

APEX TECH

2027 APEX TECH Sponsorship and Advertising Opportunities

Sheraton Gateway Los Angeles Hotel
Los Angeles, California, USA | 2-3 February

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
THE AIRLINE PASSENGER EXPERIENCE ASSOCIATION

IFSA
INTERNATIONAL FLIGHT SERVICES ASSOCIATION

FUTURE TRAVEL EXPERIENCE

APEX in Numbers

Airlines

100+

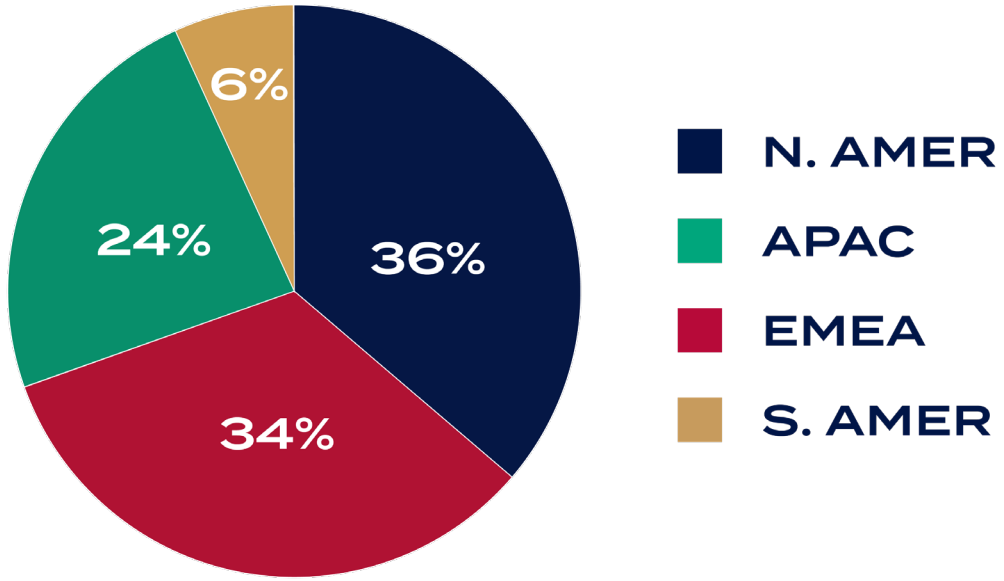
Suppliers

180+

Total individual members

4000+

Global APEX Membership Breakdown by Region



APEX TECH Previous Participating Airlines



























































APEX



All APEX TECH sponsorships include the following benefits:

- Sponsor logo featured on all event signage
- Recognition on the APEX TECH event microsite and in all promotional emails to APEX members
- Pre-event sponsor announcement on APEX social media channels
- Additional benefits based on your 2027 annual sponsorship level
- Opportunity-specific benefits outlined under each package and in the 2027 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.

$10,000

Product Display Sponsorship

Featured in the main entrance hall, this exclusive opportunity lets your brand engage directly with attendees through live product demos/displays. Includes event passes, prominent logo visibility across digital and on-site channels, and recognition from the podium during the event.

$7,500

Lanyards

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



$6,000

Registration Badges

Put your brand in every attendee's hands. As the exclusive Registration Badge Sponsor, your logo will be prominently displayed on all attendee badges, maximizing visibility throughout the entire event.



$5,000

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

Speed Networking Sponsor

Your company will have the exclusive opportunity to address attendees with brief welcome remarks before the session begins. Align your brand with one of APEX TECH's most dynamic and well-received networking experiences and enjoy prominent visibility through event signage and promotional materials.

$2,500



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.



2/2 available (2 breaks per day)

$3,000

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.



$7,500

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.



1/2 available (2 breaks per day)

$3,000

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.



$7,500

**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.



$15,000

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

4/4 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.

$3,000



**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).



$1,500

10 available

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

37,000+

Average Monthly Impressions

45,000+

**Subject to APEX approval*

Sponsorship Tier Levels - 2027

Sponsorship Levels 2027	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 2027, Content Market 2027* or APEX TECH 2027	7	5	3	2
Priority points towards 2027 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

4,500+

apex.aero/newsletter

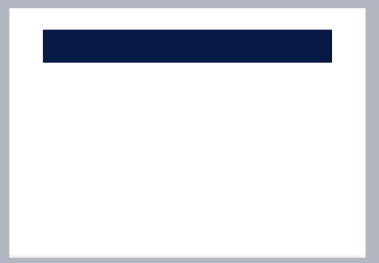


AD SPECS

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

39,514

Average Monthly Users

16,681



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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CONNECT WITH US