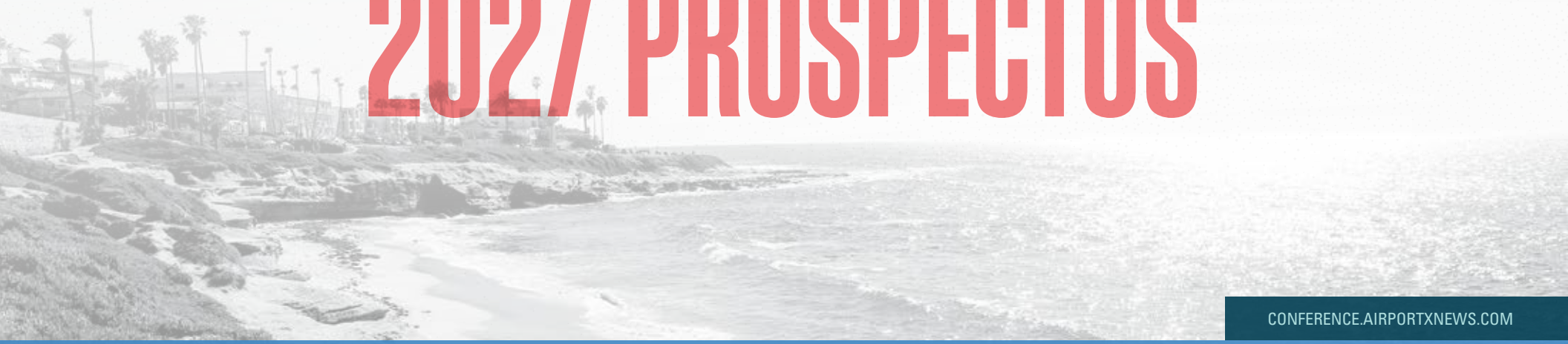
AIRPORT EXPERIENCE® conference

MARCH 14-17, 2027

SAN DIEGO, CALIFORNIA
GAYLORD PACIFIC CONVENTION CENTER

2027 PROSPECTUS



CONFERENCE.AIRPORTXNEWS.COM

THE MOST ESSENTIAL AIRPORT INDUSTRY EVENT OF THE YEAR





FOR MORE THAN 20 YEARS, THE AIRPORT EXPERIENCE® CONFERENCE HAS BEEN BRINGING TOGETHER AIRPORTS AND COMPANIES TO IMPROVE THEIR BUSINESSES AND INCREASE REVENUES

This conference attracts high-caliber executives from airports, concession operators, and brands, creating unparalleled networking opportunities. Learn about the latest industry trends, connect with key, hard-to-reach decision-makers, and discover how to grow your business in the dynamic airport environment.

WHY DO BUSINESS IN AIRPORTS?

Airports are thriving transportation hubs that attract an ever-expanding base of travelers. Whether embarking on a long-awaited family vacation or traveling for business, airline passengers represent a well-heeled and highly engaged audience.

Positioning your brand and products in front of this audience can be a powerful driver of growth. In 2025, airlines serving North American airports carried more than 2 billion passengers, according to Airports Council International. These travelers spend freely, with airport concessions generating upwards of $11 billion in annual revenue. Additionally, billions of dollars in retail and food and beverage opportunities are expected to come to market across North American airports over the next five years.

Key executives from airports, along with the concessionaires who operate within their terminals, attend the Airport Experience® Conference each year. Attending provides a unique opportunity to expand your reach, connect with decision-makers, and capture a share of this growing market.



WHY ATTEND?

If you're serious about growing your business in the airport space, the Airport Experience® Conference is where it happens.

As the industry's most relevant and connected event, AXC brings together airport leaders, concessionaires, and brands who are actively shaping the future of the passenger experience. This is not passive attendance. It is an opportunity to engage directly with the decision-makers driving development, innovation, and investment across North American airports.

AXC delivers a focused, high-value experience. From expert-led sessions and strategic discussions to curated networking and one-to-one meetings, every touchpoint is designed to move your business forward.

Whether you are entering the market, expanding your footprint, or strengthening existing partnerships, AXC provides the access, insight, and connections needed to accelerate growth.



