



2025 APEX Global EXPO Sponsorship and Advertising Opportunities

Long Beach, CA, USA | 9-11 September

APEX✈️

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+

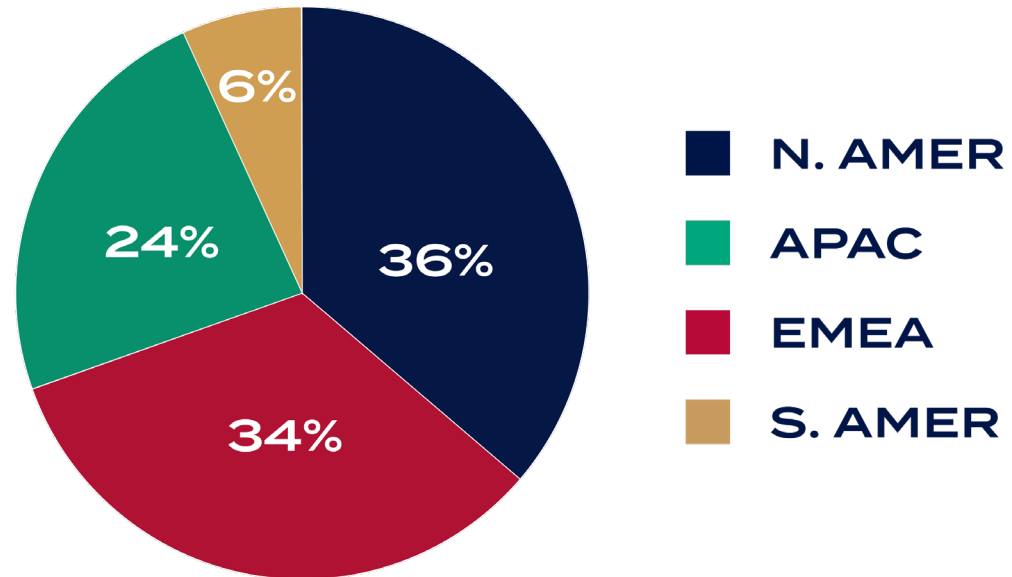
Suppliers

200+

Total individual members

4000+

Global APEX Membership
Breakdown by Region





APEX✈️IFSA

GLOBAL EXPO

Long Beach, California | 9-11 September

All Global EXPO sponsorships include the following benefits:

- Recognition at the Global EXPO based on overall 2025 annual sponsorship level. Includes logo on “walk in slides”
- Additional benefits listed under each opportunity and in the 2025 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.



\$5,000

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.

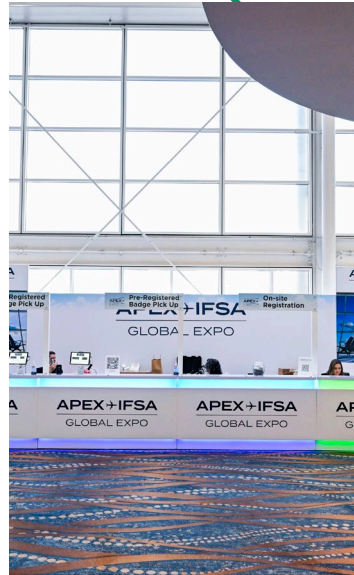


\$1,500

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

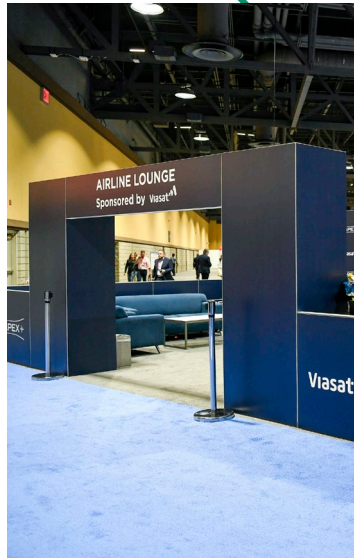
Make a lasting impression by sponsoring our Member Meeting Zone. Your brand will be prominently featured in a high-traffic area where attendees gather to network, recharge, and refresh.



\$20,000

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

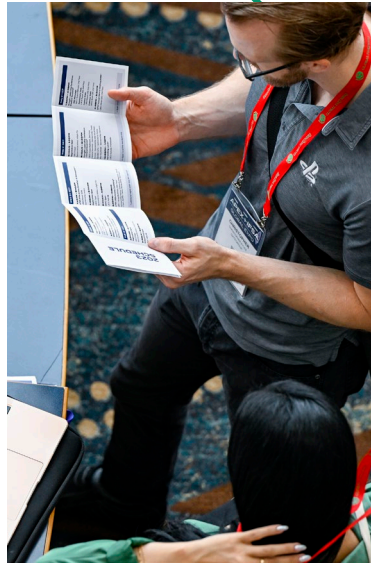
Your logo will be prominently featured on every attendee's lanyard, ensuring maximum visibility throughout the entire conference.



