

IFSA Global EXPO heads to Dallas with big ambitions

This is a special feature from the [September 2026 IFSA Global EXPO issue](#) of *PAX International*, on [page 69](#).



Lauren Costello, Executive Director, IFSA

[IFSA Global EXPO](#) is entering a new era marked by its relocation to Dallas, Texas, USA this year, running from September 8 to 10.

“This move allows us to create an experience that is even more tailored to the onboard services community,” Lauren Costello, Executive Director of International Flight Services Association ([IFSA](#)), tells *PAX International*.

At the time of writing, representatives from 50 airlines are registered to walk the joint IFSA and Future Travel Experience ([FTE](#)) show floors, and 75 exhibitors across 250 booths are confirmed, making this year’s event larger than last year’s in Long Beach, California.

Agenda overview

The 2026 edition will feature IFSA-specific programming, an expanded networking reception, a strengthened thought leadership agenda and a larger IFSA Awards program. Key programming themes include sustainability, premiumization, operational efficiency and food safety supported by IFSA World Food Safety Guidelines aimed at strengthening global standards and supply chain transparency.

At the same time, digital transformation continues to reshape onboard services. Airlines are adopting tools such as forecasting, pre-ordering, personalization and inventory management systems to reduce waste, improve efficiency and enhance the passenger experience.

This year also marks the return of Fun Night in a refreshed format as the Opening Networking Reception, taking place at the Glass Cactus, located on the grounds of the host hotel, the Gaylord Texan. The reception will include food, beverages and entertainment, giving attendees an energetic way to officially kick off this year's Global EXPO.

Six dedicated IFSA Awards will recognize innovation across food and beverage, amenity kits and tableware. The expanded awards program reflects the range of product development happening across the onboard services sector, where design, hospitality, sustainability and operational performance are increasingly connected.

The show will feature two chef demonstrations; One will be presented by [American Airlines](#), as the carrier celebrates its centennial year, while another will be presented by [Aeromexico](#).

IFSA tells *PAX International* it has confirmed nearly 95 percent of its speakers.



Food safety remains a priority, supported by updated IFSA World Food Safety Guidelines aimed at strengthening global standards and supply chain transparency

United by a shared mission

Costello notes that the broader [APEX](#), FTE and IFSA community remains united by a shared mission to improve the end-to-end passenger experience, with food, beverage, hospitality and service expectations now spanning the entire journey.

Despite the growth of digital communication, Costello emphasizes IFSA's continued focus on face-to-

face engagement, with stakeholders valuing opportunities to connect with the right people, have meaningful conversations and build relationships in a focused timeframe.

“There is no substitute for in-person,” Costello says.