AXC
ATTENDEE BREAKDOWN

43%
CONCESSIONAIRE

20%
BRAND



31%
AIRPORT

6%
OTHER



AXC 2026 AIRPORT PARTNERS

































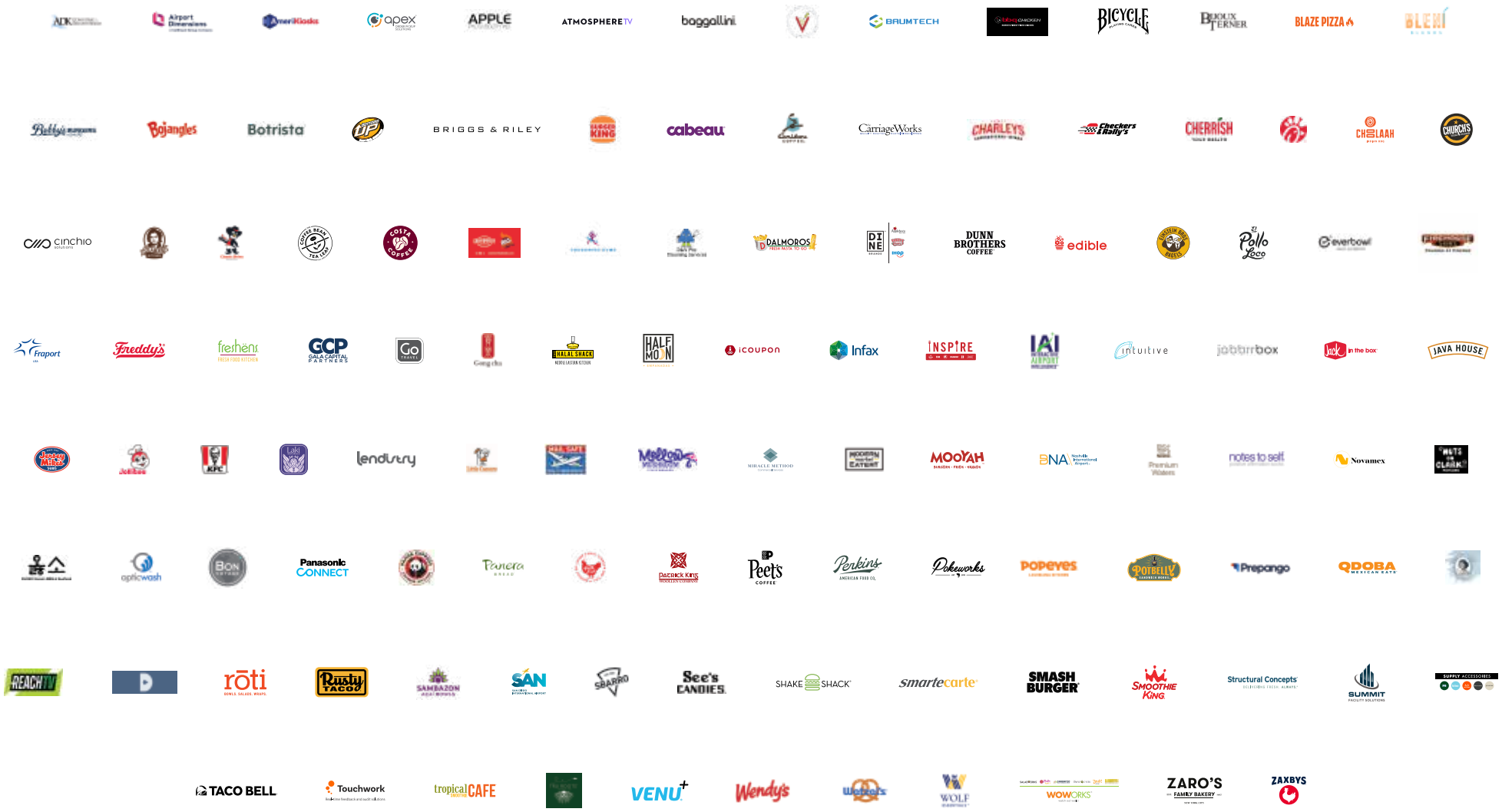









AXC 2026 EXHIBITORS



AXC 2026 SPONSORS







































































2027 EXCLUSIVE AIRPORT SPONSOR

SAN DIEGO
INTERNATIONAL AIRPORT





DISCOVER MORE TODAY AT WWW.SAN.ORG

WHY SAN DIEGO? CLICK HERE!

WHY EXHIBIT & SPONSOR?

Airports and concessionaires are continuously evolving their partner and product mix, creating ongoing opportunity for brands that are ready to engage. Exhibiting puts your brand directly in front of key decision-makers, allowing them to experience your products firsthand in a high-intent environment.

Sponsorship amplifies that presence, signaling commitment to the airport channel and elevating your brand among the industry's most influential leaders.

The Airport Experience® Conference is the most effective platform in North America for connecting airports, concessionaires, and brands. With a highly targeted audience and a format designed to drive meaningful interaction, AXC delivers real business outcomes, from new partnerships to expanded opportunities.

This is where visibility turns into connection, and connection turns into growth.



SHOW SPONSOR LEVELS

DIAMOND

- Prominent sponsor signage in the conference registration area and other high-traffic locations
- Company listing in the official conference attendee app
- Complimentary listing in the annual conference issue of Airport Experience News, the official publication of the Airport Experience® Conference and the only magazine included in all attendee bags
- Company listing with website link in the sponsors section of the official conference website
- Pre-event access to a roster of registered attendees for targeted outreach and promotions
- Three complimentary delegate registrations (a value of up to $4,050)
- Opportunity to include one promotional item in conference attendee bag (publications excluded)

$25,000 and Up

PLATINUM

- Prominent sponsor signage in the conference registration area and other high-traffic locations
- Company listing in the official conference attendee app
- Complimentary listing in the annual conference issue of Airport Experience News, the official publication of the Airport Experience® Conference and the only magazine included in all attendee bags
- Company listing with website link in the sponsors section of the official conference website
- Pre-event access to a roster of registered attendees for targeted outreach and promotions
- Two complimentary delegate registrations (a value of up to $2,700)
- Opportunity to include one promotional item in conference attendee bag (publications excluded)

$15,000 - $24,999

GOLD

- Prominent sponsor signage in the conference registration area and other high-traffic locations
- Company listing in the official conference attendee app
- Complimentary listing in the annual conference issue of Airport Experience News, the official publication of the Airport Experience® Conference and the only magazine included in all attendee bags
- Company listing with website link in the sponsors section of the official conference website
- Pre-event access to a roster of registered attendees for targeted outreach and promotions
- One complimentary delegate registration (a value of up to $1,350)
- Opportunity to include one promotional item in conference attendee bag (publications excluded)

