Onboard HOSPITALITY FORUM Asia

Innovating for inflight hospitality excellence

The 2025 event for inflight catering, wellbeing, design and innovation specialists targetting Asia

November 11-12, 2025 · Marina Bay Sands, Singapore



- one inspirational **dedicated hospitality zone**
- a **choice of commercial opportunities** to suit all budgets
- a **hosted buyers** programme and networking lounge

MEDIA KIT

Focus on Asia

The ***Onboard Hospitality*** team is now pulling together its sixth ***Forum - Asia*** hospitality trade event, taking place in Singapore, November 2025.

Co-located at Singapore's Sands Expo and Convention Centre, the 2025 editions of the FTE APEX Asia Expo and Onboard Hospitality Forum-Asia are themed ***Accelerating Innovation***. This productive trade show is already recognised as Asia's biggest free-to-attend passenger experience and business performance expo.

In 2024 a total of 71 exhibitors met with attendees in an exhibition hall that featured a dedicated Onboard Hospitality Forum-Asia Buyers' Lounge and Startup Zone for innovative new companies. Additionally, 21 conference sessions were hosted across two stages. Sessions on the Expo Stage are accessible to all attendees while access to the Premium Conference Stage is restricted to Premium Conference pass holders.

The ***Onboard Hospitality*** team will moderate debate on the EXPO stage.

Being co-located within the FTE APEX Asia Expo, it will be powered by strong in-person participation onsite in Singapore allowing airline executives to share best practice, ideas and challenges.

FTE APEX Asia Expo is in its 15th year. It is the major free-to-attend expo for the passenger experience in Asia. Over 120 airlines and airports are represented year after year.

Onboard HOSPITALITY

FUTURE TRAVEL EXPERIENCE APEX+ ASIA EXPO

For more information contact Exhibition Director: **Craig McQuinn**
craig.mcquinn@onboardhospitality.com / +44 (0)20 8649 7233

Key reasons to book

The *Onboard Hospitality* team believes this is THE event for you. Here's why:

- FTE APEX Asia Expo is the **only** show in Asia combining inflight catering, equipment and tech under one roof.
- It connects inflight product buyers with all their end-to-end customer experience solutions.
- Delegates are Senior Executive decision-makers from airlines and airports who manage buying teams.
- Leading buyers are hosted by *Onboard Hospitality* to maximise engagement with exhibitors at the event.
- Industry experts will join *Onboard Hospitality* on stage to focus on the unique demands and potential of the Asia Pacific region and explore key issues.
- Asia is experiencing dramatic growth and this event allows you to discover why and see how to capitalise on it.
- Exhibitors are able to access an online meetings system prior to the show through which they can target specific interactions.
- All exhibitors will receive extensive editorial coverage from *Onboard Hospitality,* including within a dedicated show preview and review with exhibitor profiles, interviews, insights and product news. A Premium Pass is also included, giving access to top-class conference sessions and networking events.
- The event is a cost-effective showcase for products and services which enhance the customer experience. Prices start from as little as £2,856 for a 6m² (3mx2m) space for the two days and includes a premium pass pass to top-class conference sessions and networking events.
- It will be productive and great fun!



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Creating a buzz

Onboard Hospitality's commitment to this event guarantees you top quality editorial exposure. Get involved in our Forum-Asia and you will benefit from the following high-profile coverage opportunities:



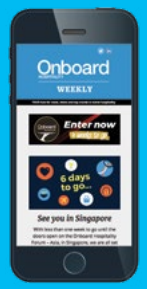
ONLINE

This event has its own dedicated online zone featuring show highlights, new products and full exhibitor profiles

GALLERY

We'll be creating a colourful photo gallery designed to bring the event to life well beyond the exhibition halls





WEEKLY NEWSLETTER

The event and its exhibitors are featured regularly on our weekly newsletter – distributed to over 23,000+ industry professionals

SOCIAL MEDIA

We're spreading the word! To help increase your profile worldwide and visitors to your stand we'll be promoting this event and all exhibitors through our well followed Instragram and LinkedIn feeds



EDITORIAL COVERAGE

Be a part of this event and you will also be a part of our extensive editorial coverage, which will showcase exhibitors to the max



MEET THE EXHIBITORS



PAST EVENT COVERAGE

Our editorial team will be previewing this event, attending it and reviewing it – both in print and online. Make the most of your attendance by liaising with our Technology Editor Stuart Forster for top-level coverage.

