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INSIDE: Thought Leadership Agenda, Exhibitor List, Show Features, Show App, Award Finalists, and more!

APEX+ GLOBAL EXPO

THE MEETING POINT FOR AIRLINE AND SUPPLIER MEMBERS TO **SHOWCASE INNOVATION**, **SHARE THOUGHT LEADERSHIP**, AND **CELEBRATE EXCELLENCE**

📋 28-30 OCTOBER 2024

Q LONG BEACH, CALIFORNIA, USA

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Rossen Dimitrov Saudia



Fiona Kiesel Breeze Airways

C-LEVEL KEYNOTES



Con Korfiatis Oman Air



Michael Rousseau Air Canada



Andre Viljoen Fiji Airways



Shai Weiss Virgin Atlantic

APEX GLOBAL EXPO 2024

CONTROLL

GLOBAL EXPO APP

Download the official event mobile app. Search «FTE APEX IFSA» in the <u>Google Play Store</u> or <u>App Store</u>.

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Welcome to FTE APEX IFSA

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GLOBAL EXPO

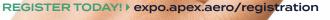
PASSENGER JOURNEY 28-30 OCTOBER 2024

LOS ANGELES, CALIFORNIA, USA

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WHY PARTICIPATE IN OUR EVENTS?

Collaborate and join the conversation to advance the industry

Learn from thought leadership experts Connect and build relationships

Source products and partners

Where Industry Leaders Connect, Collaborate, and Innovate

APEX Global EXPO 2024:

The must-attend event for airlines, suppliers, and innovators to showcase the future of passenger experience, connectivity, and inflight solutions. APEX Global EXPO 2024 will bring together key industry leaders to drive partnerships, share insights, and explore cutting-edge technologies. This year's event is expected to attract record attendance, offering unparalleled opportunities for networking and collaboration with thought leaders from across the air transport ecosystem.

Don't Miss Out on "the CES for aviation"!

- Innovative Exhibits: Discover new inflight entertainment systems, digital cabins, and cutting-edge technologies.
- World-Class Networking: Engage with senior executives and decision-makers through exclusive social events, the event mobile app, and award ceremonies.
- **CEO Keynotes & Thought Leadership**: Learn from top executives on how to enhance NPS, boost ancillary revenues, and drive sustainability efforts.
- Everything Under One Roof: Benefit from our colocation with International Flight Services Association (IFSA) and Future Travel Experience (FTE), giving you access to the most comprehensive view of next-gen cabin solutions, inflight services, and connectivity innovations—all in one event.

Don't miss your chance to be part of this industrydefining event and accelerate your organization's growth in 2025!



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India's Young Flyers Are Onboard **ARE YOU READY TO ENTERTAIN INDIA'S YOUNG FLYERS?** Meet us at Booth #1618

to discover the best in Indian content.

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More Indians are flying internationally than ever before, with a 32% rise in those taking

three or more trips abroad.* Are you offering them the inflight entertainment they love?

Visit Shemaroo Contentino at booth #1618 and discover how we bring Bollywood blockbusters, regional hits, and Indian originals to the skies. As India's largest content provider for airlines globally, we're here to elevate your inflight experience and captivate this growing audience.

APEX GLOBAL EXPO 2024

APEX+



AGENDA AT-A-GLANCE

MONDAY 28 OCTOBER

| M - 5:30 PM | Registration Open Foyer |
|--------------|---|
| M – 12:00 PM | C-Level KeynotesRoom 104 |
| PM - 1:00 PM | LunchRoom 104 Lobby |
| 1 – 5:00 PM | EXPO OpenHall B |
| M – 4:45 PM | Thought Leadership Sessions Hall B Thought Leadership Stage |
| M – 7:00 PM | Networking Reception |

TUESDAY 29 OCTOBER

| irline Breakfast*Room 202 | 7:50 AM - 8:50 PM |
|--|--------------------|
| egistration Open Foyer | 8:00 AM - 5:00 PM |
| XPO OpenHall B | 9:00 AM - 5:00 PM |
| hought Leadership Sessions Hall B Thought Leadership Stage | 10:00 AM - 4:00 PM |
| irline Leaders Reception* | 5:00 AM - 6:00 PM |

