

9 to 11 September 2025 / Long Beach, California, USA

# Exhibitor Checklist

Company:

Booth #

## EXHIBITOR PORTAL

- ☐ Login into MapD  
*You should have received a link from MapD, the exhibitor portal, for updating your company information. If you haven't received this link, please reach out to [Emily Dyer-Fecas](#).*

- ☐ Upload Company Information
- Company Logo
  - Company Description
  - Contact Information

## MARKETING

- ☐ Follow APEX on Social Media   
- ☐ Use the Gleanin Exhibitor Marketing Toolkit

*We've developed an exhibitor toolkit that allows you to share your upcoming Global EXPO attendance on various platforms. Check your inbox for an email from [Emily](#) with your company's personalized Gleanin link.*

- ☐ Tag APEX and use **#GlobalEXPO**
- @theAPEXassoc on [X](#)  
 @apex.aero on [Facebook](#)  
 @APEX (Airline Passenger Experience Association) on [LinkedIn](#)*

- ☐ Download APEX Global EXPO Graphics
- Design your own graphics with the APEX Global EXPO logos located on our [website here](#).*

- ☐ Update Your Email Signature
- Visit us at APEX Global EXPO 2025!  
 Booth [Number] – Discover the future of passenger experience!*

- ☐ RSVP to the [Global EXPO LinkedIn event](#)

## PLANNING YOUR BOOTH

- ☐ Review the [Freeman Quick Facts](#)
- ☐ Bookmark the [Freeman Exhibitor Kit Portal](#)
- ☐ Confirm Booth Specs with [Emily Dyer-Fecas](#)

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### PR

- ☐ Schedule Initial Call with APEX PR Team  
*The APEX PR Team is offering complimentary support to exhibitors and are available to offer any assistance regarding media questions you may have and coordinate your media activity for Global EXPO.*  
 .....
- ☐ Complete the Global EXPO Show & Tell Form  
*Whether you have new products, services, collaborations, or innovations you are going to be launching or showcasing at your booth, share your latest news with us.*  
 .....
- ☐ Contact APEX Media with potential stories  
 .....
- ☐ Read the Top 5 PR Tips  
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### EXHIBIT SPACE FINAL TOUCHES

- ☐ Need to order AV? Our AV partners CCR Solutions can assist!  
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- ☐ Interested in lead retrieval? Collect attendee information with lead retrieval through Eleventh & Gather  
 .....
- ☐ Order in-booth catering through the Long Beach Convention Center  
Food & Beverage Catalog  
Food & Beverage Order Forms  
 .....
- ☐ If you need advanced Wi-Fi or internet connection, place an order through Bolydyn Networks  
 .....

### SPONSORSHIP & ADVERTISING

- ☐ Explore the APEX Media Kit for more opportunities to enhance your brand's visibility  
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### MOBILE

- ☐ Download the event mobile app  
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