



# Exhibiting, Sponsorship, and Media Opportunities APEX 2024

# About APEX

As a global non-profit and one of the world's largest international airline associations, the Airline Passenger Experience Association (APEX) accelerates our industry with the backing of nearly every major airline and valued supplier. APEX reinvests all of its resources to serving its members, strengthening the worldwide airline industry, advancing thought-leadership, fostering business opportunities via events, developing global initiatives, setting key airline standards, and highlighting well-deserved recognition across our industry.

In conjunction with both the [International Flight Services Association \(IFSA\)](#) and [Future Travel Experience \(FTE\)](#), APEX serves the full spectrum of the end-to-end travel experience.

## MISSION STATEMENT

To sustainably enhance passenger experience through meaningful engagement, innovation, recognition and collaboration across our global aviation industry.

## VISION STATEMENT

To lead the global aviation industry by advancing sustainable, innovative, and collaborative solutions that enhance every passenger's travel experience.



# APEX in Numbers

Airlines

90+

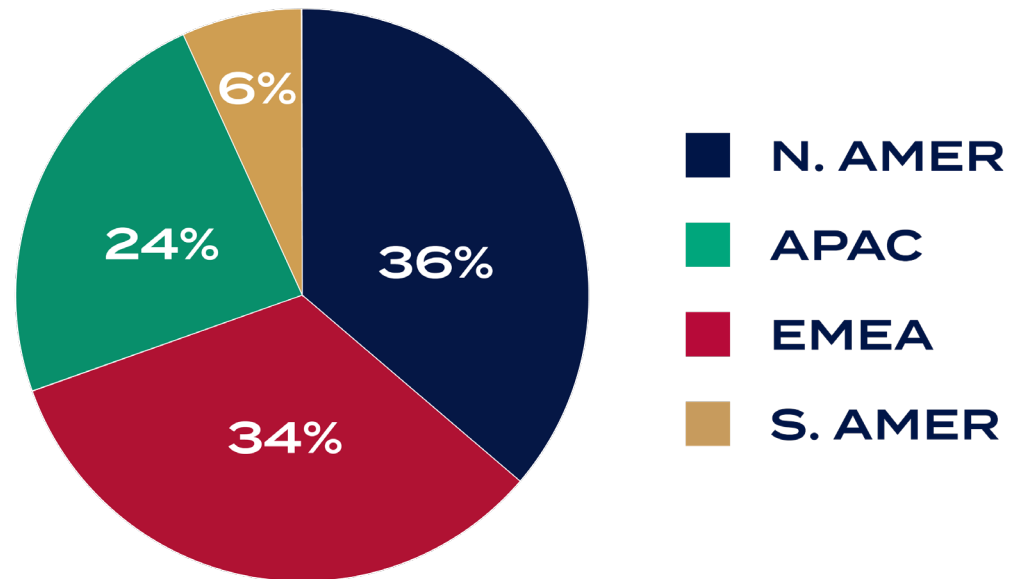
Suppliers

200+

Total individual members

4000+

Global APEX Membership  
Breakdown by Region





# Exhibiting at Global EXPO

Nearly **3,000 industry professionals**, including **hundreds of representatives** from **dozens of airlines** are expected to walk this year's Global EXPO show floor. Whether you're looking to expand into new markets or strengthen your presence in existing ones, our event provides a platform to reach a diverse international audience.

Join exhibiting content providers, OEMs, systems manufacturers, and other industry suppliers from around the globe in showcasing the latest technologies, products, and content.