$10,000 - $14,999

SILVER

- Prominent sponsor signage in the conference registration area and other high-traffic locations
- Company listing in the official conference attendee app
- Complimentary listing in the annual conference issue of Airport Experience News, the official publication of the Airport Experience® Conference and the only magazine included in all attendee bags
- Company listing with website link in the sponsors section of the official conference website
- Pre-event access to a roster of registered attendees for targeted outreach and promotions

$5,000 - $9,999

BRONZE

- Prominent sponsor signage in the conference registration area and other high-traffic locations
- Company listing in the official conference attendee app
- Complimentary listing in the annual conference issue of Airport Experience News, the official publication of the Airport Experience® Conference and the only magazine included in all attendee bags
- Company listing with website link in the sponsors section of the official conference website

$2,500 - $4,999

MAKE ATTENDEES TAKE NOTICE



EDUCATE THEM

- Sponsor a session and position your brand at the center of industry dialogue, with logo visibility throughout the general session room
- Sponsor a meeting room to connect with targeted audiences through curated content and branded materials
- Sponsor key digital touchpoints such as conference Wi-Fi or the official app to extend your brand across multiple platforms



ENGAGE THEM

- Sponsor a Happy Hour in the Experience Hall and connect directly with attendees in a high-energy, social setting
- Sponsor a meal and reach attendees at every seat with branded materials and messaging



ENTERTAIN THEM

- Sponsor an after-hours event and engage attendees in a more personal, memorable environment
- Host an off-site experience that reinforces your brand long after the conference concludes



SURPRISE THEM

- Bring forward new ideas that enhance the attendee experience and position your brand as an innovator within the industry

EXHIBIT IN THE EXPERIENCE HALL

EXHIBIT SPACE PRICING

- **$6,250** Per 10x10 Booth
- **$5,250** for First 10x10 booth (**$1,000** discount with purchase of full- page ad in AXN's Conference issue)
- Premium Zone **$6,650** 10x10
- Premium Zone **$5,650** for First 10x10 booth (**$1,000** discount with purchase of full -page ad in AXN's Conference issue)

CLICK LINK BELOW TO VIEW FLOORPLAN

2027 AXC Experience Hall Booth Options





SPONSORSHIPS AVAILABLE

SCHEDULE OF EVENTS • SAN DIEGO, CA | MARCH 14-17, 2027

CONNECT TODAY WITH NICOLE WATSON
NICOLE@AIRPORTXNEWS.COM

SUNDAY, MARCH 14, 2027

WELCOME PARTY TITLE SPONSORSHIP — SOLD

Kick off AXC with a high-energy opening event welcoming attendees to San Diego. Position your brand as the host of the conference's first major experience and set the tone for the week.

(First right of refusal to 2026 sponsor. Fee does not include event execution)

Exclusive Sponsor Rate: **$14,500**
- Gold sponsor level benefits

Co-Sponsor Rate: **$7,500**
- Silver sponsor level benefits
- Prominent branded signage

MONDAY, MARCH 15, 2027

WOMEN IN LEADERSHIP BREAKFAST TITLE SPONSORSHIP — SOLD

Align your brand with one of AXC's most impactful and highly attended events. This signature breakfast brings together influential leaders for a forward-looking conversation on leadership and growth.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$32,500**

WOMEN IN LEADERSHIP BREAKFAST PRODUCT FEATURE SPONSORSHIP

Showcase your product as part of the curated breakfast experience.

*Any Corkage fees are the responsibility of the sponsors at an additional cost.

Multi Sponsor Rate: **$7,500**
- Gold sponsor level benefits
  Additional fees such as corkage may apply

WOMEN IN LEADERSHIP BREAKFAST GIFT BAG SPONSORSHIP

Be part of one of the most anticipated branded touchpoints of the event.

Multi Sponsor Rate: **$8,500**
- Silver sponsor level benefits

CONFERENCE OPENING BREAKFAST & NETWORKING SPONSORSHIP

Start the conference with meaningful connection alongside the industry's top decision-makers.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,000**
- Gold sponsor level benefits
- Branded signage and table presence
- Verbal recognition
- Logo placement during networking

Co-Sponsor Rate: **$7,500**
- Silver sponsor level benefits

PROPERTY MANAGERS' LUNCHEON TITLE SPONSORSHIP

A private, airport-only forum for candid discussion among airport leaders.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$30,000**

- Platinum sponsor level benefits
- Speaking opportunity
- Premium signage and branding
- Distribution opportunity to attendees

EXPERIENCE HALL GRAND OPENING RECEPTION

Launch the Experience Hall with a high-energy networking event.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$65,000**

- Diamond sponsor level benefits
- VIP presence and recognition
- Ribbon-cutting participation

Co-Sponsor (2) Rate: **$10,000**

- Gold sponsor level benefits

TUESDAY, MARCH 16, 2027

BREAKFAST & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Start the day at the center of connection. Align your brand with a high-traffic morning networking experience where attendees gather over breakfast to connect with industry leaders and decision-makers.

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Opportunity to distribute company literature or gifts at every table
- Prominent branded signage in the entryway
- Branded tent cards on all tables

Co-Sponsor Rate: **$7,000**

- Silver sponsor level benefits
- Prominent branded signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

MORNING REFRESHMENT BREAK & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Keep the momentum going with a well-timed coffee break that draws attendees into the Experience Hall and supports continued engagement throughout the morning.

