



[LET'S MEET... VIRTUALLY]

DECEMBER 8-9

Onboard Hospitality and IFSA (International Flight Services Association) will jointly host a ground-breaking, interactive online virtual trade show for inflight hospitality, co-located with the new FTE-APEX Virtual Expo. This will create a first-of-its-kind virtual trade show for the entire air transport industry.



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The launch follows growing demand for virtual events *Onboard Hospitality* has been involved in, from **webinars and video interviews to enews updates and online debates**. It is a unique chance to replace some of the conversations and interactions that have been impossible during the COVID-19 pandemic. The event is expected to attract **8,000-plus online attendees and content and booths will be available for up to 30 days** after the live event.

A unique Networking Lounge will allow Premium Pass holders to network via messaging and video calls.



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[THE VIRTUAL EXHIBITION]

The Onboard Hospitality-IFSA Virtual Expo will run 24-hours a day, this December 8-9, to accommodate all time zones and pioneer a new online event format. Delegates will then be able to return to the booths for up to 30 days after the event. Catering and Wellbeing suppliers will sit within a clearly signposted 'Inflight Hall' alongside an 'Airport Hall', dedicated 'Startup Zone' and 'Ancillaries Zone'.

BOOTH FEATURES CAN INCLUDE:

- Interactive branded virtual booth set up
- Presentations direct from suppliers' offices and factory floors
- Online meetings via messaging, video calls and real-time chat
- Live product demonstrations
- Collateral downloads
- Share digital brochures
- Product launches

Systems will also be established for suppliers to send product samples to delegates if required. Booths are quick and easy to set up and provide a platform for the industry's most progressive suppliers to showcase their products and services to airlines and airports.



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TYPES OF EXHIBITION BOOTH

There are four different options available - Diamond, Platinum, Gold and Silver - all of which are extremely cost-effective, with a starting price of just GB £3,840. You will be able to customise the booth with your company's branding and you won't have to worry about any additional build costs.

WHY EXHIBIT?

Due to the ongoing impact of COVID-19, it's impossible for most people to meet face-to-face at physical events in 2020. Extensive industry sampling showed there is still a great need and desire for stakeholders to engage with suppliers as part of their existing and new procurement strategies. Virtual events are undoubtedly the best platform to achieve this for the remainder of 2020 and we have already proved with our recent webinars and virtual events that we can attract online attendees in their thousands. In addition, a virtual event removes the need for participants to pay for travel, accommodation, shipping and all other costs associated with attending in-person trade shows.



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[CONFERENCE]

The theme of the combined event is “*Transforming air transport post-COVID-19*”. A packed, integrated conference programme will run alongside the co-located Virtual Expos with content tailored to the Asia-Pacific, EMEA and Americas regions.

THE PROGRAMME WILL INCLUDE FOUR STREAMS COVERING

- Inflight passenger experience, including retail
- Digitalisation & Innovation
- The airport experience
- Ancillaries

Speakers will include leading airline and airport CEOs, procurement and innovation executives.

NETWORKING

During our live days on 8 and 9 December, the Virtual Expo is open to all air transport industry professionals from across the world. The virtual event will be open for 24 hours a day to suit all time zones. Senior executives from airlines and airports can easily visit your virtual exhibition booth, regardless of which country or time zone they are in. What's more, you'll know exactly who wants to see you. Remember, airlines, airports and all other buyers can attend the virtual expo free of charge - we won't be charging them a single dollar as long as they visit at least 3 exhibition booths during their time online with us!

The **Onboard Hospitality**, IFSA, FTE and APEX teams will all be working intensively in the coming weeks and months to engage with the industry and ensure the best possible attendance, especially from airlines and airports, the majority of whom are now unable to attend physical trade shows for the remainder of 2020.

During the lead up to the show, all exhibitor and sponsor logos will be included on our extensive email and social media marketing campaigns, providing another opportunity to get your brand in front of.