Total APEX & IFSA Exhibitors in 2023

**141**



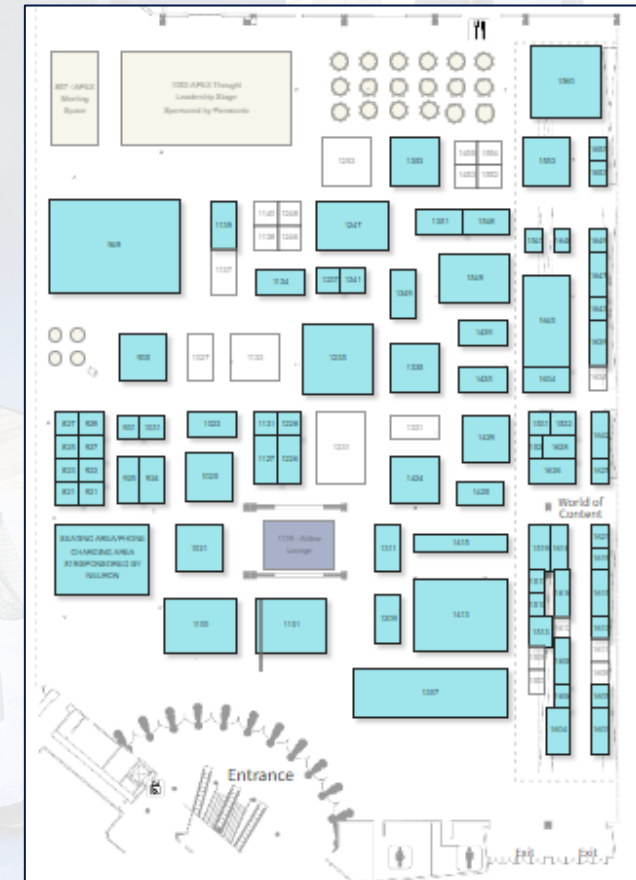
# Exhibiting at Global EXPO

Legacy Pricing is available to previous exhibitors prior to 31 December 2023.  
Standard Pricing applies beginning 1 January 2024.

Prices are per square meter (sqm).

	Standard Pricing
Floor Space Only up to 100 sqm	\$580
Floor Space Only up to 101-250 sqm	\$550
Floor Space Only 251+ sqm	\$515
Standard Booth Package	\$695

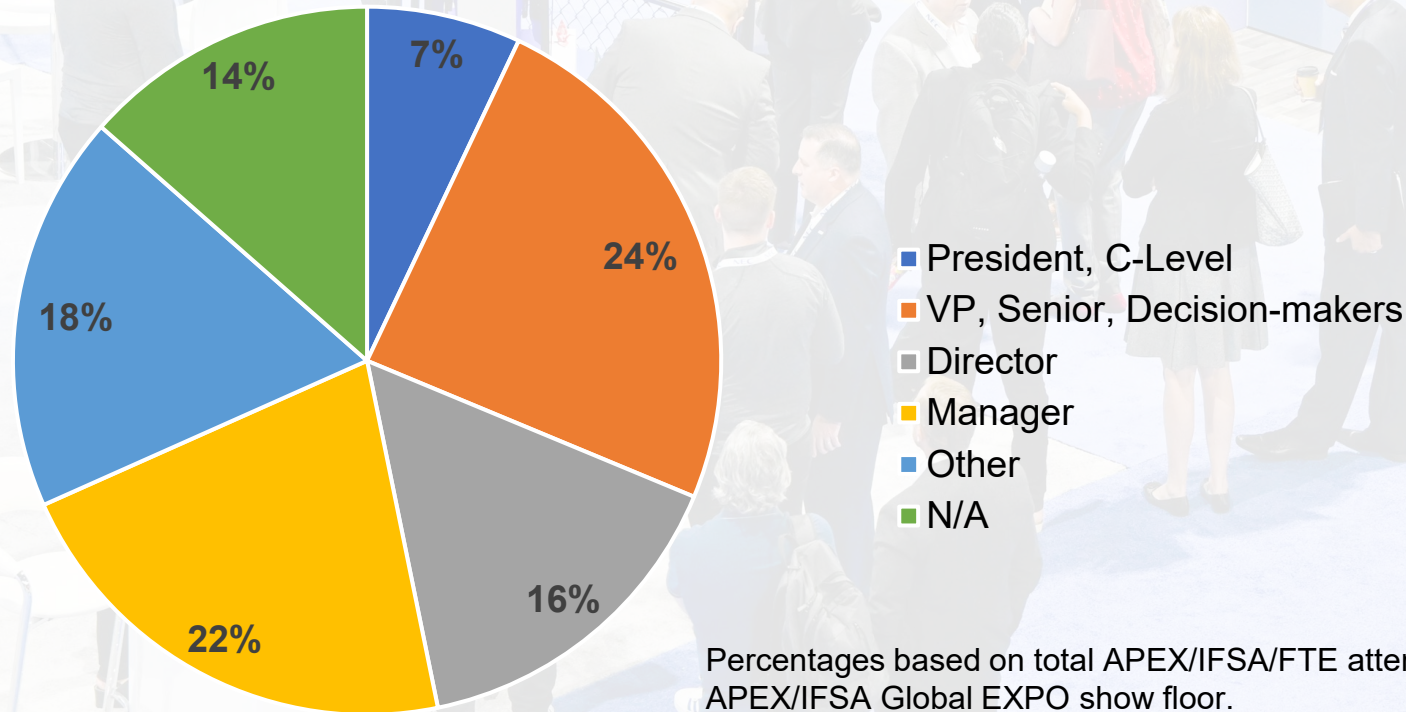
Booth includes carpet, one table, two chairs for 6 sqm, the header/main board, panels/walls, and wastepaper bin.