WEDNESDAY 30 OCTOBER

| 8:15 AM - 4:00 PM | Registration Open Foyer |
|--------------------|--|
| 8:30 AM - 9:00 AM | APEX Annual General MeetingRoom 102 |
| 9:00 AM - 4:30 PM | EXPO OpenHall B |
| 10:00 AM - 2:45 PM | Thought Leadership SessionsHall B Thought Leadership Stage |
| 5:00 PM - 5:45 PM | APEX/IFSA Awards Ceremony Reception |
| 5:45 PM - 7:15 PM | APEX/IFSA Awards CeremonyRoom 104 |
| | |

All Global EXPO events hosted by APEX will be held at the Long Beach Convention & Entertainment Center: 300 East Ocean Boulevard, Long Beach, CA 90802

For your convenience, coat check services and complimentary Wi-Fi will be available at the Long Beach Convention Center during the APEX Global EXPO. For directions and parking information, please visit longbeachcc.com.

For any questions or inquiries regarding APEX Global EXPO, please contact APEX at +1 212 297 2177 or via email at info@apex.aero.

*Exclusive to airline members only.

28 MON

9:00-9:15 AM Welcome & Introduction



APEX/IFSA CEO Dr. Joe Leader

APEX President & **Delta Air Lines** Senior Vice President — Alliances and International Perry Cantarutti



9:15-9:45 AM CEO Mainstage Interview Air Canada President and CEO Michael Rousseau

9:45-10:15 AM CEO Mainstage Interview Fiji Airways CEO Andre Viljoen

10:15-10:45 AM Break

10:45-11:15

Executive Panel Discussion Breeze Airways Chief Guest Officer Fiona Kiesel Saudi Airlines Chief Guest Officer Rossen Dimitrov

11:15-11:45 AM CEO Mainstage Interview Oman Air CEO Con Korfiatis

Interviews will be conducted by BBC News Correspondent & Anchor Michelle Fleury

Sponsored by Thales

12:00 - 1:00 PM Lunch Sponsored by Panasonic

2:00-2:45 PM

THOUGHT LEADERSHIP SESSION 1

Leading the Way: Boosting Airline Net Promoter Scores through Enhanced Connectivity Models

This session focuses on innovative strategies for leveraging enhanced connectivity to drive airline Net Promoter Scores, exploring new paradigms for customer satisfaction and loyalty within the digital frontier.



Moderator: PaxEx.Aero Author Seth Miller

Panelists:

- **Delta Air Lines** Managing Director, Customer Experience – DeltaStudio & Wi-Fi Ekrem Dimbiloglu
- JSX CEO Alex Wilcox
- Qatar Airways Senior Vice President Product
 Development and Design Xia Cai
- **Spirit Airlines** Executive Vice President and Chief Commercial Officer Matt Klien

3:00-3:30 PM

CASE STUDY 1

A X-Industry Approach: Enhancing Passenger Experience For All By Driving Accessibility Innovation

This session will present a cross-industry approach with experts collaborating and sharing experiences to develop solutions for air travel for those with mobility impairments. Comprehensive analysis along with results and resulting concepts developed by a detailed topical workshop will be shared.



- Airbus Vice President Cabin Marketing Ingo Wuggetzer
- Delta Flight Products President Rick Salanitri
- Delta Flight Products Product Innovation Manager
 Tyler Anderson
- Board of Directors of the National Disability Authority and Center for Excellence in Universal Design Jack Kavanagh
- **PriestmanGoode** Associate Director Strategy Jo Rowan

28 OCTOBER | MONDAY continued

4:00-4:45 PM

THOUGHT LEADERSHIP SESSION 2 Embracing the New Era: Pioneering the Future of Airline IFE Curation for 2030

Experts in airline in-flight entertainment (IFE) gather to discuss forward-looking strategies and creative curation approaches intended to revolutionize the IFE landscape by 2030.



Moderator: Jetway Communications Ltd. Director Maryann Simson

Panelists:

- JetBlue Manager, Inflight Entertainment, Tech, & Partnerships Blake Rittenberg
- **United Airlines** Director Inflight Entertainment Dominic Green



Thought Leadership Stage Sponsored by Panasonic

10:00-10:45 AM

THOUGHT LEADERSHIP SESSION 3 Loyalty and Latitude: Maximizing In-Flight Ancillary Revenue through Personalized Experiences

Leaders in airline service innovation will explore strategies to maximize in-flight ancillary revenue through the lens of personalized passenger experiences, leveraging data and technology to boost loyalty and profitability.



