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Exciting mix of fresh faces and established inflight brands at Airline Retail Conference

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This year's Airline Retail Conference (ARC) will be supported by a 26-stand suppliers' exhibition, featuring well known industry brand names, as well as companies investing in the market for the first time.

ARC2010 will take place at the Sofitel London Heathrow on the 20th and 21st of July.

Alex Vail, the event's director, said: "While we were researching the event, many delegates told us that – while it is useful to meet with existing suppliers - they wanted to see new brands and ideas at ARC2010."

It is important to give delegates what they want: last year's audience had a collective spending power of \$1.7bn [source: Generation Research 2009].

For the 2010 conference, the organisers have garnered the support of marquee brands including **Coca Cola, Red Bull, Revlon, Akvinta, CRM, Bolzano, Godiva, Lambretta Watches, Inter Parfums** and **The Patron Spirits Company**.

They have also managed to secure brands which are successful, though less established in the inflight retail sector, including **Ice-Watch, Whitehouse Travel Retail, Moni Ducci** and **The Wandering Monkey**.

Meanwhile, the list of exciting newcomers to the sector is growing. Exhibitors include **Phonak, Wholebake, Polsnack, Cavius** and **Symington's**, all of them looking forward to introducing their brands and products to such a vibrant industry.

Vail said: "We have worked hard to ensure the right balance at the exhibition, both between product types and established brands, to make ARC2010 a truly exciting, global event."

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...



ARC2010 Official Event Partner:



Sponsors and Exhibitors:



Can you afford not to be there?

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