[View the Live Floor Plan](#)

# Global EXPO Attendees

The co-location of APEX, IFSA, and FTE Global creates the largest gathering of air transport executives from around the world to network, learn, forge new partnerships, collaborate, and be inspired on their next moves to transform their organizational passenger experience, business performance, innovation, and sustainability strategies.



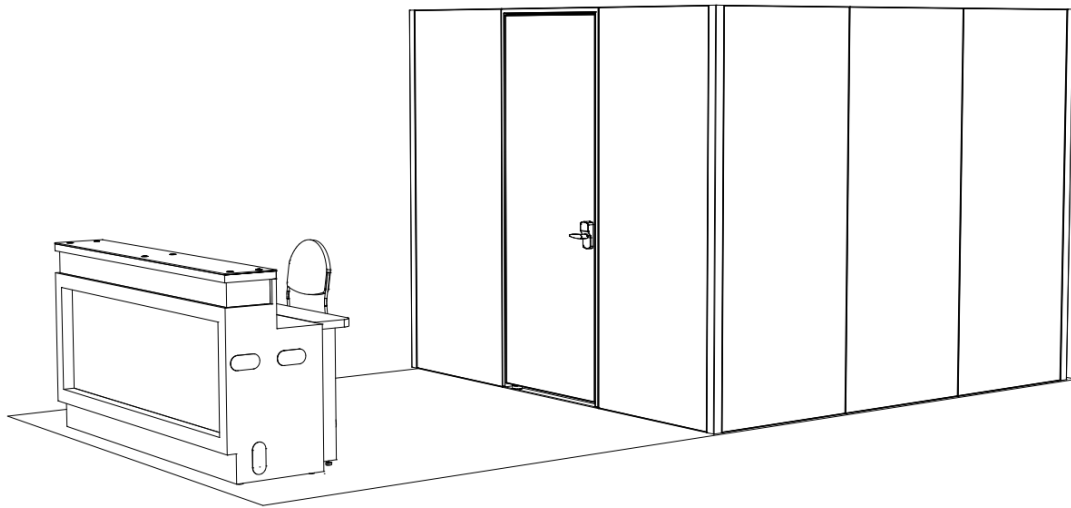
Percentages based on total APEX/IFSA/FTE attendees visiting APEX/IFSA Global EXPO show floor.