(First right of refusal to 2026 sponsor; fees do not include event execution)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Prominent branded signage in the entryway
- Branded tent cards at all coffee stations

LUNCH & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Maximize visibility during one of the most highly attended networking periods of the day. Hosting lunch in the Experience Hall creates extended time for meaningful engagement between exhibitors and attendees.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Opportunity to distribute company literature or gifts at every table
- Prominent branded signage in the entryway
- Branded tent cards on all tables

Co-Sponsor Rate: **$7,000**

- Silver sponsor level benefits
- Prominent signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

AIRPORT OPPORTUNITIES SESSION SPONSORSHIP



Position your brand at the center of future development. This session provides insight into upcoming terminal projects, concessions programs, and revenue-generating opportunities across North American airports.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$13,000**

- Gold sponsor level benefits
- Verbal recognition during introductory remarks
- Continuous logo display during the session
- Speaking opportunity to welcome attendees
- Opportunity to distribute company literature or gifts

AFTERNOON REFRESHMENT BREAK & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Re-engage attendees with an afternoon break designed to drive traffic back into the Experience Hall before the next round of sessions.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Prominent branded signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

EXPERIENCE HALL HAPPY HOUR TITLE SPONSORSHIP

Close out the day with one of the most dynamic and well-attended networking moments of the conference. This high-energy happy hour brings attendees together in a relaxed, social setting.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Platinum sponsor level benefits
- Prominent signage throughout the Experience Hall
- Branded tent cards on all bars

SPEAKERS' DINNER TITLE SPONSORSHIP

Gain exclusive access to a highly curated audience of speakers and airport leaders. This intimate dinner provides a unique opportunity to connect with key voices shaping the industry.

(First right of refusal to 2026 sponsor)

Exclusive Sponsorship Rate: **$25,000**

- Platinum sponsor level benefits
- Prominent signage within the venue
- Opportunity to distribute company literature or gifts

WEDNESDAY, MARCH 17, 2027

BREAKFAST & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Close out the conference with strong visibility during a high-traffic networking moment. This final morning gathering brings attendees together over breakfast to connect, reflect, and solidify relationships before departure.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,000**

- Gold sponsor level benefits
- Opportunity to distribute company literature or gifts at every table
- Prominent branded signage in the entryway
- Branded tent cards on all tables

Co-Sponsor Rate: **$7,000**

- Silver sponsor level benefits
- Prominent branded signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

MORNING REFRESHMENT BREAK & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Maintain engagement with a well-timed coffee break that keeps attendees active in the Experience Hall and extends valuable networking opportunities.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Prominent branded signage in the entryway
- Branded tent cards at all coffee stations

LUNCH & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Extend attendee engagement with a final opportunity to connect over lunch in the Experience Hall, maximizing visibility and interaction.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Opportunity to distribute company literature or gifts at every table
- Prominent branded signage in the entryway
- Branded tent cards on all tables

Co-Sponsor Rate: **$7,000**

- Silver sponsor level benefits
- Prominent branded signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

AFTERNOON REFRESHMENT BREAK & NETWORKING IN THE EXPERIENCE HALL SPONSORSHIP

Re-engage attendees ahead of final sessions with a refreshment break designed to drive traffic and sustain energy.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$15,500**

- Gold sponsor level benefits
- Prominent branded signage in the entryway
- Continuous logo display within the Experience Hall
- Branded tent cards on all tables

BELOW OFFERINGS FOR ALL SHOW DAYS

SCHMOOZE SESSIONS TITLE SPONSORSHIP

Be at the center of one of AXC's most sought-after experiences. Schmooze Sessions connect attendees directly with airport decision-makers to discuss current and upcoming opportunities.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Platinum sponsor level benefits
- Priority scheduling with participating airports
- Opportunity to distribute company literature or gifts
- Branded signage at meeting tables and entry points

AIRPORT EXPERIENCE AWARDS GALA COCKTAIL RECEPTION SPONSORSHIP

Kick off the industry's premier awards evening with a high-visibility cocktail reception that brings together top leaders and decision-makers.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$35,000**

- Platinum sponsor level benefits
- Prominent branded signage
- Branded tent cards on all tables and bars

AIRPORT EXPERIENCE AWARDS GALA SPONSORSHIP

Align your brand with the industry's most prestigious recognition event. The Awards Gala celebrates excellence across airport concessions and provides a powerful platform for visibility and industry alignment.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$35,000**

- Diamond sponsor level benefits
- Prominent branded signage
- Branded tent cards on all tables and bars
- Opportunity to distribute a company handout to all attendees

SESSION SEAT DROP SPONSORSHIP

Place your brand directly in attendees' hands with targeted distribution during key sessions.

Exclusive Sponsor Rate: **$7,000 (per session)**

- Silver sponsor level benefits

AIRPORT DIRECTORS PANEL SESSION TITLE SPONSORSHIP

Align with one of the most influential sessions at AXC. Airport directors share insights on concessions strategy, infrastructure development, and the evolving passenger experience.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Speaking opportunity (2–3 minutes)
- Opportunity to distribute materials to all attendees

CONFERENCE DIGITAL REGISTRATION SPONSORSHIP

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Digital ads on the registration page and the confirmation page of airportxconference.com and a banner ad on airportxnews.com
- Option to design a landing page leading visitors from airportxconference.com and airportxnews.com to company website
- All benefits and recognition of a Platinum sponsorship sponsorship

EXPERIENCE HALL VIP LOUNGE SPONSORSHIP

Give attendees a relaxing space to network and unwind while experiencing your brand. The Experience Hall VIP Lounge Sponsorship creates an upscale space for attendees to connect, taking your event presence to the next level. Enjoy all the benefits and recognition of a Platinum sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$25,000**

HOTEL ROOM PACKAGE DROP SPONSORSHIP

Get your product in the hands of conference attendees even before they step foot into the Experience Hall! Hotel Room Package Drop sponsors have the opportunity to place branded products directly in the rooms of select conference attendees, allowing for instant brand recognition on the Experience Hall floor.

