



# 2025 APEX TECH Sponsorship and Advertising Opportunities

Los Angeles, California | 20-21 May



# 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+

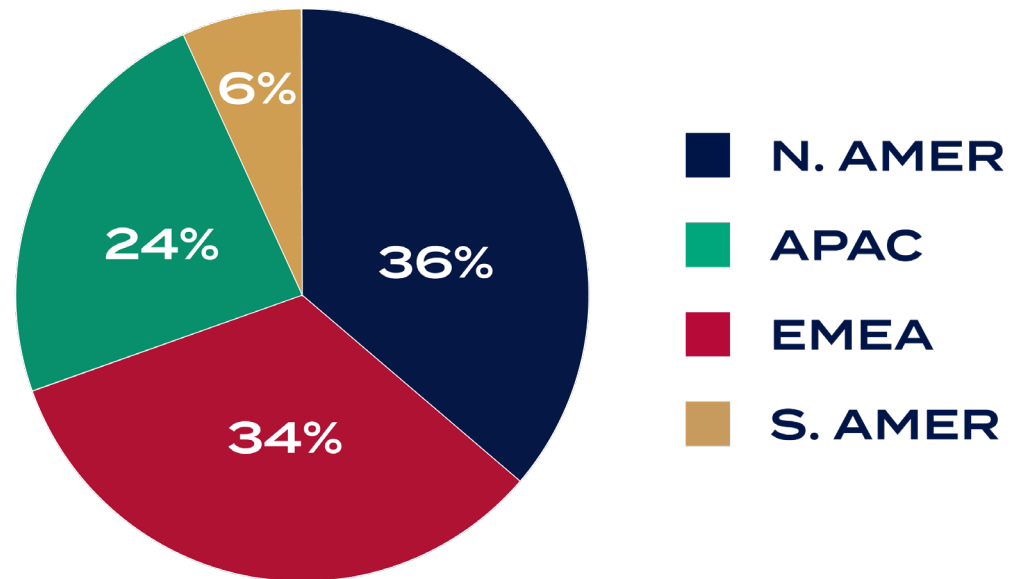
Suppliers

200+

Total individual members

4000+

Global APEX Membership  
Breakdown by Region





**APEX** ✈️

**TECH**

**Los Angeles, California, USA**  
**20-21 May 2025**

**#APEXTECH**

**Powering the Next  
Era of Passenger  
Experience  
Technology.**

**All APEX TECH sponsorships include the following benefits:**

- All event signage to host sponsor logo
- Recognition on event microsite and all emails promoting APEX TECH to members
- Additional benefits to be earned based on overall 2025 annual sponsorship level
- Additional benefits listed under each opportunity and in the 2025 tiered benefits chart

THANK YOU TO OUR  
APEX TECH  
HEADLINE PARTNER

**Panasonic**

### **APEX TECH 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 promotions, reaching a wide audience of attendees.



**SOLD**

### **APEX TECH Email Blasts**

Promote your brand with a dedicated email to APEX TECH attendees and airline IFEC contacts. Showcase your offerings, build anticipation, and drive engagement with a tailored message sent directly to key industry decision-makers before the event.



*5 available*

**\$1,000**

### **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 8,000+ industry contacts.



**\$5,000**

## Tote Bags

Have your logo prominently displayed on our APEX TECH 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.

**\$12,500**



## Meeting Wi-Fi

Boost your brand visibility as the exclusive Wi-Fi Sponsor! Your logo will appear on the Wi-Fi login page and signage throughout the venue, high-visibility exposure as attendees access the internet onsite.



**SOLD**

## Lanyards

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



**SOLD**

## Breaks Day 1

Maximize visibility by distributing your sponsored materials\* during one of the breaks. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.



**SOLD**

## Lunch Day 1

As a Lunch Sponsor, enjoy 1-2 minutes to address attendees, distribute your promotional items\* and showcase your brand with logo placement on napkins and event signage featuring your logo, ensuring maximum visibility during the meal break.



**SOLD**

## Breaks Day 2

Maximize visibility by distributing your sponsored materials\* during one of the breaks. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.