## STANDARD Package

18sqm Price: \$13,330

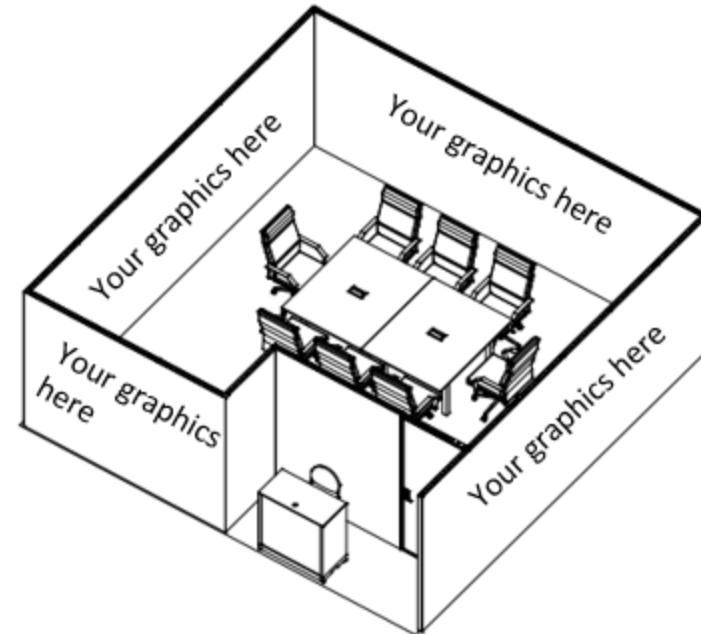
- Hard wall meeting room for 4 people
- Your logo on the door
- Power, table with 4 chairs
- Carpet
- Reception counter & stool
- Your logo on reception counter



## DELUXE Package

36sqm Price: \$38,200

- Hard wall meeting room for 8 people
- Graphics on hard wall outside/inside
- Power, board room table with 8 chairs
- Lockable door
- Carpet
- Reception counter & stool
- Logo on reception counter





# APEX+IFSA

## GLOBAL EXPO

**Long Beach, California | 28-30 October**

**All Global EXPO sponsorships include the following benefits:**

- Recognition at the Global EXPO based on overall 2024 annual sponsorship level. Includes logo on “walk in slides”
- Additional benefits listed under each opportunity and in the 2024 tiered benefits chart





## Global EXPO Online Registration

Put your brand in the spotlight with our exclusive Online Registration sponsorship package. Your logo will be prominently featured on all registration web pages and email confirmations, reaching a wide audience of attendees.



**SOLD**

## Global EXPO Email Blasts

Secure your spot to have your logo prominently displayed on all Global EXPO email promotions sent to 3,000+ attendee list regarding the highly anticipated 2024 Global EXPO.



**\$12,000**

*7-10 available*

## Bespoke Email Blast to APEX Database

Create an email to be sent on your behalf from APEX to target lists or our full database with over 7,000+ industry contacts.



**\$5,000**

## Global EXPO Preview Advert (Digital)

Get your advertisement in the Global EXPO Preview brochure that will give attendees a glimpse of what to expect at the event. Reach a wide audience, providing valuable exposure for your brand and driving excitement for the upcoming EXPO.

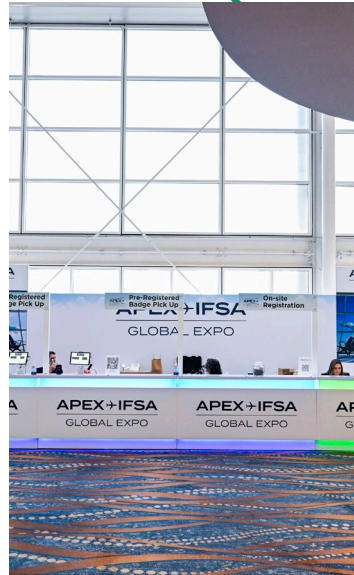


**\$1,500**

*6 available*

## Registration Desk

Maximize your brand's exposure from the moment attendees check in! Have your branding on the Global EXPO Registration Desk.



**SOLD**

## Member Meeting Zone

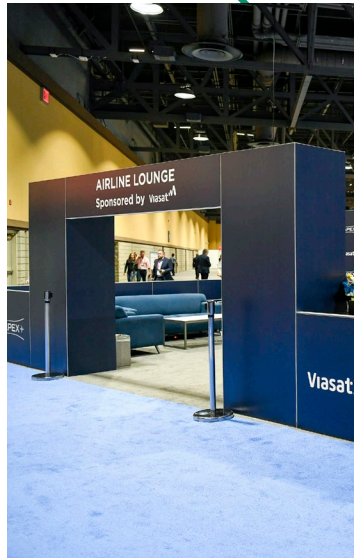
Make a lasting impression by sponsoring our Member Meeting Zone. Your brand will be prominently featured in a high-traffic area where attendees gather to network, recharge, and refresh.