Sponsor Rate: **$8,500 + per-room fee from Gaylord Pacific** (AXN will provide estimate of charges prior to event).

BELOW OFFERINGS FOR ALL SHOW DAYS

CEO ROUNDTABLE SESSION SPONSORSHIP

Start the conversation! This closed-door session centers the most pressing issues facing concessionaires today with a discussion between the industry's top retail and dining operators. Roundtable Session sponsors will be recognized in the private meeting and in the post-conference write-up in Airport Experience News. Plus, sponsor will enjoy all the benefits and recognition of a Platinum sponsor.

Exclusive Sponsor Rate: **$30,000**

CONFERENCE WRAP PARTY SPONSORSHIP

Help close the Airport Experience Conference on a high note by sponsoring this event immediately following the conclusion of the closing event and awards. Enjoy all the benefits and recognition of a Platinum Sponsor.

Exclusive Sponsor Rate: **$25,000**

- Platinum sponsor level benefits
- Prominent signage featuring company branding
- Branded tent cards on all tables
- Reserved tables for sponsors

REGISTRATION DESK SPONSORSHIP

Your company name and logo will be the first thing attendees see as they arrive to pick up their badges. Enjoy all the benefits and recognition of a Platinum Sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$30,000**

- Platinum sponsor level benefits
- Brand recognition on the reception desks

HOTEL KEY CARDS SPONSORSHIP — SOLD

Your logo will be featured on every hotel key card distributed to attendees who will be staying in the conference host hotel.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$25,000**

- Platinum sponsor level benefits

REGISTRATION BAG GIFT SPONSOR

Your logo will be featured on the official registration bag distributed to all attendees.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Platinum level sponsor benefits

SPONSORED ITEM IN REGISTRATION BAG

Your company's branded item will be inserted into the official conference registration bags that are distributed to each attendee, making this a great opportunity to get your brand's messaging out.

Sponsor Rate: **$4,500**

- Bronze sponsor level benefits

BADGE LANYARDS SPONSORSHIP — SOLD

Upon check-in attendees receive a lanyard to hold their name badges. Your logo will appear on every lanyard. Enjoy all the benefits and recognition of a Platinum sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$25,000**

- Platinum sponsor level benefits

SESSION SPONSORSHIP

Do you have a great idea for a compelling, engaging topic that will resonate with the industry? Start the conversation you want to have by sponsoring a current or new session or segment in the AXC agenda. Enjoy all the benefits and recognition of a sponsor.

Exclusive Sponsor Rate: **Please contact Business Development for customized rates**

CONFERENCE POCKET PROGRAM SPONSORSHIP

Every conference attendee receives a conference pocket program that is carried with them throughout the entire conference. Only one company's ad may be displayed on the back cover of the mini program, so don't wait to sponsor this essential conference resource. Enjoy all the benefits and recognition of a Platinum sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$25,000**

- Platinum sponsor level benefits

EXPERIENCE HALL SPONSORSHIP — SOLD

Every conference attendee will see your company logo prominently placed at the entrance and exit of the Experience Hall.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$55,000**

- Diamond sponsor level benefits
- Prominent logo visibility on Experience Hall entry and exit signage
- Verbal recognition during remarks

COMPANY-BRANDED GENERAL SESSION ROOM SPONSORSHIP

Opportunity to have your company name featured as the exclusive sponsor of the General Session Hall where all Airport Experience Conference sessions are held. Enjoy all the benefits and recognition of a Diamond sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$60,000**

- Diamond sponsor level benefits
- Projected slide will incorporate company logo
- Verbal recognition during remarks before sessions
- Recognition on all conference collateral materials
- The opportunity to place a sponsor-branded item in all classroom seating sections.
- The opportunity for video "commercial" to run in the prime sessions before they begin

DIGITAL SIGNAGE SPONSORSHIP — SOLD

Every conference attendee will see your company logo prominently placed on the digital signage units displaying important conference information, such as agenda and updates.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$20,000**

- Platinum sponsor level benefits

CONNECT TODAY WITH NICOLE WATSON

NICOLE@AIRPORTXNEWS.COM

CONFERENCE MOBILE APP SPONSORSHIP

Sponsor the one opportunity that places the entire conference at attendees' fingertips! The app lets attendees sort the agenda by day or by educational track; build their own personal itineraries; receive daily alerts on program changes; view speaker biographies, pictures and contact information; contact exhibitors and sponsors; view interactive maps to find their way around; and even search for nearby restaurants, cafés and souvenir shops! Enjoy all the benefits and recognition of a Platinum sponsor.

(First right of refusal to 2026 sponsor)

Exclusive Sponsor Rate: **$25,000**

- Platinum sponsor level benefits
- Large logo on the opening splash page of the conference app

AIRPORT TOUR BUS SPONSORSHIP

Sponsor strategically to the airport tour guests. Your company's message and branded items can't be missed by our guests during the bus ride to SAN Airport. Enjoy all the benefits and recognition of a Gold sponsor.

Exclusive Sponsor Rate: **$10,000**

Co-Sponsor Rate (one-way): **$6,500**

CUSTOM ACTIVATIONS

Not seeing something here that suits your brands objective? AX can customize a completely unique opportunity to showcase your brands, products and services in a format tailored to your needs.

