

FOR IMMEDIATE RELEASE

## Retail inMotion announced as ARC2011 Official Partner



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Airline Retail Conference organisers are delighted to announce that the second of this year's confirmed Official Event Partners will be Dublin-based travel retail supplier **Retail inMotion**.

Retail inMotion have built a strong reputation for finding the best solutions to fit the needs of their clients while ensuring all ancillary revenue streams are used to the best advantage. Not content with only getting the best revenue-generating products on board aircraft, Retail inMotion also devised a state of the art end-to-end software system which manages the entire retail process and allows airlines to interact in real time with their suppliers.

The Official Partnership role and large interactive exhibit will enable Retail inMotion to engage with delegates at ARC2011, while showcasing its broad range of products and services, already popular with clients including Spanair, easyJet and Ryanair.

"We are delighted to be returning as an Official Partner at ARC2011", says CEO Dr Joe Elias, "ARC is an essential event for decision-makers in our industry." He continues: "We are looking forward to spending time with clients and friends, and we are doing something really exciting with our exhibit this year!"

Event director Alex Vail responds: "ARC has a long history with Retail inMotion, which is known for its innovation and entrepreneurial spirit, and so remains the perfect partner for us.

**Retail inMotion** completes the top level sponsorship line-up for ARC, with **Hanse Distribution** as the other Official Event Partner and **Scorpio Distributors** as the Gala Dinner Partner. Headline Sponsors include **The Patrón Spirits Company**, **Coca Cola** and **Whitehouse Travel Retail**. Details for all sponsors can be found at <http://airlineretail.com/sponsors>. The event is supported by a 49-stand suppliers' exhibition (details at <http://airlineretail.com/exhibitors>)

Over 250 people have registered for the London event, including 70 attendees from more than 40 airlines, as well as 30 concessionaire delegates from around the world.

To register, or for more information about ARC2011, please call Shelly Guerrero on +44 20 7613 6959 or visit [www.airlineretail.com](http://www.airlineretail.com).

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