\$20,000

Mini Guide

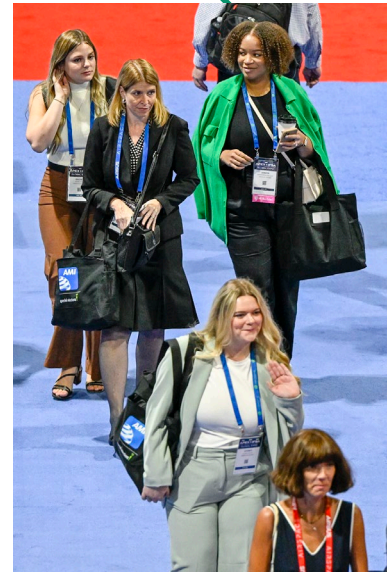
Showcase your brand to every Global EXPO attendee by sponsoring our official mini guide. This essential guide is received by all attendees, providing them with valuable information about the event, schedules, exhibitors, and more.



\$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.



SOLD

Welcome Reception Co-Sponsorship

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.

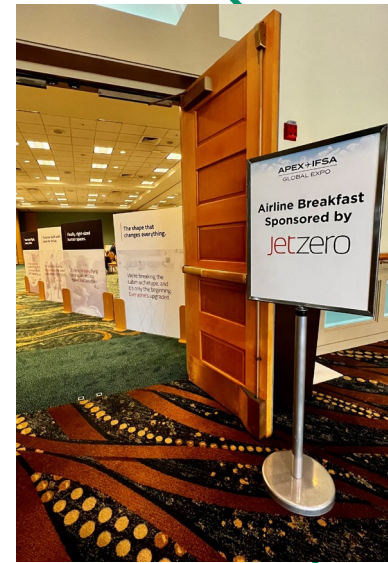


\$12,500

1/2 available

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*.



\$25,000

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).



\$5,000

**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.



\$7,500

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.



\$7,500

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.



\$15,000

**Subject to APEX approval*

Convention Center Column Wraps

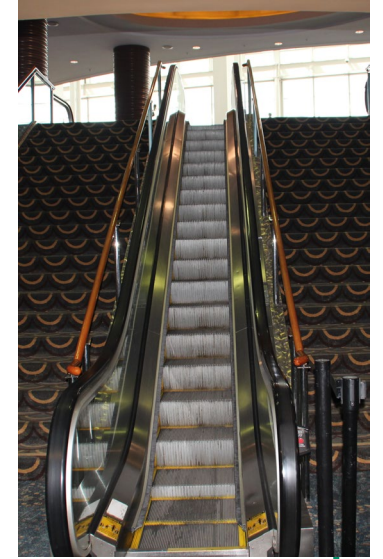
Make a grand entrance by sponsoring our Column Wraps at the Convention Center entrance. Your brand will command attention with large, vibrant wraps displayed prominently at the upstairs entrance, welcoming attendees.



\$20,000

Escalator Wraps

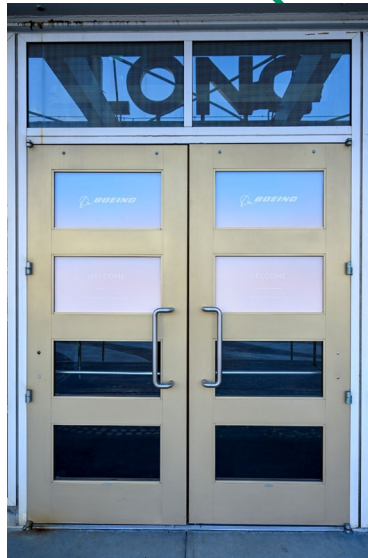
Capture the attention of attendees as they travel between floors with eye-catching wraps featuring your logo and messaging. This exclusive sponsorship opportunity ensures your brand stands out in a high-traffic area, maximizing exposure throughout the event.



\$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.



\$40,000

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

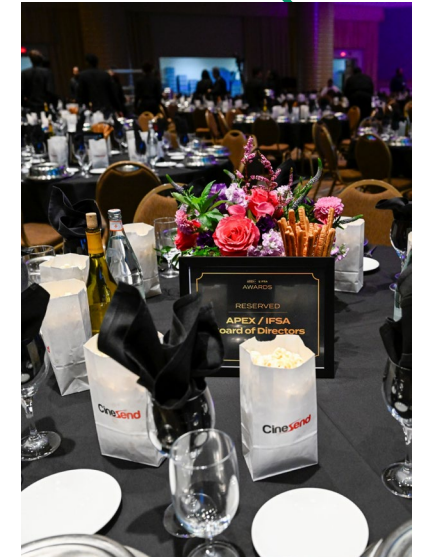


Award Ceremony Co-Sponsorship

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.*

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.

\$5,000

2 available



**Subject to APEX approval*

APEX Global Video Series

Maximize your brand's impact by sponsoring the video series, featuring 10 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.



\$8,000

APEX Social Media

Total Followers

32,500+

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 - 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	✈	✈	✈	✈
Thank you to Sponsors during Thought Leadership and Awards at 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

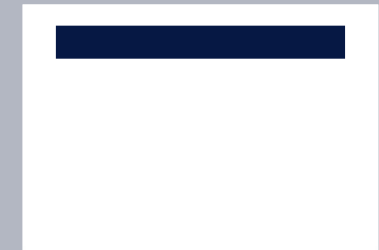
Maximum: 300kb



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

CONNECT WITH US

