

SPONSORSHIP OFFER

CEETRA
Travel Retail Association

CEETRA & FRIENDS

MORE THAN A CONFERENCE

10-12 | JUNE | 2026
KRANJSKA GORA | SLOVENIA

CEETRA & Friends is a **boutique travel retail event** combining high-level expert sessions, networking opportunities, and outdoor activities set against the stunning backdrop of the **Julian Alps**.

Our ambition is to create an experience that goes **beyond a traditional conference**. In addition to a strong and content-rich conference programme, we offer participants a wide range of networking-focused formats designed to **foster meaningful business relationships** between airport executives, travel retail operators, and brand leaders.

- **When:** 10–12 June 2026
- **Where:** Ramada Hotel, Kranjska Gora, Slovenia
- **Participants:** 60-70 participants

Audience profile:

- Airport executives (senior and middle management)
- Travel Retail operators (senior and middle management)
- Brand representatives (owners and senior management)

Geographical scope:

Central and Eastern Europe (CEE) region, with selected global partners and industry experts.



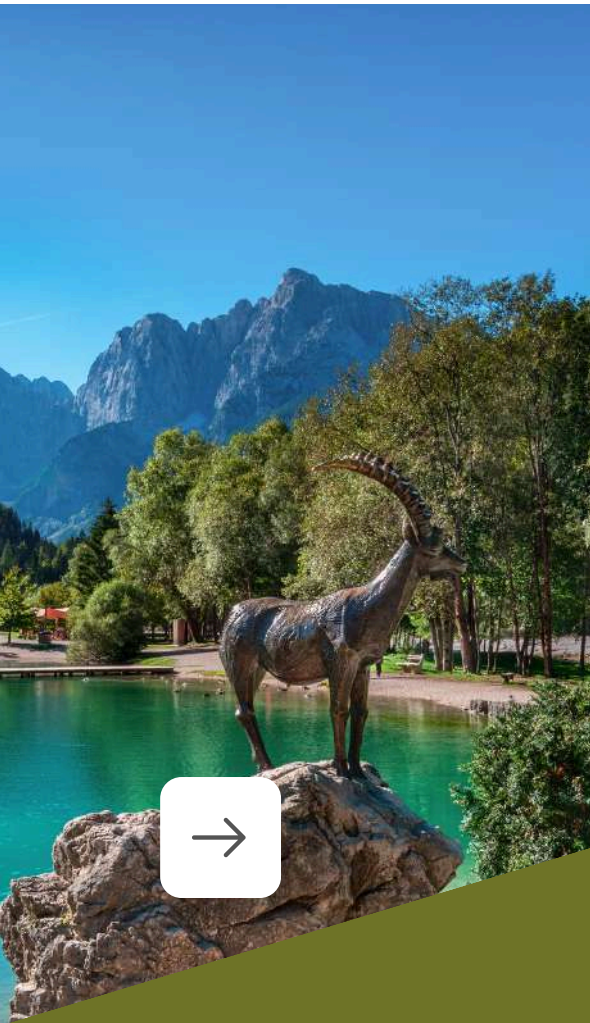
Meet the leaders



Meet the leaders shaping the future of airports and travel retail in the **Julian Alps**.

- **Three days of strategic insight and shared experience** in one of Europe's most inspiring Alpine destinations.
- **Connect** with airport executives, travel retail and F&B leaders, airlines, consultants and industry organisations in a highly curated setting.
- Return from Slovenia with **fresh perspectives, new partnerships, and conversations** that turn into **long-term cooperation**.

Who will attend the event?



If you are looking for more than another industry event and want a trusted space for real exchange and long-term partnerships, **CEETRA & Friends** is for you!

The event is designed for:

- **Airport decision-makers and senior leaders** - from large, regional and smaller airports.
- **Travel retail and Food & Beverage** professionals developing commercial strategies.
- **Airlines and mobility stakeholders** influencing passenger journeys.
- **Consultants and experts** in commercial planning, revenue optimisation and passenger experience.
- **Brands active in travel retail**, or planning to expand into the airport environment.

Agenda

Day 1 - 10 June 2026

- Arrival of participants / hotel check-in
- 15:00–18:00 – Alpine hike from the centre of Kranjska Gora to the triple border point: Slovenia – Italy – Austria
- 19:00–22:00 – Welcome reception in an open-air Alpine setting

Day 2 - 11 June 2026

- 07:00–08:00 – Morning run or yoga
- 09:00–14:00 – Conference sessions and moderated debates
- 14:00–15:00 – Lunch
- 15:30–18:30 – Afternoon activities (choice of):
 - E-bike tour to the Planica Nordic Centre
 - Via ferrata climbing experience
- 19:30 – Dinner in a unique scenic setting

Day 3 - 12 June 2026

- 09:00–11:00 – Conference wrap-up, conclusions and next step



Who We Are ?

CEETRA

(Central and Eastern European Travel Retail Association) is a regional non-profit association that brings together travel retail and duty free industry leaders in Central and Eastern Europe.

It supports the development, standardization, and promotion of travel retail – mainly at airports.

CEETRA represents industry interests in Central and Eastern European countries such as: **Poland, Hungary, Czech Republic, Slovakia, Romania, Austria, Croatia, Bulgaria, Serbia, Albania, Slovenia.**



What CEETRA offers:

- A platform for knowledge exchange, market trends and data.
- 📶 Support in regulatory interpretation and collaboration with authorities.
- 👤 Networking with key partners across Europe.
- 📡 Strong analytical capabilities (in cooperation with m1nd-set).
- ⬆️ Promotion of regions and brands in the travel retail environment.





