



## Aircraft Interiors Expo Americas, International Flight Services Association and World Airline Entertainment Association to co-locate in Long Beach, California for 2010

Aircraft Interiors Expo Americas (AIX), the International Flight Services Association (IFSA) Annual Conference & Exhibition and the World Airline Entertainment Association (WAEA) Conference & Exhibition have agreed to create the largest event across the North American Continent designed to meet the needs of airlines and suppliers specializing in the purchase and sale of interiors, onboard products and services, and inflight entertainment and communications.

Each event is highly successful in its own right, but the organizers have chosen to join forces to enable busy senior airline representatives to attend all three events at one location, over a three-day period, to maximize their valuable time out of the office. The show will take place in Long Beach, California, from 14 -16 September 2010.

The announcement comes during the WAEA 30<sup>th</sup> Annual Conference & Exhibition, which features education sessions on topics such as how airlines can maximize onboard inflight entertainment and communication (IFE&C) revenues and an update on the status quo of current airline trials.

When AIX Americas joined forces with the WAEA Annual Conference & Exhibition in 2008, the grand event attracted representatives from nearly 100 airlines and more than 300 suppliers. With the additional weight of IFSA behind the event, organizers are expecting to see even greater representation from both airlines and industry suppliers responsible for any area of the cabin interior, from design and fittings to inflight entertainment and catering services. The co-location of these three events provides a powerful business case for attendance.

**AIX Americas** is the only dedicated aircraft interiors event in the Americas region showcasing the cabin interior designs, IFE, connectivity and passenger services of tomorrow. The exhibition offers three days of networking opportunities for anyone involved in commercial airline supply chains. Key industry issues such as cutting edge weight saving materials, space efficient design and refurbishment solutions will be reflected on the exhibition floor while senior industry figures will take part in a 'Flying in the 21<sup>st</sup> Century' forum to discuss critical issues affecting the interiors industry.

**IFSA** has served the needs of the onboard services sector for more than 40 years now. It continues to champion the advancement of the art and science of both the inflight and railway onboard services industry and its yearly exhibition features around 120 exhibiting companies showing a variety of inflight products and services – including a cooking demo area that is popular with delegates. The event is attended by more than 50 airlines looking to expand their product base to enhance the overall passenger experience and broaden their knowledge regarding industry trends and issues through a variety of educational sessions and relevant presentations by industry leaders.

In the IFE&C arena, the **WAEA** Annual Conference & Exhibition is seen as the most valuable business trip of the year for the industry's professionals. This year's event promises an impressive line-up of education sessions led by industry experts, featuring the hottest trends impacting IFE&C today. In the exhibition hall more than 120 exhibitors will be showcasing an

extensive array of products, equipment and services so that delegates can experience first-hand the latest industry roll-outs in one of the most dynamic segments of today's aviation industry.

"The co-location of these events brings an immense opportunity for the global onboard products and services industry and for the many individuals who, in the past, have attended the multiple events. By simultaneously hosting these events, IFSA, AIX and WAEA afford attendees with the benefit of conducting important business related to the inflight experience in one location, at one time. It is our hope the co-location will prove invaluable to both exhibitors and conference attendees and will pave the way to more streamlined events in the future," said **Victoria Stennes, Vice President, Inflight Experience – JetBlue Airways**

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