**SOLD**

## Airline Lounge

Take your brand to new heights by sponsoring our airline lounge. Your logo will be prominently displayed in this exclusive area where airline members relax, and recharge in comfort.



**\$30,000**

## Lanyards

Your logo will be prominently featured on every attendee's lanyard, ensuring maximum visibility throughout the entire conference.

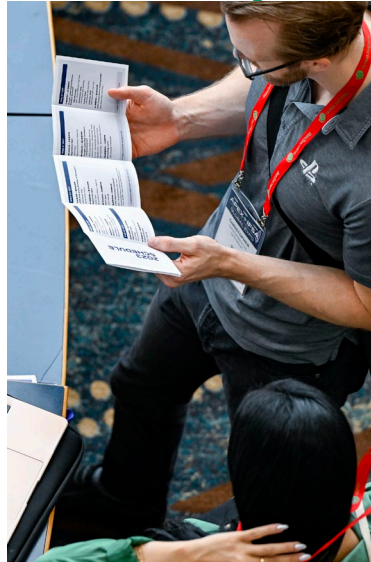


**SOLD**



## Mini Guide

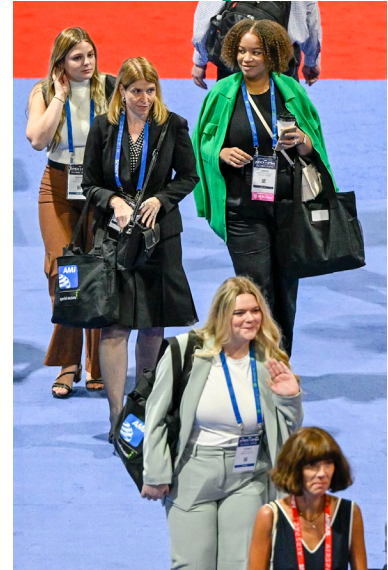
Showcase your brand to every Global EXPO attendee by sponsoring our official mini guide. This essential guide is received by all attendees, providing them with valuable information about the event, schedules, exhibitors, and more.



**\$12,500**

## Tote Bags

Have your logo prominently displayed on our Global EXPO official tote bags. With high visibility and repeated exposure, this sponsorship opportunity ensures that your brand stands out and stays top-of-mind with attendees long after the event ends.



**\$20,000**

## Welcome Reception

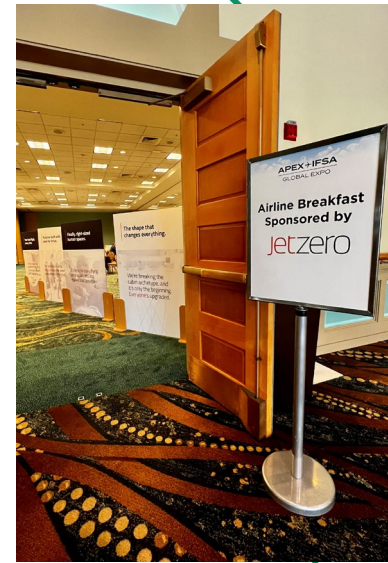
Make a memorable first impression by sponsoring the Welcome Your brand will be front and center during this highly anticipated event, where attendees from around the world come together to kick off Global EXPO.



**SOLD**

## Airline Networking Breakfast

You'll have the chance to distribute promotional items\*, address attendees, and network at a reserved table. Your logo will be prominently displayed on signage and napkins. Additionally, receive official recognition from the podium.



**SOLD**

*\*Subject to APEX approval*

## Networking Lunch

You'll have the chance to distribute promotional items\*, address attendees, and network at a reserved table. Your logo will be prominently displayed on signage and napkins. Additionally, receive official recognition from the podium.



**SOLD**

## CEO Keynote Addresses

Gain official podium recognition, address attendees, and distribute promotional items\*. Benefit from custom links on the APEX website and event app, and prominent signage with your logo. Plus, meet CEO keynotes prior to kick-off\*.



**SOLD**

## Floor Clings

Attendees will watch their step with floor clings! These eye-catching placements offer prime real estate to showcase your brand message directly on the event floor, ensuring maximum exposure to our attendees.



