

APEX CONTENT MARKET

2027 APEX Content Market Sponsorship and Advertising Opportunities

28-29 April 2027 | Athens, Greece

About APEX

As a global non-profit and one of the world's largest international airline associations, the Airline Passenger Experience Association (APEX) accelerates our industry with the backing of nearly every major airline and valued supplier. APEX reinvests all of its resources to serving its members, strengthening the worldwide airline industry, advancing thought-leadership, fostering business opportunities via events, developing global initiatives, setting key airline standards, and highlighting well-deserved recognition across our industry.

In conjunction with both the International Flight Services Association (IFSA) and Future Travel Experience (FTE), APEX serves the full spectrum of the end-to-end travel experience.

MISSION STATEMENT
To sustainably enhance passenger experience through meaningful engagement, innovation, recognition and collaboration across our global aviation industry.

VISION STATEMENT
To lead the global aviation industry by advancing sustainable, innovative, and collaborative solutions that enhance every passenger's travel experience.

APEX
THE AIRLINE PASSENGER EXPERIENCE ASSOCIATION

IFSA
INTERNATIONAL FLIGHT SERVICES ASSOCIATION

FUTURE TRAVEL EXPERIENCE

APEX in Numbers

Airlines

100+

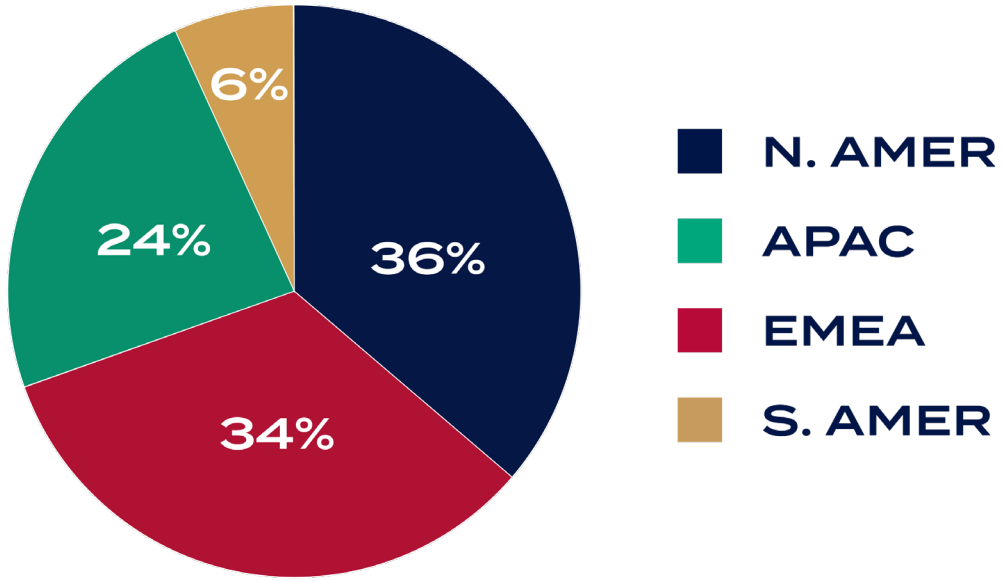
Suppliers

180+

Total individual members

4000+

Global APEX Membership Breakdown by Region





All Content Market sponsorships include the following benefits:

- All event signage to host sponsor logo
- Recognition on event microsite and all emails promoting CM to members
- Additional benefits to be earned based on overall 2027 annual sponsorship level
- Additional benefits listed under each opportunity and in the 2027 tiered benefits chart



Content Market Online Registration

Put your brand in the spotlight with our exclusive Online Registration sponsorship package. Your logo will be prominently featured on all registration web pages and email promotions, reaching a wide audience of attendees.

$3,000

Content Market Email Blasts

Promote your brand with a dedicated email to APEX Content Market attendees and airline IFE contacts. Showcase your offerings, build anticipation, and drive engagement with a tailored message sent directly to key industry decision-makers before the event.

5 available

$1,500

Bespoke Email Blast to APEX Database

Create an email to be sent on your behalf from APEX to target lists or our full database with over 8,000+ industry contacts.

$5,000

Registration Desk

Maximize your brand's exposure from the moment attendees check in! Have your branding on the APEX Content Market Registration Desk.



$4,000

Meeting Wi-Fi

Boost your brand visibility as the exclusive Wi-Fi Sponsor! Your logo will appear on the Wi-Fi login page and signage throughout the venue, high-visibility exposure as attendees access the internet onsite.

$3,000

Registration Badges

Put your brand in every attendee's hands. As the exclusive Registration Badge Sponsor, your logo will be prominently displayed on all attendee badges, maximizing visibility throughout the entire event.

$1,500

Lanyards

Your logo will be prominently featured on every attendee's lanyard, ensuring maximum visibility throughout the entire conference.



$6,000

Break Day 1 AM

Maximize visibility by distributing your sponsored materials* during the morning break. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.



$5,000

Break Day 2 AM

Maximize visibility by distributing your sponsored materials* during the morning break. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.

$5,000

Break Day 1 PM

Maximize visibility by distributing your sponsored materials* during the afternoon break. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.

$5,000

Break Day 2 PM

Maximize visibility by distributing your sponsored materials* during the afternoon break. Enjoy a 1-minute opportunity to address attendees and thank them for joining, enhancing your brand presence while engaging with key decision-makers in the industry.



$5,000

**Subject to APEX approval*

Lunch Day 1

As Lunch Sponsor, enjoy 1-2 minutes to address attendees, distribute your promotional items* and showcase your brand with logo placement on napkins and event signage featuring your logo, ensuring maximum visibility during the meal break.



