

The logo features the word "APEX" in a large, bold, white sans-serif font. To the right of the text is a white silhouette of an airplane in flight, facing right. The logo is framed by two white, curved lines that sweep upwards from the left and downwards to the right, creating a sense of motion and a wing-like shape.

APEX

THE AIRLINE PASSENGER
EXPERIENCE ASSOCIATION

APEX 2023 Sponsorship and Advertising Prospectus

Have a branding idea? Let us customize a sponsorship package for you!

Daniel Chase, APEX Sales Director: dchase@apex.aero
Alan Goodin, APEX Senior Sales Manager: agoodin@apex.aero

There are a wide range of sponsorship and advertising opportunities to help APEX members achieve their marketing goals by targeting the highly specialized passenger experience community. APEX customizes one-of-a-kind sponsorships that are an extension of your marketing programs and will work with members to develop advertising opportunities across APEX's owned platforms, leveraging all forms of content production including print, digital, podcast, and video. This helps members position themselves in front of desired stakeholders while earning priority points that can provide a number of additional benefits which are listed at the end of this package.



Long Beach, California | 19-21 September 2023

All EXPO sponsorships include the following benefits:

- Recognition at APEX EXPO based on overall 2023 annual sponsorship level. Includes logo on “walk in slides”
- Additional benefits to be earned based on overall 2023 annual sponsorship level
- Additional benefits listed under each opportunity and in the 2023 tiered benefits chart (last page of this document)

+ Additional opportunities included under the specific offerings below:

Online Registration: \$5,000

Logo on registration web pages and all email confirmations

Blast EXPO Emails: \$12,000

Logo on all blast emails sent to membership (over 4,000 individuals) regarding 2023 EXPO (approximately 7-10)

Independent Email Blast to APEX Database: \$5,000

- Email that you create, sent on your behalf from APEX to our full database or targeted segments
- Coordinated timing with APEX marketing team

Hotel Key Cards: \$10,000

Exclusive logo/banner ad on hotel key cards at host hotel, Hyatt Regency Long Beach

**Deadline for purchase is 27 July 2023. Artwork is due by 14 August 2023 (no exceptions)*

Lanyards: \$20,000

Exclusive company logo on lanyards distributed to all attendees

Tote Bags: \$20,000

Company logo and APEX logo on bags distributed to all attendees

Speaker Gifts, Thought Leadership Conference: \$5,000 (+\$5,250 In-Kind)

APEX to distribute sponsor-provided CEO Speaker/ Speaker gifts (subject to APEX approval, number of gifts to be mutually agreed upon)

Networking Breakfast, Thought Leadership Conference, Tuesday: \$15,000

- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Opportunity to address attendees for 1-2 minutes
- 1 reserved table for sponsor
- All event signage to host sponsor logo and or name
- Logo on napkins
- Official recognition from the podium

Networking Lunch, Thought Leadership Conference, Tuesday: \$20,000

- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Opportunity to address attendees for 1-2 minutes
- 1 reserved table for sponsor
- All event signage to host sponsor logo and or name
- Logo on napkins
- Official recognition from the podium

Tuesday Thought Leadership Conference Breaks (3): \$3,500 Each

- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- All event signage to host sponsor logo and or name
- Official recognition from the podium

Thought Leadership Conference, Keynote Addresses: \$20,000 EXCLUSIVE

- Official recognition from the podium at conference
- Address all attendees at beginning of sessions for intro, video or speaking (1-2 minutes)
- Opportunity to distribute sponsor-provided promotional item(s) (subject to APEX Approval)
- Custom links on APEX website and event app, if applicable.
- Signage to include sponsor logo and/or name with custom login, password, and splash page (pending venue availability)
- Opportunity for 2 sponsor team members to meet CEO keynotes 10 minutes prior to kick-off (pending APEX approval)

Education Sessions Wi-Fi: \$10,000

- Custom login and password
- Custom splash page (pending venue availability)
- All event signage to host sponsor logo and/or name with login and password information

Press Room Wi-Fi: \$10,000

- Custom login and password
- Custom splash page (pending venue availability)
- All event signage to host sponsor logo and/or name with login and password information

Floor Clings: \$2,500

Four units, 4' x 4' (mutually agreed upon placement on APEX EXPO show floor)