Why become an Event Partner?

Boutique format – interactive sessions, outdoor experiences, and authentic business interactions.

Brand visibility – during expert sessions, networking activities, and dinners under the stars. Opportunity for presentations and tastings.

Prestigious setting – participants will primarily be senior decision-makers.



Package: **EVENT PARTNER**

EUR 4,000

CEETRA Members receive a **30% discount** on the above-listed price.



Logo promotion on **informational materials** (invitations, agenda, posters)



Partner logo on **sponsor wall and event graphics**



Partner **offer description on the event website**



Logo promotion with **hyperlink on ceetra.org**



Complimentary **access for two attendees to the conference and gala dinner**



Package: **GOLD PARTNER**

EUR 8,000

CEETRA Members receive a **30% discount** on the above-listed price.

Includes **all benefits** from the basic package **plus**:



Speaking slot/presentation during a thematic panel and the opportunity to sponsor the panel



Dedicated **LinkedIn post + newsletter** to **CEETRA members** and partners



Partner information included in **welcome letters** in **guest hotel rooms**



Dedicated zone in the **networking area**

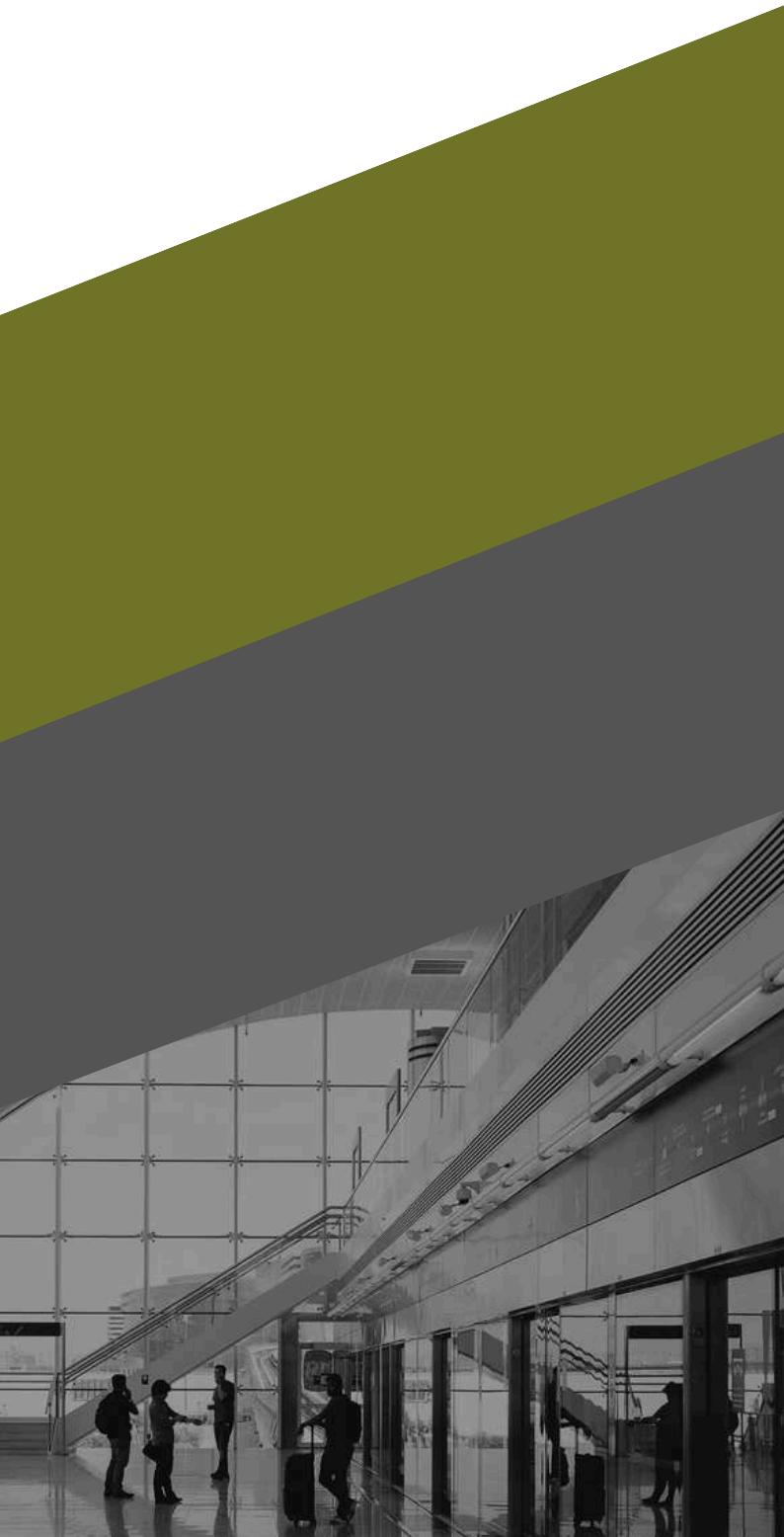


Exclusive logo exposure during the **“Dinner Under the Stars”**



Complimentary access for **four attendees** to the **conference and gala dinner**

Additional Services



- Gala Dinner Sponsor (host)
EUR 4500,00
- Welcome Reception Sponsor (host)
EUR 2000,00
- Lanyards with the partner's logo
EUR 700,00

Join the **CEETRA & Friends 2026** Slovenia

If your company operates in the travel retail space, this is the event you simply can't miss. Sponsoring the **CEETRA & Friends** is not just about presence – it's about having a real impact on shaping the future of the market in our region.

CEETRA Members receive a **30% discount** on the above-listed prices.



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Work with us!