$7,500

Lunch Day 2

As Lunch Sponsor, enjoy 1-2 minutes to address attendees, distribute your promotional items* and showcase your brand with logo placement on napkins and event signage featuring your logo, ensuring maximum visibility during the meal break.



$7,500



Thought Leadership Sponsor

Align your brand with industry insights and innovation. As a sponsor of the Airline Executive Thought Leadership Session, you'll be recognized on digital signage and have the opportunity to welcome attendees with a brief 1-2 minute introduction before the session begins.

$1,500

2/2 available

**Subject to APEX approval*

Networking Event Bar Sponsor

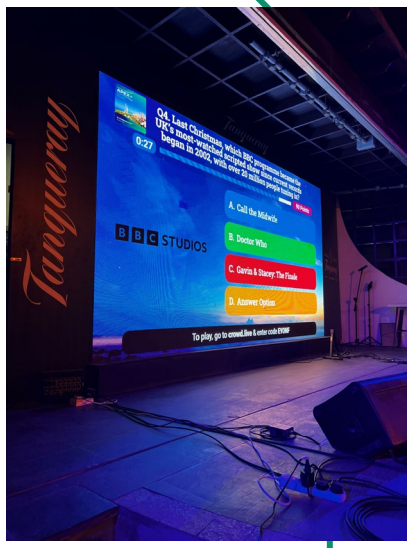
Raise your brand's profile at one of the biggest nights of APEX Content Market. As Bar Sponsor, your logo will be featured on signage and cocktail napkins during an evening of IFE trivia, networking, and awards.



$5,000

Quiz Question

Ask questions during the IFE Quiz and have your logo prominently featured throughout the quiz on the event slides. This is a great opportunity to engage attendees while increasing your brand visibility at the event.



4/4 available

$2,000

Airline Happy Hour

Distribute your promotional items*, address attendees, and enjoy prominent logo placement on event signage and napkins, ensuring your brand stands out while having the opportunity to network with airline attendees.



$5,000





**Subject to APEX approval*

Hotel Gift Drop

Leave a lasting impression on key airline industry professionals in the IFE sector with a welcome gift* delivered to agreed airline attendees upon their arrival at the hotel.



$5,000

Digital Spotlight Sponsor

Showcase your brand and create buzz ahead of the APEX Content Market! Feature a preview of your content in the APEX Daily Experience e-Newsletter and gain exposure across APEX's social media platforms (LinkedIn, X, and Facebook).



$1,500 *10 available*

Custom Sponsorship Opportunities Available

Our team can adapt our products and services to your marketing needs. We have extensive capabilities in all forms of content production – be it print, digital, reports, design or video. If you've got an idea and need help executing it, let us know!

APEX Social Media

Total Followers

37,000+

Average Monthly Impressions

45,000+

**Subject to APEX approval*

Sponsorship Tier levels - 2027

Sponsorship levels 2025	Diamond	Platinum	Gold	Silver
Spend	$60000+	$40,000 - $59,999	$25,000 - $39,999	$15,000 - $24,999
Complimentary Booth Space at EXPO (each booth 2m x 3m)	2 booth free	1 booth free	50% off 1 booth	25% off 1 booth
Complimentary full pass tickets to EXPO 2027, Content Market 2027* or APEX TECH 2027	7	5	3	2
Priority points towards 2027 Booth selection	200	120	80	60
Thought leadership interview & article with nominated staff member	✈			
Featured exhibitor in EXPO social media post	✈	✈	✈	✈
Company logo as sponsor on signage at EXPO	✈	✈	✈	✈
Thank you to Sponsors during Thought Leadership and Awards at EXPO	✈	✈	✈	✈
Sponsor provided full colour logo on website with url link	✈	✈	✈	✈

**Content Market registrations are for exhibitors or CSPs and do not include non-exhibiting suppliers.*

Advertise in the APEX Daily Experience

The APEX Daily Experience newsletter is your daily delivery of the most important airline passenger experience industry news from around the world. The APEX Media team carefully curates the top stories from leading international news sources and distills them for you in single, streamlined e-mail – bringing the best of the industry to your inbox.

Subscribers

4,500+

apex.aero/newsletter

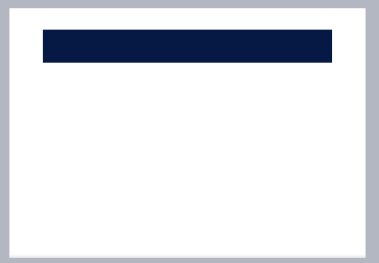


AD SPECS

Big Box – 300 x 250 px
Minimum: 150kb
Maximum: 300kb



Banner – 500 x 120 px
Minimum: 120kb
Maximum: 240kb



Accepted Formats: jpg/gifs (animated accepted)

APEX

APEX Website Advertisements

Our website is the digital hub for everything airline passenger experience-related. Learn about association initiatives and events, browse the membership directory and get your industry news – including access to the newsletter– all in one place.

Average Monthly Website Views

39,514

Average Monthly Users

16,681



AD SPECS

Big Box – 300 x 250 px
Minimum: 150kb
Maximum: 300kb

Leaderboard – 728 x 90 px
Minimum: 180kb
Maximum: 360kb

Super Leaderboard – 970 x 90 px
Minimum: 200kb
Maximum: 400kb

Billboard – 970 x 250 px
Minimum: 250kb
Maximum: 500kb

Accepted Formats: jpg/gifs (animated accepted)

Ready to soar to new heights and reach new audiences?



For exhibition, sponsorship, and advertising inquiries, please contact:

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steve@apex.aero

CONNECT WITH US