous pleasure to submit our entry and we were overwhelmed to win."

John Sime, Emirates

"Many people who are not in the business ask me what the Frontier Awards are. My explanation is simple: they are the Oscars of travel-retail. The parallels are clear – they are the most important awards and recognised worldwide; they are annually granted in a glamorous gala dinner attended by all referents in the business; the winners are selected under a veil of secrecy by a jury of remarkable experts, and from time to time South America wins one!"

Francisco Heredia Lafuente, London Supply

"There is a sense of occasion and excitement generated by the awards and while it is a forum for recognition, I firmly believe the Frontier Awards are instrumental in many companies seeking to go that extra mile, and they undoubtedly foster innovation in the travel-retail channel. As a previous award winner I think I can say it is an incredibly proud and defining moment!"

Gerry Crawford, CTC-ARI Airports Ltd.

"It was such a positive experience! Number one, it changed my view on the Awards. I think that I used to be a little sceptical about it being a 'closed club' where the same sort of people would apply and get awarded; not any more. Secondly, I was very positively surprised at the level and quality of the applications. Thirdly, it put the channel in a different perspective... I would really recommend people to be part of it!"

Catherine Saurais, general manager,
Nestlé International Travel Retail

WEDNESDAY 21st OCTOBER 2009

Book your seats now for the Frontier Awards, the definitive celebration of the very best travel-retail has to offer, saluting truly outstanding examples of marketing and retail excellence.

THE 25th FRONTIER AWARDS

With an illustrious history spanning a quarter century, the 2009 Frontier Awards will be presented at the Martinez Hotel in Cannes on Wednesday October 21st, 2009.

THE EVENT includes the presentation of ten Frontier Awards, with each winner collecting a coveted trophy. In addition, the three most significant new product developments in the previous 12 months will be recognised in the Frontier Buyers' Forum Awards - gold, silver and bronze winners will be announced.

AN AUDIENCE of 500 of the travel-retail industry's top executives come together for this unique event to commend the creativity, innovation and successes of the past 12 months. Join them for an evening of fine dining and excellent entertainment.

BOOK NOW to avoid disappointment, why not invite your customers and colleagues to join you for a memorable evening at the industry's foremost awards event?

Please return your form by fax to: +44 20 8253 8380

Standard ticket price is £188/€205 (inc. tax) per person

(Cancellations must be made 28 days prior to the event for a full refund.)

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