

FOR IMMEDIATE RELEASE

Biggest ever Airline Retail Conference to take place at London Heathrow Airport

[LONDON, NEW YORK AND SINGAPORE – 4 JUNE 2010]

Airline decision-makers from every continent—including all of the world's top 10 airlines—will descend on the Sofitel London Heathrow on the 20th and 21st of July for the 2010 Airline Retail Conference (ARC).

ARC was recently acquired by Ink, the world's largest publisher of airline media.

For the 2010 conference, the new owners have invested in bringing together more senior level airline executives and buyers with leading concessionaires and inflight retail and other ancillary revenue product providers.

Alex Vail, the event's new director, said: "It was clear to us that there was a gap in the market for an event that brings airline executives with real profit and loss responsibility together with product suppliers and concessionaires eager to develop the market."

"The response has been overwhelming from both delegates and exhibitors. We are going to be able to bring a much more global and senior perspective to what has previously been a more regionally focused event. This is clear to us given that all of the world's top 10 airlines will be attending. We are getting everyone from airline chief executives to commercial directors to inflight retail directors."

The timing of ARC and the editorial content of *Airline Retail News*, the accompanying show guide and trade publication, are also being aligned with the semi-annual buying cycle so that the event is positioned to become the trade show for inflight retail buyers and sellers to close deals together during the critical ranging season.

Vail said: "Traditionally the event has been scheduled near to the time when buyers and sellers are finalising their Autumn/Winter ranges. So we are already planning to a second ARC event in Asia to coincide with the Spring/Summer buying season early next year."

The conference agenda and content of *Airline Retail News* will focus on topics of increasing strategic concern to airlines, including the growing importance of ancillary revenue, areas of conflict and cooperation between airline and airport retailers, the impact of wireless connectivity and new retail technology, and regional and category inflight retail sales trends.

Delegate places at ARC2010 cost £530 (+VAT). For more information, or to register, visit <http://airlineretail.com>

For further information contact Alex Vail, Event Director, on +44 7904 206 940 or at alex.vail@airlineretail.com.

Already booked to attend ARC2010...



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