Escalator Wraps: \$12,000

Column Wraps Convention Center APEX/IFSA Entrance (Upstairs): \$7,500

APEX/IFSA Glass Panels, Entrance/Exit Exhibit Hall: \$15,000 total or \$5,000 each

- Set 1 (3 panels) Left - \$5,000
- Set 2 (3 panels) Middle - \$5,000
- Set 3 (3 panels) Right - \$5,000

Exit Unit Inside of Long Beach Convention Center (LBCC): \$TBD

- Convention Center Side - Brand glass middle unit (under half circle and above doors), window clings - \$TBD
- Convention Center Side - Brand glass doors bottom unit (under half circle and rectangle), window clings - \$TBD

APEX/IFSA Awards Ceremony

Opening Reception: \$30,000

- Official recognition from the podium
- Opportunity to address attendees for 1-2 minutes
- Logo on cocktail napkins
- Opportunity to distribute sponsor-provided promotional item(s) (subject to APEX Approval)
- All event signage to include sponsor logo and or name

Awards Ceremony Co-Sponsorship: \$25,000

- Official recognition from the podium at the Awards Ceremony
- Reserved table at Awards Ceremony
- Logo on napkins
- Opportunity to distribute sponsor-provided promotional item(s) (subject to APEX Approval)
- All event signage to include sponsor logo and or name

Awards Ceremony Bar (Co-Sponsorship, Bars 1 & 2): \$5,000 Each

- Sign on the bar with sponsor logo and/or name
- Sponsor ribbon-wrap for the table wine
- Logo on napkins
- Recognition from the podium at the Awards Ceremony

Awards Ceremony Wi-Fi: \$10,000

- Custom login and password
- Custom splash page (pending venue availability)
- All event signage to host sponsor logo and/or name with login and password information



Istanbul, Turkey | 26-27 April 2023

All Content Market sponsorships include the following benefits:

- All event signage to host sponsor logo
- Recognition on event microsite and all emails promoting CM to members
- Additional benefits to be earned based on overall 2023 annual sponsorship level
- Additional benefits listed under each opportunity and in the 2023 tiered benefits chart (last page of this document)

+ Additional opportunities included under the specific offerings below:

AM Break Day 1: \$4,000

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

PM Break Day 1: \$4,000

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

AM Break Day 2: \$4,000

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

PM Break Day 2: \$4,000

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

Networking Lunch Day 1: \$7,500

- Opportunity to address attendees for 1-2 minutes
- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Logo on napkins

Networking Lunch Day 2: \$7,500

- Opportunity to address attendees for 1-2 minutes
- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Logo on napkins

Online Registration: \$3,000

- Logo on registration web pages and all email confirmations

Meeting Wi-Fi: \$10,000

- Custom login and password
- Custom splash page (pending venue availability)

Event Transportation: \$4,000

- Transportation includes to/from CM event each day and offsite networking event
- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

IFE Quiz: \$10,000 Individual (Co-Sponsorship \$4,000 Each)

- All event signage to host sponsor logo
- Recognition on event slides, event microsite and emails promoting CM to members

Networking Event: \$25,000

- Opportunity to address attendees for 1-2 minutes
- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Logo on napkins & cups
- All event signage to host sponsor logo
- Recognition on event microsite and all emails promoting CM to members

Get involved today.

Contact:

Daniel Chase, APEX

Sales Director:

dchase@apex.aero

Alan Goodin, APEX

Senior Sales

Manager:

agoodin@apex.aero



Los Angeles, California | 21-22 March 2023

All TECH sponsorships include the following benefits:

- *Event signage with sponsor logo and/or name*
- *Recognition and "thank you" message from the podium to the full audience*
- *Recognition at APEX EXPO based on overall 2023 annual sponsorship level including logo on "walk-in slides"*
- *Additional benefits to be earned based on overall 2023 annual sponsorship level*

+ Additional opportunities included under the specific offerings below:

Continental Breakfast, Days 1, 2, 3: \$5,000 Each

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

AM Break, Days 1, 2, 3: \$3,000 Each

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

PM Break, Days 1, 2, 3: \$3,000 Each

Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)

Networking Lunch, Days 1, 2, 3: \$7,500 Each

- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Opportunity to address attendees for 1-2 minutes
- Logo on napkins

