

Polly Magraw, AIX, WTCE Event Director, on what to expect at 2021 virtual expo

[Reed Exhibitions](#), organizers of Aircraft Interiors Expo ([AIX](#)) and World Travel Catering & Onboard Services Expo ([WTCE](#)), announced last week that this year's events will transition to a virtual experience, taking place September 14 to 16. *PAX International* contacted Polly Magraw, Event Director at Reed Exhibitions, to get the latest developments on the virtual expo.



Polly Magraw, Event Director, Reed Exhibitions

"We're currently finalizing plans with our platform provider and will be sharing more information in the coming weeks," Magraw tells *PAX* on April 30. "It is a fully flexible digital platform that will offer

exhibitors and attendees the opportunity to reconnect with colleagues globally at a critical time to accelerate the recovery.”

The three-day virtual event will incorporate AIX, WTCE and the Passenger Experience Conference ([PEC](#)) as a cost-effective alternative to meet with industry colleagues, showcase new products and services, and schedule one-to-one business meetings. PEC will include live sessions as well as on-demand options for those unable to tune in live.

Exhibitors will have access to a range of possibilities, including product showcases, pre-scheduled meetings, and the ability to contribute to the thought-leadership program. Exhibitors will be contacted in the coming weeks with more details.

“The virtual event will deliver not only the high-quality business connections the events are known for, but also a program of thought leadership content that will provide professionals from across the global interiors and onboard services industry with tangible learning opportunities that they can apply to their business as the industry rebuilds,” Magraw says.

As a proud Media Partner for the event, *PAX International* and *PAX Tech* will be distributing special digital editions of WTCE and AIX issues during the virtual show.

The in-person events in Hamburg are postponed to June 14 to 16, 2022.