

APEX/IFSA Awards planned for Long Beach EXPO

After a long hiatus due to the pandemic, judges will gather in Long Beach, California November 29 to pick winners in the [APEX/IFSA Awards](#). The APEX/IFSA Awards recognize specific, innovative and new achievements successfully implemented in the past year.

This will be the first year in several that judging will be done in person before the start of the EXPO, which runs this year November 30 to December 2.

Among the group of judges this year is [PAX International](#) and [PAX Tech](#) Editor-in-Chief Rick Lundstrom.

“I’m happy again to be a part of such an experienced and knowledgeable group of colleagues,” says Lundstrom. “I always come away excited with the entries and with new ideas to expand and refine our coverage of the industry.”

The awards winners will be announced at an early-evening networking event December 1, sponsored by [Thales](#).

The awards recognize innovations in the following categories:

- **IFSA Best Inflight Food or Beverage**

Recognizes a food or beverage product that appeals to passengers’ taste and enhance the onboard experience. The product can be an economy class complimentary or buy on board

- **IFSA Best Onboard Amenity**

Recognizes an amenity kit that provides an enhanced onboard passenger experience

- **APEX/IFSA Best Cabin Innovation**

Recognizes outstanding achievement in creating a thoughtful new cabin environment, including galleys, lavatories, and means to increase efficiency for crew

- **APEX/IFSA Best Product or Service**

Honors innovations in passenger comfort, including seats, design, lighting, temperature control, air quality and more. Sustainable entries will be given additional credit

- **APEX Best Inflight Connectivity Innovation**

Honors airlines and/or their vendor partners who have created a new inflight innovation including interactive connectivity onboard, unique WiFi features/offers, etc.

- **APEX Best Inflight Entertainment Innovation**

Award airlines and/or their vendor partners who have created a new inflight innovation that is elevating the passenger experience via GUI design, features/applications, streaming, hardware, seat integration, etc.

- **APEX Best Airport Innovation**

Recognizes achievement in creating a new airport innovation, idea or offering

- **APEX Best Marketing Innovation**

Awards achievement in creating a new marketing campaign or idea