**\$2,500**

*4 units, 4'x4'*

## Speaker Gifts

Elevate your brand's presence at the APEX Thought Leadership Conference by sponsoring Speaker Gifts! APEX will distribute CEO Speaker/Speaker gifts provided by you (subject to approval, number to be mutually agreed upon).



**SOLD**

*\*Subject to APEX approval*



## Airline Hotel Gift Drop (Hyatt Regency)

Leave a lasting impression on key airline industry professionals with a welcome gift\* delivered to agreed airline attendees upon their arrival at the hotel.



**SOLD**

## Airline Hotel Gift Drop (Marriot)

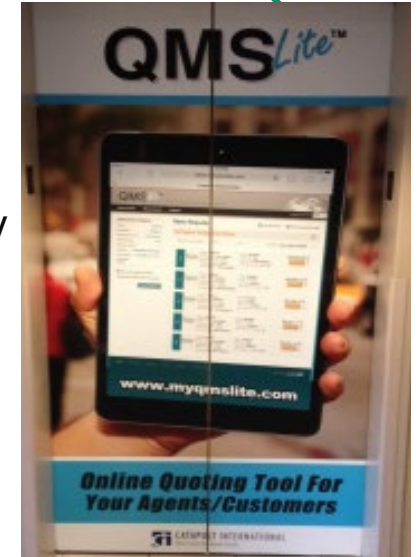
Leave a lasting impression on key airline industry professionals with a welcome gift\* delivered to agreed airline attendees upon their arrival at the hotel.



**SOLD**

## Hyatt Lift Doors

Your logo will stand out on the elevator doors of the host hotel, giving your brand increased visibility. This exclusive sponsorship opportunity provides a unique and impactful way to showcase your brand.



**\$5,000**

## Hotel Key Cards

Have your logo prominently displayed on every hotel key card at the host hotel, Hyatt Regency Long Beach, ensuring maximum exposure to all attendees staying at the hotel.



**SOLD**

*\*Subject to APEX approval*

## Convention Center Column Wraps

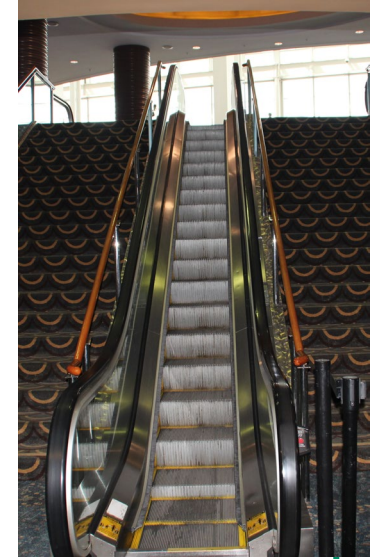
Make a grand entrance by sponsoring our Column Wraps at the Convention Center entrance. Your brand will command attention with large, vibrant wraps displayed prominently at the upstairs entrance, welcoming attendees.



**SOLD**

## Escalator Wraps

Capture the attention of attendees as they travel between floors with eye-catching wraps featuring your logo and messaging. This exclusive sponsorship opportunity ensures your brand stands out in a high-traffic area, maximizing exposure throughout the event.



**\$12,000**

## Convention Center Entrance/Exit Glass Panels

Your logo will be showcased on glass panels at the entrance and exit of the convention center, ensuring prominent visibility to all attendees as they enter and leave the event.



**SOLD**

## Mobile App

Your brand will be prominently featured on the app, reaching all attendees as they navigate the event schedule, connect with exhibitors, and access important information.