Moderator: The Points Guy Senior Editorial Director Nick Ewen

Panelists:

- **EL AL** EVP and Chief Customer Experience Officer Oren Cohen Butansky
- United Airlines Managing Director-Brand Identity, Product, and Loyalty Mark Muren

11:00-11:40 AM CASE STUDY 2

Overcoming Supply Chain Challenges for Onboard Product Innovation

In the competitive airline industry, the availability and enhancement of onboard products are critical for differentiation. This session will focus on the persistent supply chain issues affecting IFEC, in-seat power, and seating solutions. Attendees will gain insights into strategies for overcoming these challenges, including managing supply chain disruptions, expediting certification processes, and navigating the limitations of current product offerings. The role of system and airframe OEMs in improving product availability and supporting airlines in their innovation efforts will also be addressed.



Moderator: **Porsche Consulting** Associate Partner – Aerospace and Transportation Joshua Hirschheimer

Panelists:

- Frontier Airlines Senior Vice President, Chief Commercial Officer Bobby Schroeter
- Lufthansa Group Director Fleet Procurement Stephan Schulte
- **Spirit Airlines** Executive Vice President and Chief Commercial Officer Matt Klein

2:00-2:45 PM

THOUGHT LEADERSHIP SESSION 4 IFE Viewing Religions: The Future of Airline Seatback vs BYOD

This debate will center on the evolving preferences between traditional seatback screens and the BYOD (Bring Your Own Device) trend, analyzing implications for future airline strategies and passenger experiences.



Moderator: Jetway Communications Ltd. Director Maryann Simson

Panelists:

- Aeroméxico Vice President Product and Onboard Services Antonio Fernandez
- **Riyadh Air** Vice President, Guest Experience Anton Vidgen

29 OCTOBER | TUESDAY continued

3:30-4:00 PM

CASE STUDY 3

Leveraging IFEC to Provide a Superior and Accessible Passenger Experience

How FlightPath3D Redefined Inclusivity in the Skies with Their Accessibility Map

Despite efforts to make air travel more accessible, inflight maps remain difficult for those with visual, motor, and cognitive impairments to use effectively. Standard maps often lack high contrast, have small text/icons, and provide no audio assistance — severely limiting independence for these passengers. We set out to change that with our new Accessibility Map — an innovative, high-contrast display designed specifically for travelers with unique needs. In this session you will learn why accessibility in the map is so important, how to prioritize accessibility while maintaining key features, and wat the experience looks like for different passengers.



FlightPath3D President Duncan Jackson

Stay tuned for exclusive announcement of launch airline!



Thought Leadership Stage Sponsored by Panasonic

10:00-10:30 AM FIRESIDE CHAT



Virgin Atlantic CEO Shai Weiss

11:00-11:30AM

CASE STUDY 4

Gateway to Engagement: Transforming Customer Experience

Content: This case study will explore how AERQ's fullyfledged AERENA Inseat System has been integrated into Discover Airlines' A320 to enhance the passenger experience on medium-haul flights. We will highlight the joint approach and the benefits for the airline of having a digital cabin with personalised content, datadriven solutions and streamlined operational efficiency. Additionally, we will showcase the tangible rewards of adopting a cloud-based open platform, including measurable improvements in passenger satisfaction and engagement.

Rationale: The goal is to set a benchmark for other airlines looking to enhance the digital inflight experience, demonstrating how Discover's drive for innovation has led to the successful adoption of AERQ's solutions, making them stand out from competitors and gain a competitive edge in the market.

- AERQ Managing Director Arnd Kikker
- **Discover Airlines** Director Product & Marketing Maximilian Meintgens

2:00-2:45 PM

THOUGHT LEADERSHIP SESSION 5

Shaping Tomorrow: Crafting the Next-Gen Digital Cabin for Enhanced Passenger Experiences

Panelists will dissect groundbreaking digital innovations for the next-gen airline cabin, demonstrating how cutting-edge technologies and customer-centric design can reshape passenger experiences.



Moderator: **PAX Tech** Business Editor Robynne Trueman

Panelists:

- Air France SVP of Customer Experience Fabien Pelous
- **SAS** Executive Vice President and Chief Commercial Officer Paul Verhagen
- **Turkish Airlines** Vice President, Customer Experience Mustafa Mucahitoglu



NETWORKING OPPORTUNITIES



Monday, 28 October | 12:00 - 1:00 PM Networking Lunch* – Sponsored by Panasonic

Connect with industry peers, exchange ideas, and forge new relationships over a delicious meal. Don't miss this opportunity to expand your network and engage with fellow professionals in a relaxed and welcoming environment.