**SOLD**

## Lunch Day 2

As a Lunch Sponsor, enjoy 1-2 minutes to address attendees, distribute your promotional items\* and showcase your brand with logo placement on napkins and event signage featuring your logo, ensuring maximum visibility during the meal break.



**SOLD**

*\*Subject to APEX approval*

## Workshop Sessions Sponsor

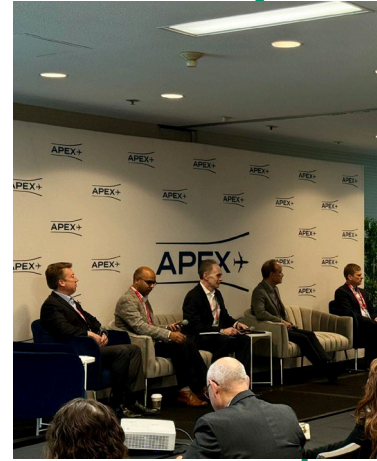
Showcase your expertise and elevate your brand with prominent online visibility, onsite branding, and social media promotion. As a workshop sponsor, you'll have the opportunity to lead the workshop sessions and participate in a main stage panel, positioning your company as a thought leader in aviation technology.



**SOLD**

## Main Stage Panel Session Title Sponsor

Position your brand as an industry leader. Gain visibility through web and social media promotion, along with onsite branding. As a panel sponsor, you will join industry experts on stage, showcasing your insights to top decision-makers in aviation technology.



**\$7,500**

*2/4 available (2 sessions per day)*

## Networking Event

Elevate your brand at the Networking Event by distributing your promotional items\* and gaining a 5-minute opportunity to speak directly to attendees. With prominent logo placement on event signage and napkins, your brand will make a lasting impression throughout the event.



**SOLD**

## Ice Breaker Sponsor

Kick off the excitement the night before the event with the Ice Breaker sponsorship! Connect with attendees over drinks and enjoy a 5-minute opportunity to address the crowd directly. Your brand will shine with prominent logo placement on event signage, ensuring maximum visibility.



**\$5,000**

*\*Subject to APEX approval*



## Hotel Gift Drop

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



**\$5,000**

## Digital Spotlight Sponsor

Showcase your brand and create buzz ahead of the APEX TECH! Feature a preview of your content in the APEX Daily Experience e-Newsletter and gain exposure across APEX's social media platforms (LinkedIn, X, and Facebook).



*10 available*

**\$1,500**

## Custom Sponsorship Opportunities Available

Our team can adapt APEX 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 have an idea and need help executing it, let us know!

## APEX Social Media

**Total Followers**

**32,400+**

**Average Monthly Impressions**

**68,516**



*\*Subject to APEX approval*

# Sponsorship Tier Levels - 2025

Sponsorship Levels 2025	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 2025, 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	✈			
Featured exhibitor in EXPO social media post	✈	✈	✈	✈
Company logo as sponsor on signage at EXPO	✈	✈	✈	✈
Sponsor thank you during Thought Leadership and Awards at Global EXPO	✈	✈	✈	✈
Sponsor provided full colour logo on website with url link	✈	✈	✈	✈

\*Content Market registrations are for exhibitors or CSPs and do not include non-exhibiting suppliers.



# 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

5,300+



### AD SPECS

**Big Box – 300 x 250 px**

*Minimum: 150kb*

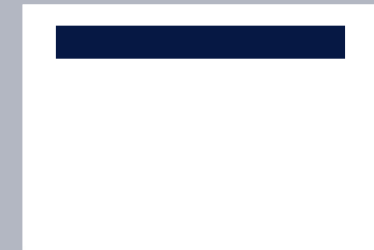
*Maximum: 300kb*



**Banner – 500 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

37,172

Average Monthly Users

14,486



## AD SPECS

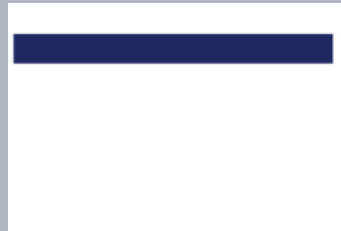
Big Box – 300 x 250 px  
Minimum: 150kb  
Maximum: 300kb



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:

**Steve O'Connor**  
APEX Commercial Director  
[steve@apex.aero](mailto:steve@apex.aero)

CONNECT WITH US