EDITORIAL OPPORTUNITIES

Contact ***stuart.forster@onboardhospitality.com***

- Exhibitor profiles
- Speaker session topics
- Interviews and insights
- Product updates and news

OUR TEAM CAN ALSO HELP WITH...

- Competitions and awards
- Marketing and promotions
- Ad campaigns
- Design services
- Contract print and production
- Event photography
- E-marketing
- Brochures and flyers
- Event moderating

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Exhibition options

including sponsorship and advertising

1

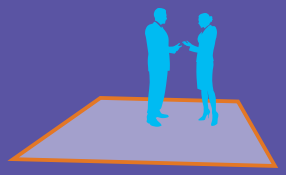
Space only*

Booth cost: 6m² smallest size available

GB £2,856 / US $3,570

GB £476/ US $595 (per square metre)

Other space only size options are available



2

Shell scheme*

Shell scheme booth to include carpet, spot lights, power point, name and fascia board

Booth cost: 6m² smallest size available

GB £3,336 / US $4,170

GB £556 / US $695 (per square metre)

Other shell scheme size options are available



3

Sponsorship packages starting from
GB £2,600 / US $3,250

Includes: hosted buyers lounge; branding on pre-vent marketing HTML emails and throughout the Forum-Asia dedicated zone at the show; listing on all show web pages; extensive editorial coverage and a solus e-newsletter to *Onboard Hospitality's* digital database

4

Speaker opportunities available for topical sessions throughout the two days across two stages. Contact us for further details

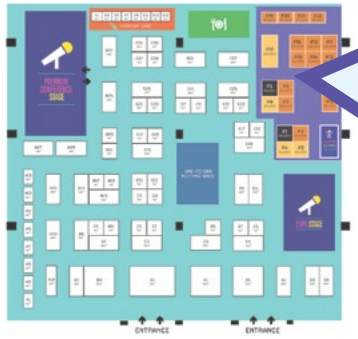
***Stand share:** Additional charge of GB £2,000 / US $2,500 – includes company name and logo on Future Travel Experience website and show preview, and stand personnel pass

Passes: 1 x premium pass for 6m²
2 x premium passes 9m²
3 x premium passes for 12m²
4 x premium passes for 18m²

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Venue and floorplan 2025

FTE APEX Asia Expo+, now in its twelfth year, is an event powered by strong in-person participation at the Marina Bay Sands – an integrated resort notable for transforming Singapore's city skyline with its iconic design and a 120,000-square-metre (1,300,000 sq ft) convention-exhibition centre.

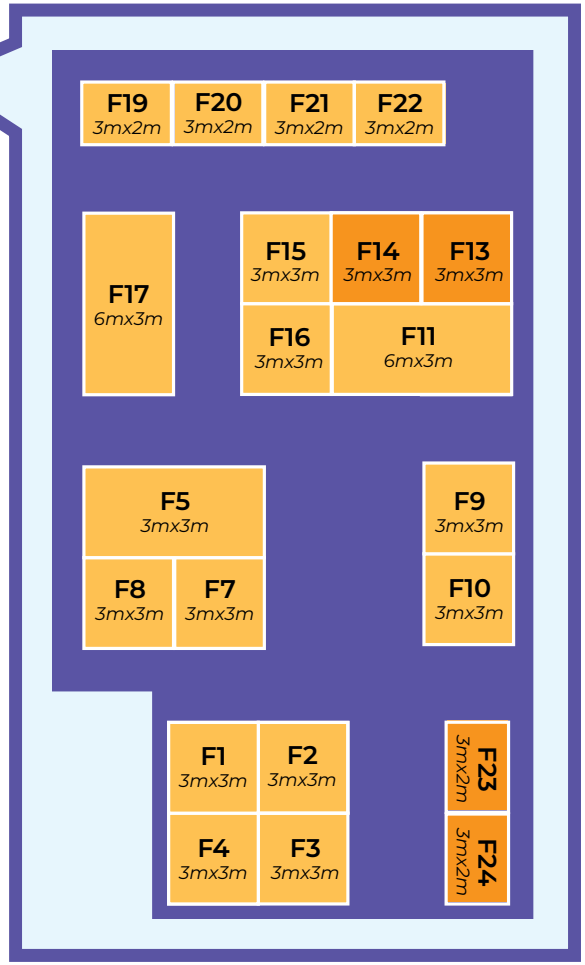


Confirmed exhibitors:

- Aviasoft — STAND F1
- Flightparts — STAND F2
- Envogue — STAND F3
- STAND F4
- ROUTE — STAND F5
- ZIBO RAINBOW — STAND F7
- STAND F8
- KORITA aviation — STAND F9
- STAND F10
- Gispol — STAND F11
- IVANS — STAND F15
- AAB-inflight — STAND F16
- LINSTOL — STAND F17
- bodd.io — STAND F19
- The CHOYA — STAND F20
- STAND F21
- Orange One — STAND F22

KEY:

AVAILABLE | RESERVED | BOOKED



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Buyer profiles

Who attends? A snapshot of 2024 delegates:

PASSENGER EXPERIENCE/CATERING: Inflight and Ground Product Manager – Air Astana, Senior Customer Manager Singapore – Air New Zealand, Head of Development – AirAsia, Co-Founder and CEO – AirWhizz (AirBuzz Private Limited), Director – All Nippon Airways Co.,Ltd, Senior Project Manager – American Airlines, Deputy Director – All Nippon Airways Co.,Ltd, Chief of Architect & Interior – Bangkok Airways, Director – Cambodia Airlines, General Manager Customer Experience and Design – Cathay Pacific Airways, Director Guest Experience and Innovation – Cebu Air, Inc, Director Product & Services Division – China Southern, Vice President Inflight Services – Garuda Indonesia Airline, Account Manager – IndiGo, Procurement – Japan Airlines, Vice President Marketing and Customer Experience – Jazeera Airways, Head of Guest Experience – Jet Airways, Head of Commercial – Jetstar Asia Airways, Head Customer Engagement – Malaysia Airlines, F&B Manager – Malaysia Airlines Berhad, Head of Product & Innovation – Malindo Air, Regional Director – Myanmar National Airlines, Project Lead Customer Experience – PAL Express, Executive Vice President Operations – Peach Aviation, Vice President for Inflight Services – Philippine Airlines, Senior Manager – Garuda Indonesia Airline, Senior Manager Travel Domain – Qantas Airways, Vice President – Qatar Airways Southeast Asia, Projects Manager – Royal Brunei, Product Development Manager – Scandinavian Airlines, Cabin Services Vice President – Scoot, Inflight Service Executive – Silkair, Manager Inflight Services – Singapore Airlines, Country Manager – SriLankan Airlines, Marketing Research Analyst – Thai Airways International, Customer Experience Manager – Turkish Airlines, CEO – UFLY Alliance, General Manager – United Airlines, General Manager – Uzbekistan Airways Singapore

2024 **Buyers**

AIRPORT DEVELOPMENT: Air Astana, Air Canada, Air India, Air Macau, Air New Zealand, Air Niugini, AirAsia, Alaska Airlines, All Nippon Airways, Azul Brazilian Airlines, Bamboo Airways, Bhutan Airlines, Cathay Pacific Airways, Cebu Pacific Air, China Airlines, Cojet Aviation, Delta Air Lines, Drukair Singapore, Dubai Air Wing, EL AL Israel Airlines, Emirates Airline, Ethiopian Airlines, Etihad, EVA Air, flyadeal, flydubai, Garuda Indonesia, Gulf Air, HK Express, IndiGo (Interglobe Aviation), International Airlines Group, Japan Airlines, Jetstar, Asia Airways, Korean Air, Lufthansa, Malaysia Airlines, Nepal Airlines, Nok Air, Philippine Airlines, Qantas Airways, Qatar Airways, Royal Brunei Airlines, Scoot, Singapore Airlines, Southwest Airlines, SriLankan Airlines, Sun Air, Thai Airway, Turkish Airlines, United Airlines, Vietjet, Vietnam Airlines, Virgin Australia, ZIPAIR

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