Sponsorship Rate: **Please contact Business Development for customized rates.**

AX CONCESSIONS LAB TITLE LOCATED IN THE EXPERIENCE HALL

Investment: **$15,000**

- Platinum Sponsor level benefits
- Brand name included in all promotion of the title "Powered by.."
- Branding on and around stage
- Choose (2) Small Bite Sessions

AX CONCESSIONS LAB SMALL BITE DISCUSSIONS

Investment: **$5,000**

Silver Sponsor level benefits

Available timeslots listed below: first come/first serve

Tuesday, March 16 - in-hall session availability

- 20 mins: 8:30 a.m. - 8:50 a.m. (during breakfast)
- 20 mins: 12:00 p.m. - 12:20 p.m. (during lunch)
- 20 mins: 12:40 p.m. - 1 p.m. (during lunch)
- 15 mins: 3:05 - 3:20 (during break)
- 30 mins: 5:00 p.m. - 5:30 p.m. (during Happy Hour)

Wednesday, March 17 - in-hall session availability

- 20 mins: 8:30 a.m. - 8:50 a.m. (during breakfast)
- 15 mins: 10:10 a.m. - 10:25 a.m. (during break)
- 20 mins: 12:40 p.m. - 1 p.m. (during lunch)

ONSITE BRANDING OPTIONS

ENGAGE AXC ATTENDEES WITH HIGH -IMPACT ONSITE SIGNAGE.

CHOOSE FROM PREMIUM SIGNAGE OPTIONS LIKE:

- Prime Floor Decals
- Bold window clings
- Statement Making column wraps

And much more!

Coming Soon





DIGITAL SPONSORSHIPS AVAILABLE

NEWSFLASH PRESENCE SERIES $3,500

A recurring presence in the AX Newsflash to keep your brand consistently in front of the industry. Positions this as a stay top-of-mind throughout the AX lead-up with consistent visibility in the industry's weekly briefing.

INCLUDES:

- Weekly Newsflash content block placement
  1 - Above the scroll banner placement
  2 - Below the scroll banner placement
  3 - Inline banner
- Click-through link to sponsor destination
- Optional Add on $750 Social Amplification - what are we putting on social
  > 1 sponsored LinkedIn social post to reinforce visibility
  > *Show Spotlight pages are a great way to share your company message, new product launches and more. Client provides the following assets: » Company Name: 20 characters » Booth Number » Headline: 60 characters » Image: 300 pixels wide x 300 pixels high » Description: 50 words » Linking URL + LinkedIn handle*
- 10 slots (Oct-Feb)

*See Page 21 - Right Side Digital Offerings

NEWSFLASH STATS:

- **3,500+** Subscribers
- **Subscribers Include:**
  Airports, Airport Directors, Airport Employees, Concessionaires, Consultants, Brands, etc.
- Deploys **50** weeks annually

NEWSFLASH EXHIBITOR SPOTLIGHT INVESTMENT $1500 ($500 ADDITIONAL FOR COPY CREATION)

Showcase your commitment to the airport concessions industry and introduce your brand, leadership, and vision to the AX Conference community with an Exhibitor Spotlight on AXN's digital media.

EXHIBITOR SPOTLIGHT

Your featured profile includes:

- A 600–800-word feature article highlighting your company, capabilities, and goals within the airport concessions industry.
  > Choose how you tell your story: Submit your own article or let an AXN contributor craft a compelling feature highlighting your company and its goals for an additional $500.
- Leadership visibility through executive quotes and accompanying images that put a face to your brand and share your team's perspective.
- Expansive digital reach through publication on the AXN website, promotion in one AX NewsFlash newsletter reaching approximately 3,500 subscribers and sharing across AXN's social media channels.

An Exhibitor Spotlight is a powerful way to build brand awareness, showcase your expertise, and create momentum leading into AXC.

*See Page 21 - Right Side Digital Offerings

WEB STATS:

- **208k** users annually on the New site
- **108k** pageviews a month
- **115** active users a day

SOCIAL SPOTLIGHT SERIES $SEE BELOW

A dedicated LinkedIn social media presence designed to build awareness and engagement leading up to AX.

INCLUDES:

- Package of 1, 3, or 5 Social posts-how much per post
- Distributed across AX social channels (only LinkedIn)
- Tagging and CTA inclusion
- Positioning: Engage your audience where they spend time daily and stay part of the industry conversation leading up to the show.

Sponsor provides creative: » Company Name: 20 characters » Booth Number » Headline: 60 characters » Image: 300 pixels wide x 300 pixels high » Description: 50 words » Linking URL + LinkedIn handle

SOCIAL SPOTLIGHT SERIES PRICE

1 LinkedIn Post
3 LinkedIn Posts
5 LinkedIn Posts

*See Page 21 - Right Side Digital Offerings

LINKEDIN STATS:

- Followers: **11.5k**
  - **20%** (Business development), **18%** (operations), **10%** (sales)
  - **20%** (Airlines & Aviation), **10%** (restaurants & hospitality)
- Growth rate: **up 3% monthly on average**
- Reach: **35k monthly**
- Page views: **200 monthly**
- Engagement rate: **average of 12% monthly**

FEATURE EMAIL SPONSORSHIP
$3,500 PER EMAIL

Own a dedicated AX marketing email during the promotional cycle.

EMAILS INCLUDE:

- "Know Before You Go,"
- Reg is live
- EB pricing ends
- Daily Digital Preview emails onsite (3 available)
- Weekly Attendee emails can be sponsored throughout the sales cycle (topics vary)

EACH PACKAGE INCLUDES:

- Dedicated marketing email
- Premium banner placement
- Dedicated CTA Link
- Brand integration within the email
- Position this as a high-impact, focused opportunity to reach the full AX audience in a single, powerful moment.