Networking Event, Evening of Day 1: \$10,000

- Opportunity to distribute sponsor-provided promotional item (subject to APEX approval)
- Opportunity to address attendees for 5 minutes
- Logo on napkins

Email Blasts and Online Registration: \$4,000

- Logo on email blasts sent to membership regarding TECH (approximately 5)
- Exclusive logo with hyperlink on registration web pages and email confirmations

Meeting Wi-Fi: \$10,000

- Custom login and password
- Custom landing page (pending venue availability)
- Event signage with sponsor logo and/or name with login and password information

Get involved today. Contact:

Daniel Chase, APEX Sales Director: dchase@apex.aero

Alan Goodin, APEX Senior Sales Manager: agoodin@apex.aero

2023 Advertising Opportunities



E-Newsletter & Website Run-of-Site (ROS) Campaign

Our flagship digital product offers one week of advertising in our daily e-newsletter (APEX Daily Experience) alternated with one week of advertising on the apex.aero website. The website ads appear on the apex.aero landing page and the “Industry News” homepage.

<u>12 MONTHS</u>	<u>6 MONTHS</u>	<u>3 MONTHS</u>
\$13,500	\$8,100	\$4,500

Category-Specific Ads

Eight ads are available in each news category (Aircraft Interiors, Airport Experience, Entertainment & Connectivity, In-Flight Service, Thought Leadership & Brand). Four appear on the category homepage and four appear within related articles.

<u>AD SHARE</u>	<u>12 MONTHS</u>	<u>6 MONTHS</u>	<u>3 MONTHS</u>
100%	Custom	Custom	Custom
50%	\$10,800	\$6,750	\$4,050
25%	\$8,100	\$4,500	\$3,150

Footer Banner

This ad appears across every page of the website. It presents the only opportunity to feature on the apex.aero landing page and “Industry News” homepage if you are not participating in a Newsletter & Website ROS Campaign.

<u>AD SHARE</u>	<u>12 MONTHS</u>	<u>6 MONTHS</u>	<u>3 MONTHS</u>
100%	\$13,500	\$8,100	\$4,050
50%	\$8,100	\$5,850	\$3,150

Advertising Reach

Website (apex.aero)

- 40,000 visitors per month (average since new website launch in October 2020)
- 45,000 pageviews per month
- 24,500 unique visitors per month

E-Newsletter (APEX Daily Experience)

- 4,500+ subscribers
- Open rate (2020 average): 22%
- Click-through rate (2020 average): 4.6%
- 30,700 clicks per month (includes ads and editorial)
- 4,500 unique clicks per month (includes ads and editorial)

Stephen O’Connor, APEX Commercial Director: steve@sales.apex.aero

2023 Tiered Benefits Chart

Sponsors and advertisers receive additional benefits based on the value of their selected purchases. Benefits are as follows:

	DIAMOND	EMERALD	RUBY	SAPPHIRE	PLATINUM	GOLD	SILVER	BRONZE	COPPER	BELOW
	\$50,001+	\$40,001 -\$50,000	\$30,001 -\$40,000	\$20,001 -\$30,000	\$15,001 -\$20,000	\$10,001 -\$15,000	\$5,001 -\$10,000	\$2,501 -\$5,000	\$1,500 -\$2,500	\$1,500
Complimentary Booth Space at 2024 EXPO (Each booth is 2 x 3 meters in size)	2 booths free	1 booth free	75% off 1 booth	60% off 1 booth	50% off 1 booth	25% off 1 booth				
Complimentary Exhibitor Registration at 2023 EXPO or Content Market*	7	6	5	4	4	3	3			
Priority Points toward 2024 EXPO Booth Selection	200	150	120	100	80	60	40	20		
Sponsor provided full color logo on event website with link to provided website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sponsorship mention in event promotions on APEX platforms	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mention in "Thank You" presentation shown at EXPO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

ABOUT APEX:

As a global non-profit and one of the world's largest international airline associations, APEX accelerates our industry with the backing of nearly every major airline and valued supplier. 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. APEX reinvests all 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.

APEX serves as a resource to the businesses and professionals that create, deliver, and manage the airline passenger experience, and the association provides the industry with a forum for knowledge sharing, collaboration, and networking.

MISSION STATEMENT:

Strengthen the industry and enable business opportunities through education, innovation, networking and recognition.

VISION STATEMENT:

To elevate the passenger experience through our influential community.

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