PACKAGES & PRICING

	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE	DIAMOND PACKAGE (ONLY THREE AVAILABLE)
PRICE	£3,840.00	£7,690.00	£13,850.00	£19,230
Booth design (see below)	Professional	Professional	Advanced	Advanced
Number of stand personnel	3	6	8	10
ONBOARD HOSPITALITY ▾				
Onboard Hospitality magazine editorial coverage	✓	✓	✓	✓
Onboard Hospitality magazine advert	¼ page horizontal	½ page horizontal	Full page	Double Page Spread
Onboard Hospitality FINDER listing	Basic Entry	Basic Entry	Enhanced Entry	Premium Entry
Onboard Hospitality home page button advert			✓	
Onboard Hospitality home page banner advert				✓
Onboard Hospitality video interview with Editor				✓
STAND CUSTOMISATION ▾				
Upload dedicated artwork	✓	✓	✓	✓
Upload supporting documents	5 documents	10 documents	20 documents	Unlimited documents
Upload supporting video files	4 videos	8 videos	12 videos	Unlimited videos
'Virtual Intro' video	✓	✓	✓	✓
Links to external websites	2 external links	4 external links	6 external links	11 external links
Embed videos into artwork	✓	✓	✓	✓
FUNCTIONALITY ▾				
1:1 Text, Voice & Video Chat	✓	✓	✓	✓
Deliver a presentation or demo capabilities to multiple participants at a given time (embed links for scheduled briefings or demonstrations straight from your HQ or factory). Your demo information will be integrated into our "Demo Schedule" shared with all attendees on our pre-event and onsite schedule		✓	✓	✓
DATA & ANALYTICS ▾				
Data & analytics of visitors to your stand plus a functionality to leave a message	✓	✓	✓	✓
Data of all registered delegates relevant to your areas of capability 30 days in advance		✓	✓	✓
Data of all relevant FTE APEX Virtual Expo registered delegates 30 days in advance (does not include any co-located events)				✓
EXTRA FEATURES ▾				
Exhibitor profile in our event preview	✓	✓	✓	✓
Sponsored tile in the exhibition hall		✓	✓	✓
Sponsored banner in the venue lobby			(hyperlinked to your hall)	(hyperlinked to your stand)
Prominent exhibition location			✓	✓
Insert into delegate 'grab bag'	✓	✓	✓	✓
Dedicated pre-event e-promo to all registered attendees				✓
Live conference speaker involvement				✓
'On Demand Speaker Zone' involvement			✓	✓
2 x 'push notifications' that pop up in the bottom right-hand corner of the screen to announce when a presentation or demo is about to start				✓
PACKAGES INCLUDE ▾				
Company logo included on list of sponsors/exhibitors on OBH/IFSA & FTE/APEX Virtual Expo websites	✓	✓	✓	✓
Your logo on ALL event marketing HTML emails from Onboard Hospitality magazine, which are sent to 19,100+ senior procurement executives, and other industry leaders, ahead of the virtual event plus coverage on digital communications from the FTE team			✓	✓
Company logo on other select promotional material		✓	✓	✓
Company logo highlighted as a sponsor in the virtual entrance foyer			(slide display)	(static display)
Company logo on dedicated sponsorship signage in the virtual event			✓	✓
Advertisement in the Virtual Expo Show Guide				✓

PROFESSIONAL BOOTH DESIGN OPTIONS



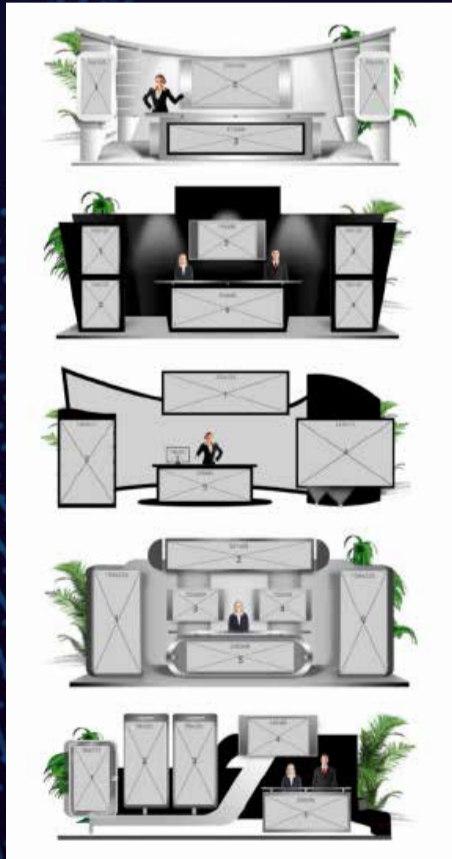
A

B

C

ADVANCED BOOTH DESIGN OPTIONS

All professional design options, plus:



1

2

3

4

5



[CONTACT US]



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“We are incredibly excited to host this truly dynamic and global virtual event, and we are looking forward to offering much more than straightforward webinars, which have become commonplace in recent months. The industry wants more than that now and FTE APEX Virtual Expo co-located with Onboard Hospitality-IFSA Virtual Expo will provide the sector with a large-scale digital trade show that will creatively offer real engagement, networking and business development opportunities for everyone involved.”

DANIEL COLEMAN, FUTURE TRAVEL EXPERIENCE FOUNDER & CEO