Sponsor provides creative- 600x200 email banner and URL link

OPTIONAL ADD ON $750

Social Amplification - what are we putting on social

> 1 sponsored LinkedIn social post to reinforce visibility

> Show Spotlight pages are a great way to share your company message, new product launches and more.

> *Client provides the following assets: » Company Name: 20 characters » Booth Number » Headline: 60 characters » Image: 300 pixels wide x 300 pixels high » Description: 50 words » Linking URL + LinkedIn handle*

*See Page 21 - Right Side Digital Offerings

DIGITAL SPONSORED CONTENT

Put your brand at the center of the conversations shaping the industry.

AXN offers premium digital sponsored content opportunities that position your brand alongside timely, engaging editorial content and the industry leaders driving innovation.

Choose from high-interest topics including Leadership & Mentoring, Experiential Marketing & Personalization, Customer-Facing Technologies, Small Business Strategies and more.

Your brand will be prominently associated with compelling content that resonates with the AXN audience—building visibility, credibility, and relevance in the moments that matter.

Connect your brand with the ideas, insights, and influencers shaping what's next.

AXN can develop bespoke digital packages tailored to your unique objectives, delivering a customized approach to brand elevation, engagement, and impact.

- Inquire for consultation call & pricing

*See Page 21 - Right Side Digital Offerings

EMAIL STATS:

- Click-to-Open rate: **13%** (industry standard is: **10%**)
- Delivery rate: **99.86%**
- Click through rate: **12%** (industry standard is: **2.62%**)
- Newsflash subscribers: **6,500+**

DIGITAL OFFERINGS

SUBSCRIBE TO AXN MAGAZINE

Become a subscriber to the Airport Experience News Magazine today and secure a year of access to dynamic industry coverage!

STARTING AT $250

BUY DIGITAL AXN FACT BOOK

Our industry-renowned comprehensive data resource, the AX Fact Book is an annual compendium of the most sought-after sales and enplanement numbers in the airport industry.

This informative data book provides granular details on revenue generation at more than 75 leading North American airports.

STARTING AT $500

SUBSCRIBE TO THE NEWSFLASH

Become a subscriber to the Airport Experience Newsflash to receive weekly recaps of the top news stories trending in the airport concession industry.

FREE OF COST

AXC APP OPPORTUNITIES

TITLE MOBILE APP SPONSORSHIP $15,000

Own the digital experience. As the Title Mobile App Sponsor, your brand is integrated across the primary touchpoints of the official AXC app, ensuring consistent visibility before, during, and throughout the event.

Includes logo placement in the following areas:

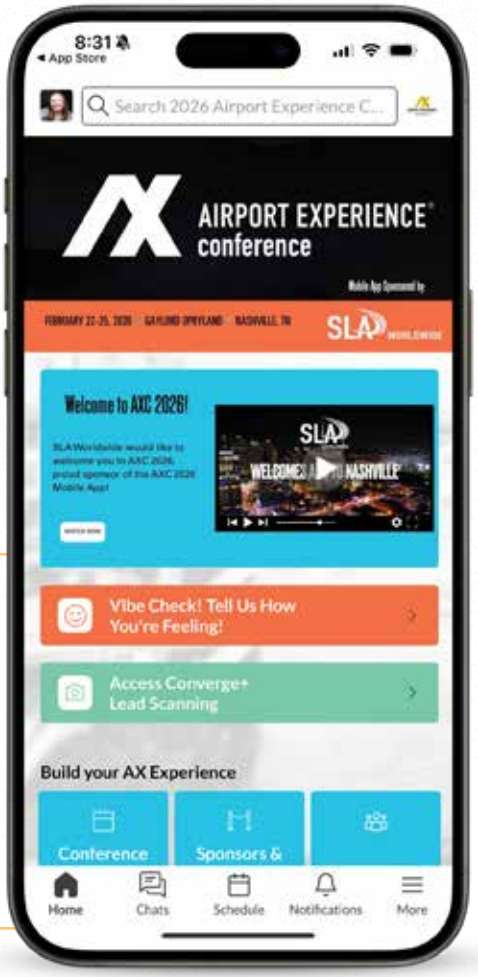
- Event welcome image (1280 x 1440 px)
- Loading/splash screen (200 x 200 px)
- Event banner (1440 x 600 px)

Mobile banner ad:

- 600 x 320 px static image (max 2MB)
- Rotating placement across key app sections: Profile Lists, Event Agenda, and More menu
- Ads rotate every 60 seconds and refresh upon screen reload
- Click-through options include company profile, session page, or external URL

Mobile app email integration:

- Logo and/or company profile linked within app-generated email communications



SMALL CAROUSEL BANNER $5,000

- Maximum of 6 sponsors
- High-visibility rotating placement within the app

Specs:

- Web: 450 x 250 px static image (max 2MB)
- Mobile: 185 x 205 px static image (max 2MB)
- Click-through to company profile or external URL

MOBILE BANNER ADS $2,500

- Maximum of 9 sponsors
- Rotating banner placement across high-traffic areas of the app

Specs:

- 600 x 320 px static image (max 2MB)
- Displayed within Profile Lists, Event Agenda, and More menu
- Ads rotate every 60 seconds and refresh upon screen reload
- Click-through to company profile, session page, or external URL

PUSH NOTIFICATIONS $2,000

- Maximum of 4 sponsors per day
- Deliver real-time messaging directly to attendees' devices

Specs:

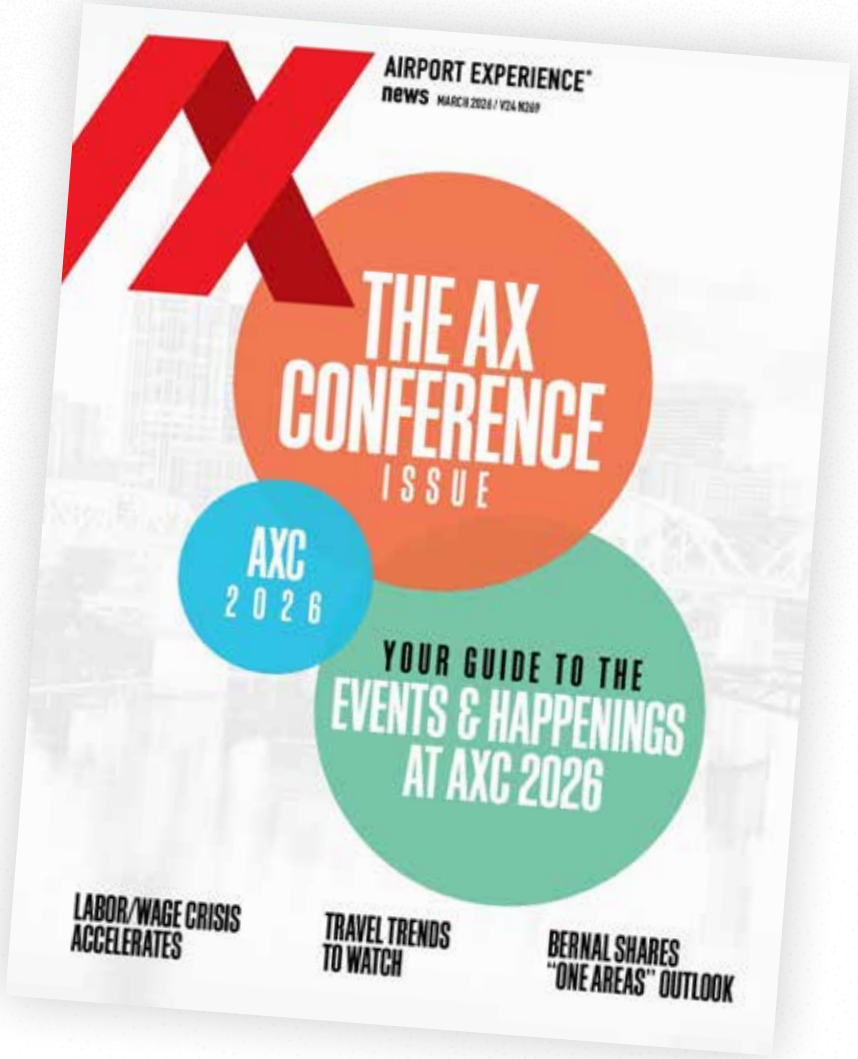
- 200-character limit
- No emojis

WHAT THIS DOES BETTER

- Positions the app as a **high-value digital channel**, not just a feature list
- Improves **readability and hierarchy**
- Keeps specs clear but less cluttered
- Feels more **premium and sales-driven**

AND DON'T FORGET...





PLACE YOUR AD IN THE CONFERENCE ISSUE OF AXN MAGAZINE

The AXC Official Conference Issue is a must-have industry resource, placed directly into the hands of every conference attendee and distributed to AXN's broader subscriber base. Extend your presence beyond the event floor and ensure your brand is seen by the decision-makers shaping the future of airport concessions.

AD PLACEMENT

IN THE 2027 AIRPORT EXPERIENCE NEWS CONFERENCE ISSUE

ADVERTISING 2026 RATES

	Open	4x	6x	11x
Full Page	**$4,350**	**$4,125**	**$3,950**	**$3,575**
2/3 Page	**$3,375**	**$3,200**	**$3,040**	**$2,775**
1/2 Page	**$2,655**	**$2,520**	**$2,390**	**$2,185**

2 Page Spread (1x)	**$8,250**
2 Page Advertorial (1x)	**$11,000**

NOTE: Complete terms and conditions, including art specifications and production requirements, are available in the 2027 Media Kit. Editorial content is subject to change.

Exhibitors and sponsors, please contact Business Development for exclusive, reduced rates.

Space deadline: February 21, 2027 / Art deadline February 26, 2027

LOOKING FOR MORE EXPOSURE?

Extend your reach beyond the conference. Ask about digital advertising opportunities across the official conference website and Airport Experience Newsflash in the lead-up to the industry's most important event.

COMING SOON

2027 Issue Lineup

BUT DON'T TAKE IT FROM US...

"I consider the AXN conference a MUST for all airports and concessionaires. It is a one-stop shop for networking, trend analysis, exposure to new concepts, etc."

"At the end of the day, AXN is really important for the industry to be able to come together and continue with these partnerships."

"AXN Conference business is an integral part of doing business in the Airport Industry. You have to be in it to win it."

"Our industry needs AXN now more than ever. We view the conference as a must-attend event because it's crucial that we get together to talk through these issues."

"As a first-time participant, everyone from the organizers of the events to concessionaires and operators was very welcoming and willing to share knowledge and contact information. The sessions were also informative and brought new perspectives on various topics."



LET'S ELEVATE YOUR BRAND'S CONFERENCE PRESENCE

Ready to connect with the decision-makers shaping the future of airport concessions? Let's build a strategy that puts your brand at the center of the conversation.

NICOLE WATSON

AXN BUSINESS DEVELOPMENT MANAGER

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MEET YOUR AXC CONFERENCE CREW



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