**\$10,000**



## Award Ceremony Opening Reception

Gain official recognition from the podium and address attendees. Your logo will be featured on cocktail napkins and event signage. Also, you'll have the chance to distribute promotional items.\*

**\$30,000**

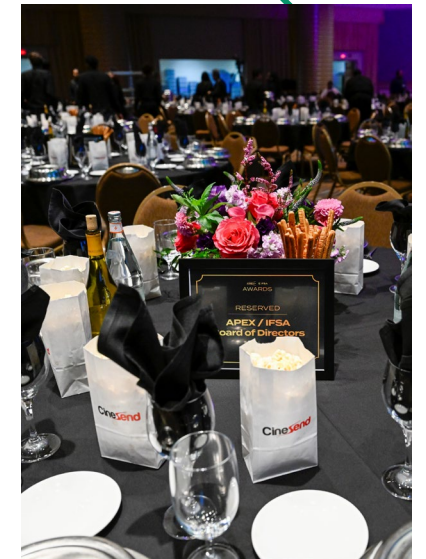


## Award Ceremony Co-Sponsorship

Gain official recognition from the podium during the Ceremony. Your logo will be prominently featured on napkins and event signage. Also, enjoy a reserved table at the Awards Ceremony and the opportunity to distribute promotional items.\*

*1/2 available*

**\$25,000**



## Award Ceremony Bars

Your brand will shine with a sign of your logo at the bar and on the cocktail napkins. Receive recognition from the podium during the Awards Ceremony and have your logo on the ribbon-wrap for the table wine.

**SOLD**



*\*Subject to APEX approval*

## APEX Global Video Series

Maximize your brand's impact by sponsoring the video series, featuring 12 exclusive interviews with high-level executives from the aviation industry. Your logo will be prominently showcased in each video, ensuring extensive visibility among key industry leaders and stakeholders.



**SOLD**

## APEX Social Media

**Total Followers**

**30,800+**

**Average Monthly Impressions**

**68,516**



## Custom Sponsorship Opportunities Available

Our team can adapt our products and services to your marketing needs. We have extensive capabilities in all forms of content production – be it print, digital, reports, design or video. If you've got an idea and need help executing it, let us know!



# Sponsorship Tier levels - 2024

Sponsorship levels 2024	Diamond	Platinum	Gold	Silver
Spend	\$60000+	\$40,000 - \$59,999	\$25,000 - \$39,999	\$15,000 - \$24,999
Complimentary Booth Space at EXPO (each booth 2m x 3m)	2 booth free	1 booth free	50% off 1 booth	25% off 1 booth
Complimentary full pass tickets to EXPO 2024, Content Market 2025 or APEX TECH 2025	7	5	3	2
Priority points towards 2025 Booth selection	200	120	80	60
Thought leadership interview & article with nominated staff member	✈			
Push notification on app at EXPO or Content Market	✈	✈		
Featured exhibitor in EXPO social media post	✈	✈	✈	✈
Company logo as sponsor on signage at EXPO	✈	✈	✈	✈
Thank you to Sponsors during Thought Leadership and Awards at EXPO	✈	✈	✈	✈
Sponsor provided full colour logo on website with url link	✈	✈	✈	✈

# Advertise in the APEX Daily Experience

The APEX Daily Experience newsletter is your daily delivery of the most important airline passenger experience industry news from around the world. The APEX Media team carefully curates the top stories from leading international news sources and distills them for you in single, streamlined e-mail – bringing the best of the industry to your inbox.

## Subscribers

5,500+



### AD SPECS

**Big Box – 300 x 250 px**

*Minimum: 150kb*

*Maximum: 300kb*



**Banner – 600 x 120 px**

*Minimum: 120kb*

*Maximum: 240kb*



*Accepted Formats: jpg/gifs (animated accepted)*



# APEX Website Advertisements

Our website is the digital hub for everything airline passenger experience-related. Learn about association initiatives and events, browse the membership directory and get your industry news – including access to the newsletter– all in one place.

Average Monthly Website Views

32,557

Average Monthly Users

13,762



## AD SPECS

Big Box – 300 x 250 px  
Minimum: 150kb  
Maximum: 300kb



Leaderboard – 728 x 90 px  
Minimum: 180kb  
Maximum: 360kb



Super Leaderboard – 970 x 90 px  
Minimum: 200kb  
Maximum: 400kb



Billboard – 970 x 250 px  
Minimum: 250kb  
Maximum: 500kb



Accepted Formats: jpg/gifs (animated accepted)

# Ready to soar to new heights and reach new audiences?



For exhibition, sponsorship, and advertising inquiries, please contact:

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APEX Commercial Director  
steve@apex.aero

CONNECT WITH US

