

Industry abuzz ahead of APEX Global EXPO 2024



Dr. Joe Leader, Group CEO of APEX, IFSA and FTE, (second from right) pictured with West Entertainment sponsors and Aijaz Khan, Publisher, *PAX International* and *PAX Tech* (right) at APEX Global EXPO 2023

The industry is abuzz preparing for the APEX Global EXPO 2024 taking place at the [Long Beach Convention & Entertainment Center](#) in California this fall, from October 28 to 30.

Following feedback from last year's event, [APEX](#) (Airline Passenger Experience Association) has increased the length of the trade show to include 2.5 days of exhibits. Attendees can also look forward to Thought Leadership panels on the shared APEX/IFSA stage, networking on the show floor and an airline lounge to increase value for buyers with peer-to-peer networking opportunities. The event is co-located with FTE and IFSA Global EXPO.

Schedule overview - presentations, panels and social events

APEX Global EXPO will open on October 28 with a CEO keynote address, sponsored by [Thales](#), followed by a lunch sponsored by [Panasonic](#).

The first panel of the EXPO, entitled "Leading the Way: Boosting Airline Net Promoter Scores Through Enhanced Connectivity Models," will focus on innovative strategies for leveraging enhanced connectivity to drive airline Net Promoter Scores, featuring presenters Xia Cai, [Qatar Airways](#); Matthew Klein, Spirit Airlines; Ekrem Dimbiloglu, [Delta Air Lines](#) and moderated by PaxEx Aero's Seth Miller.

The panel is followed by the afternoon's, "A X-Industry Approach: Enhancing Passenger Experience For All By Driving Accessibility Innovation."

Panelists include Ingo Wuggetzer, [Airbus](#); Rick Salanitri, [Delta Flight Products](#); Tyler Anderson, Delta Flight Products; Jack Kavanaugh, Board of Directors of the National Disability Authority and Center for Excellence in Universal Design; and Jo Rowan, [PriestmanGoode](#). The session will present a cross-industry approach with experts collaborating and sharing experiences to develop solutions for air travel for those with mobility impairments.

The last panel of day one is moderated by Maryann Simson of Jetway Communications, "Embracing the New Era: Pioneering the Future of Airline IFE Curation for 2030." It examines forward-looking strategies and creative curation approaches intended to revolutionize the IFE landscape by 2030.

The first day of APEX Global EXPO 2024 caps off with a welcome networking reception where attendees can mingle, sponsored by DirecTV and West Entertainment.

Day two begins bright and early with an Airline Breakfast sponsored by Panasonic. The exhibition hall officially opens at 9:00 am, with the first panel of the day on the Thought Leadership Stage commencing shortly thereafter.

"Loyalty and Latitude: Maximizing In-Flight Ancillary Revenue Through Personalized Experiences" explores strategies to maximize inflight ancillary revenue through the lens of personalized passenger experiences, leveraging data and technology. Presenters include Oren Butanksy, EL AL; Nick Ewan, The Points Guy; and Mark Muren, [United Airlines](#).

Then mid-morning, Matthew Klein, Spirit Airlines, speaks on "Overcoming Supply Chain Challenges for Onboard Product Innovation" in Hall B.

In the afternoon, airline presenters join Simson for "IFE Viewing Religions: The Future of Airline Seatback vs BYOD," to discuss the evolving preferences between traditional seatback screens and the BYOD (Bring Your Own Device) trend. Panelists include Anton Vidgen, [Riyadh Air](#); Antonio Fernandez, [Aeromexico](#); and Todd Traynor-Corey, [Alaska Airlines](#).

On October 30, the third and final day of APEX Global EXPO 2024, Fabien Pelous, Air France, and Mustafa Mucahitoglu, Turkish Airlines, discuss "Shaping Tomorrow: Crafting the Next-Gen Digital Cabin for Enhanced Passenger Experiences." This session examines groundbreaking digital innovations for the next-gen airline cabin and address how customer-centric design can reshape

passenger experiences.



Winners of the 2024 Best in Airline Awards, at APEX Global EXPO 2023 (Photo credit: Airline Passenger Experience Association)

APEX Awards

The APEX Awards Ceremony Reception and Awards Ceremony takes place on October 30, co-sponsored by Thales and [gategroup](#). The ceremony reception will take place in the LBCC Room 104 Foyer with the ceremony to follow inside Room 104.

The awards consist of five categories:

- APEX Innovate for Best Inflight Connectivity
- APEX Innovate for Best Inflight Entertainment
- APEX/IFSA Innovate for Best Cabin
- IFSA Best Inflight Food or Beverage
- IFSA Best Onboard Amenity

Jane Hobson, Managing Editor at *PAX International* and *PAX Tech*, will be a judge in this year's APEX

Awards and is pleased the join the panel.

"I'm thrilled and honoured to be a judge for the first time in this year's APEX Awards because it offers a unique opportunity to recognize and celebrate the innovations that are redefining the passenger experience in the airline industry," says Hobson. "It's exciting to have the opportunity to evaluate the cutting-edge innovations and to spotlight the companies and ideas that are truly elevating the industry."

Follow along with our coverage

PAX Tech is proud to be a media partner for APEX Global EXPO 2024 and will be providing live updates from the EXPO floor throughout the show. To stay up-to-date on the latest news and coverage, check out the PAX [e-newsletter subscription page](#) and follow us on [Instagram](#) and [LinkedIn](#).