Monday, 28 October | 5:00 - 7:00 PM Networking Reception* – Sponsored by West Entertainment & DIRECTV

As the exhibits come to a close at on Monday, the floor will transform into a vibrant hub of interaction. Don't miss this chance to:

- Connect with peers and industry leaders in a relaxed, yet dynamic atmosphere.
- Engage in meaningful conversations that could spark the next big idea.
- Relax after an exciting day, with refreshments and light bites to enjoy.
- Expand your professional network in an environment designed for collaboration.

Member Meeting Zone – Sponsored by Siden

Our newly introduced Member Meeting Zone is a dedicated space designed for attendees to meet with ease. Utilizing our intuitive mobile app, you can easily schedule and manage your meetings. The convenient and central hub will serve as your go-to meeting point for seamless, in-person interactions.

The Member Lounge – Sponsored by Neuron

Your go-to space for recharging both your devices and your energy! Relax, charge, and connect with fellow attendees in a comfortable setting. Whether you're looking to collaborate on new ideas or simply network with peers, the Member Lounge offers the perfect environment to keep you powered up throughout the event. Charging stations will be available for your convenience!

*additional registration required.



Sunday 27 October, 5:00 PM, Long Beach Hangar APEX - JetZero Event

We are excited to offer an exclusive opportunity for APEX airline members: a private tour of JetZero's Hangar the day before APEX Global EXPO begins. JetZero, the pioneering aerospace startup based in Long Beach, is at the forefront of transforming the future of air travel. Their innovative blended-wing body aircraft promises to reduce fuel consumption by up to 50% compared to traditional tube-and-wing aircraft. This cutting-edge design is capable of flying as far as trans-oceanic routes. With a recent investment from Alaska Airlines – the first direct airline backing for the company – JetZero is making waves in the industry. This exclusive event will give members a first-hand look at JetZero's revolutionary aircraft and the innovations set to redefine passenger experience. During the tour, visitors will explore key stations focused on: Passenger Experience, Efficiency, Environment and Technology.

Tuesday, 29 October | 7:50-8:50 AM Airline Breakfast — Sponsored by Panasonic

Join the conversation at our exclusive Airline Breakfast, a premier forum designed for in-depth dialogue and the exchange of innovative ideas. This breakfast gathering provides a unique opportunity for airline professionals to connect, share insights, and collaborate on the latest industry trends and challenges.

Tuesday, 29 October | 5:00-6:00 PM

Airline Leaders Reception – Sponsored by Panasonic

This reception offers a premier opportunity for airline industry executives to connect, share insights, and foster valuable relationships in a high-profile, exclusive setting.

Airline Lounge – Supported by Starlink

Airline members can continue their discussions in the exclusive Airline Lounge. This dedicated space offers a relaxed environment for ongoing conversations, deeper networking, and building stronger relationships.





Airline CX Leaders Program

Join the industry's highest quality airline decision makers. Members of the program receive a full package, including complimentary admission to the event, airline

lounge access, airline networking events access, and concierge service.



Learn more >







RECEPTION – Sponsored by Jetliner Cabins & Safran

Wednesday 30 October | 5:00 PM - 5:45 PM

Kick off the celebration with industry leaders as we honor the best in aviation. Enjoy drinks, networking, and conversations with the brightest minds, setting the stage for a night of innovation and the future of aviation.

CEREMONY – Sponsored by Thales & gategroup

Wednesday 30 October | 5:45 PM - 7:15 PM

Winners of the 2025 APEX/IFSA Awards, Best In Global Awards, Four and Five Star Awards and more will be announced at the APEX/IFSA Awards Ceremony.

CONGRATULATIONS

LIFETIME ACHIEVEMENT AWARD RECIPIENT

APEX is proud to present the CEO Lifetime Achievement Award to **Benjamin Smith**, Chief Executive Officer of the Air France-KLM Group. This award honors industry leaders who have dedicated their lives to the enhancement of the passenger experience and advancing the industry.



APEX/IFSA 2025 AWARD FINALISTS

STAY TUNED! THE FINALISTS FOR THIS WILL BE ANNOUNCED SOON.





