

Summit of the Americas - A Virtual Experience: all the need to knows



A snapshot of the main atrium of the upcoming virtual event, which is scheduled to take place in early April and represent all major product categories within travel retail and duty free

This morning, *Duty Free & Travel Retailing Magazine* attended an information session for the upcoming [Summit of the Americas - A Virtual Experience](#), which is scheduled to take place on April 5 - 9, 2021. Hosted by Michael Payne, CEO & President, IAADFS, and José Luis Donagaray, Secretary General, ASUTIL, and Martin Moodie, Founder & Chairman, The Moodie Davitt Report, the webinar provided an inside look at the digital experience and user-friendly program created by FILTR and the content program of the virtual trade show's Exhibition Hub, Knowledge Hub and Experience Hub.

Representatives of all regions of the Americas including Brazil, Chile, Peru, Columbia and the Caribbean and travel retail channels: airlines, cruise lines and land borders will be present. For the first time, the partnering trade associations will have the participation of all operators of DUFY from each country, allowing suppliers to interact and network with "a big branch of operators" responsible for each area.

"[I encourage everyone to participate in Summit of the Americas - A Virtual Experience because it will be a good opportunity to meet and reconnect. We need the support of everyone across the industry and we need to continue working with the government(s) to receive help for airports, travel retail and duty free. This event will demonstrate the power of the industry and the region,]" states Donagaray.



Featuring a series of virtual stands, touchpoints and levels, the Exhibition Hub offers participating exhibitors the opportunity to showcase its full portfolio via a number of different mediums

Available around the clock (live and on-demand) and for 30 days as a bonus “encore” period, this five-day event will feature close to 50 speakers and 20 sessions throughout the week. Having already released two rounds of confirmed speakers, Roel Huinink, President & CEO, JFKIAT, which manages Terminal 4 at John F. Kennedy International, is the latest senior airport figure confirmed to speak in the Knowledge Hub.

With the support of FILTR, the all-digital Summit will offer four exhibitor tiers: bronze, silver, gold and platinum, each of which provides exhibitors the opportunity to showcase its full portfolio, interact with visitors, conduct business, track participation and present different levels of engagement based on rate. As a new option, premium-level exhibitors will work with FILTR to create a customized space or “virtual room,” which includes a display wall, more available touchpoints, exclusivity of visitors and a 30-minute speaker session within the Knowledge Hub. Representing all major product categories within travel retail, the format and navigation of the program is similar to that of Moodie Davitt Virtual Retail Expo. A cost-effective alternative to an in-person show, buyers from the industry receive free registration. Now open, visit the following link to register: <https://bit.ly/2NHC2MA>

“[Driven by high quality content and the opportunity for brand owners that invest in being a part of this virtual expo, Summit of the Americas – A Virtual Experience offers participants the ability to make new connections, solidify existing partnerships and continue to plot together as a community, and as a region, how to manage the aftermath and recovery of COVID-19,” says Alex Cook, Co-Founder & CEO, FILTR. He adds that through this unique method of presentation and communication at a smaller price point, the virtual experience provides a strong return on investment for participating exhibitors.

Located within the main atrium is a dedicated press center for PR content, which includes a 24-hour help center and a FAQ document for technical support. In addition to a media list, visitors will be able to download available publications to read and learn more about the current state of the industry and themes such as consumer behavior and demand, diversity and inclusion, digitalization and

sustainability. Leading up to the opening day, participants will receive an instruction manual covering how to use the program, navigate the virtual space, initiate engagement and make the most of the digital experience.