IFSA INNOVATION PAVILION SESSIONS





Monday 28 October | 3:00 - 3:30 PM

50 Years of Innovation -Fashioning the Future

- Ellie Parkes, John Horsfall Global Business Development Manager
- Dr. Stathis Kefallonitis FRAeS FRSA FCIM, United Airlines

Celebrate 50+ years of innovating the skies! Join IFSA leaders and industry experts as we reflect on the advances of design thinking, pioneering strategies, and sustainable practices. Get inspired by highlights from current trends, fashion, technology, and the role of sustainability that shape and drive our industry into the future.

Tuesday 29 October | 10:00 - 10:30 AM Green is In! A Path to Greener

- Airline Inflight ServicesMike Fishburn, Flydubai Catering
- Mike Fishburn, Flydubai Catering Manager
- Grégoire James, International Aviation Waste Management Association (IAWMA) Commercial Director
- Paul Mills, Virgin Atlantic Airways Head of Inflight Services

Discover latest innovations in environmentally friendly inflight best practices. Learn first-hand about effective methods in sustainable sourcing, waste reduction, and implementation of sustainable inflight practices.

Tuesday 29 October | 3:00 - 3:30 PM Chef Demonstrations - Taste the Trends

 Chef Gary Klinefelter, CEC, WCEC, CE, CC, Chefs Helping Chefs International, LLC, ServSafe[®] Certified Instructor / Proctor

- Chef Sam Choy
- Dr. Stathis Kefallonitis FRAeS FRSA FCIM, United Airlines

Taste culinary trends from leading chefs. Find out more about impactful culinary developments that can elevate your inflight experience.

Sustainability focus (shrimp, duck & vegetarian)

Wednesday 30 October | 10:00-10:30 AM

Minimize Waste Session: Championing Sustainable Practices: How Caterers and Suppliers Make an Impact

- Grégoire James, International Aviation Waste
- Management Association (IAWMA) Commercial Director
- Olivia Stoll, Flying Food Group Environmental Manager

Find out more about how airline caterers and suppliers influence sustainable practices. Learn about effective strategies that change the status quo in catering by achieving operational sustainability. Hear directly from experts on how to ensure both profitability and environmental stewardship.

Wednesday 30 October | 3:00 - 3:30 PM

Minimize Waste by Maximizing Efficiency!

 Dr. Stathis Kefallonitis FRAeS FRSA FCIM, United Airlines

Join us in discussing initiatives that can help you eliminate waste, minimize your carbon footprint, and enhance your revenue generation. Learn about bestpractices that can help you capitalize on value-driven innovative approaches and revenue alternatives.

GOVERNMENT AFFAIRS & EDUCATION

The Government Affairs & Education Committee (GAEC) and its working groups will meet at EXPO to discuss key issues, review project milestones, and coordinate advocacy efforts. These meetings play a vital role in shaping policy, enhancing advocacy, and advancing the association's interests in public policy.



At Global EXPO, IFSA will be celebrating a big milestone: 50 years of advancing the

onboard services industry! Join IFSA throughout EXPO at the

Innovation Pavilion for special activities, announcements and a chance to win prizes.



CO-LOCATION WITH FTE GLOBAL

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FTE GLOBALAZOZA "THE CES FOR AVIATION" Los ANGELES WORLD AIRPORTS THE CES FOR AVIATION"



THE DEFINITIVE EVENT FOR INNOVATORS, TECHNOLOGISTS, DESIGNERS, COLLABORATORS AND GAMECHANGERS

The co-location of FTE Global and APEX/IFSA Global EXPO in Long Beach, California is bringing together the very best of the airport and inflight realms under one roof to reimagine the passenger journey. This unique offering is creating many new benefits for both shows, and an unmissable occasion for the industry. The networking and business development opportunities are immense, and our AI matchmaking app, powered by Swapcard, provides incredible access to the most progressive companies in the industry, with whom you can connect to help redefine your organisation's passenger experience and business performance strategies

Our event theme that will permeate every aspect of the show will be "Transforming Air Transport" and attendees will have access to a large-scale end-to-end exhibition, multiple conference tracks featuring inspirational speakers from inside and outside of the air transport industry, unique social and networking events, co-creation workshops, government agency briefings, Think Tank unveilings, our largest ever startup showcase, and powerful networking tools so that engagement opportunities between participants are unrivaled.

FTE GLOBAL EXHIBITION

The FTE Global exhibition, set over three days, is poised to be a standout feature of this year's event, offering extended hours and seamlessly integrating conference activities right on the exhibition floor. This year, we're excited to introduce groundbreaking features such as the new Airport Terminal Robotics & Mobility Showcase and the Vehicle Showcase zones, Tech and Innovation Briefings and many more highlighting the latest advancements in aviation technology and innovation. Additionally, we will welcome numerous first-time exhibitors who are eager to unveil their cutting-edge ideas and concepts. Prepare to be inspired by a surge of fresh, innovative solutions that promise to enhance your experience at FTE Global 2024.

HERE'S WHAT TO EXPECT IN 2024:

- The best of the airport and inflight passenger experience under one roof
- New activities to enhance engagement in the exhibition including conferences, social and networking events, awards ceremony, tech and innovation briefings, launches and demos all taking place on the exhibition floor
- Diverse learning platforms Gain insights from TSA and U.S. CBP briefings, and our largest startup showcase
- More exclusive launches from exhibitors and speakers to inspire attendees



About PCIAW®

The Professional Clothing Industry Association Worldwide is a global association that represents the uniform, workwear and personal protective equipment (PPE) supply chains from the textile and clothing manufacturers through to the end-user buyers.

PCIAW[®] Uniform Innovation Pavilion

The PCIAW[®] Uniform Innovation Pavilion will showcase textile innovations tailored for airline personnel. World leading uniform suppliers will bring forward solutions for above the wing and below the wing employees – from pilots and cabin crew through to ground control workers and mechanics.

Exclusive Uniform Partner

Design. Comfort. Protection. Sustainability.

An airline uniform can make a brand iconic. The pavilion features world class professional clothing that leverages sustainable solutions, innovative thermoregulating stretch fibres for comfort and inclusivity, alongside advanced body scanning technologies that streamline airline uniform programs for diverse workforces.

The Uniform Buyers' Network (UBN)

The UBN, a part of PCIAW[®], facilitates knowledgesharing and education for procurement teams. Nisha Muire from Air Canada Chairs the UBN and played a pivotal role in bringing the PCIAW[®] Pavilion to the APEX/IFSA Global EXPO.

Exhibiting Companies

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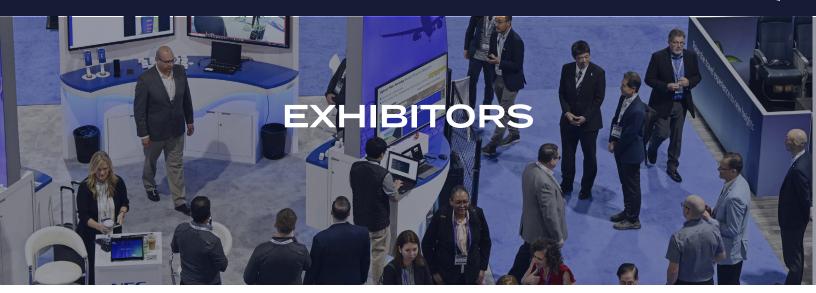
APEX GLOBAL EXPO 2024 FLOORPLAN



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APEX GLOBAL EXPO 2024 EXHIBITORS





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APEX GLOBAL EXPO 2024



LIVE COVERAGE

APEX Global EXPO Video Interview Series

Sponsored by the hub – Spafax

Watch this video series during Global EXPO on APEX's LinkedIn and YouTube Channel, featuring 12 exclusive interviews with top executives from the aviation industry. This series offers unique insights and perspectives on the latest trends, challenges, and innovations shaping the future of air travel.

APEX Global EXPO Virtual Press Room

Access the latest exhibitor press releases, event highlights, and exclusive content from the leading airline passenger experience event. Stay informed on industry innovations and key announcements.

Visit the Press Room

Media attendees will have access to an on-site press room in Room 101a. **Register now to attend as media**

Connect with APEX on Social Media

Follow APEX on social media for real-time updates and highlights from the show floor during APEX Global EXPO. The hashtag for the show is **#GlobalEXPO**. Please tag us on social and use the show's **#** to ensure we see the post and repost/share. Stay tuned to experience all the behind-the-scenes action, key moments, and exclusive content from the event.









Aircraft interiors









ETWORK





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