Compared with other publications, we have found activities with IAR exceptionally effective at reaching relevant job titles within relevant airports. The varied options available to us and the willingness of the IAR team to go above and beyond is greatly appreciated.

MARKETING MANAGER, HUMAN RECOGNITION SYSTEMS
Introduction

Note From the Editor

AIR travel continues to gain popularity across the globe with passenger numbers increasing year-on-year. With state-of-the-art technologies consistently being trialled and deployed, the industry remains focused on seamless travel and providing the passenger with a memorable positive experience whilst making sure airports and airlines can increase their revenues and remain competitive.

International Airport Review is a source of continuous information and support for the aviation community, featuring in-depth articles in print and online from the world's leading airports and airlines, plus all the latest regulatory discussions and updates.

International Airport Review has evolved alongside the industry for over 20 years and covers the industry's major topics and trends including: security, IT, ATC/ATM, ground handling and airside operations, meteorology, terminal technologies and operations, construction and design, winter operations, airfield lighting, ARFF and recovery, passenger flow and experience, plus much more.

In 2019, International Airport Review's focus is on producing rich and valuable editorial for our advertisers so that you can align your marketing with some of the best content in the industry across multiple channels. We have listened to reader and audience feedback and have increased our membership, giving you access to a larger and more targeted international audience.

Our digital community is served by the latest news and reviews at internationalairportreview.com and alongside our social media groups which encourage active participation from our community.

Furthermore, International Airport Review's successful series of conferences and webinars designed to bring the industry closer together to discuss trends and key topics in detail, will continue during 2019.

Partnering with International Airport Review will help you reach the right people at the right level and at the right time. We look forward to working with you during 2019.

Meet our Advisory Board

A global network of highly respected leaders in their specialist fields who continuously compile and advise our teams on curating the highest quality content for our international audience.

ANNE-MARIE MCKENNA
EDITOR
amckenna@russellpublishing.com

CHRISTOPHER STEIN
Head Aviation IT
Siemens Postal, Parcel & Airport Logistics

MARK CLARKSON
Executive Vice President Product Management
OAG

CHRISTOPHER STEIN
Head Aviation IT
Siemens Postal, Parcel & Airport Logistics

MAURICE JENKINS
Director, Information Systems & Telecommunications
Miami International Airport

ROBERT GRAHAM
Head of Airport Research
Eurocontrol

JOHN MCCARTHY
Head of Research
International Centre for Airport Cyber Research

SINA AVSAR
International Operations Director
TAV Airports Holding Co.

MARK CLARKSON
Executive Vice President Product Management
OAG

RACHAD NASSAR
Business Development & Marketing Manager
Huawei Technologies Co. Ltd.

ANDREW PRICE
Head of Global Baggage Operations
IATA

DR MICHAEL KERKLOH
CEO
Munich Airport

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Huawei Technologies Co. Ltd.

MARK CLARKSON
Executive Vice President Product Management
OAG
Our 5 Steps to GDPR Compliance

The General Data Protection Regulation (GDPR) is a set of EU rules governing how a company manages, protects and administers personal data. Whether you are a subscriber, author, advertiser or supplier, we may hold information about you and we need to keep it private and secure.

Step 1
Awareness
Data protection and GDPR is something every member of staff should be aware of.

Step 2
Audit + Clarity
Know your data and know where it came from – only then can you be GDPR compliant.

Step 3
Communication
Tell your contacts, be open, be clear.

Step 4
Process
Respect every individual’s data rights and establish a process for Subject Access Requests and deletion.

Step 5
Consent & Legitimate Interest
Establish the lawful basis for holding any personal data and keep full traceability in your database.

GDPR Compliance = Peace of mind for our Readers and Advertisers

By taking these 5 Steps to achieve GDPR compliance, International Airport Review will continue to deliver great content that is relevant to our readers. We like making connections and helping people discover new solutions whilst learning about the latest developments from across the industry.

International Airport Review will never sell or pass a contact’s data to any third party without their express permission. When a user completes our simple subscription form or downloads any materials from our website they must opt in to be contacted by the third party.
I have recently collaborated with International Airport Review both as their reader and as an author. They are always good at capturing interesting, upcoming topics and phenomena and reach a relevant network of experts to discuss them. A good read, and nice to work with.

FINAVIA  HEAD OF SERVICE DELIVERY, FINAVIA

Our Audience

Global Share

<table>
<thead>
<tr>
<th>Region</th>
<th>Share</th>
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<tbody>
<tr>
<td>Europe</td>
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<td>South America</td>
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</tr>
<tr>
<td>Middle East</td>
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</tbody>
</table>

Audience (correct as of October 2018)

- **Magazine**
  - Year Established: 1997
  - ABC Audited Print Circulation**: 10,100
  - Unique Digital Circulation: 5,947

- **Website & Email**
  - Average Monthly Page Views: 157,314
  - Average Monthly Unique Visitors: 72,930
  - Weekly Newsletter Subscribers: 18,854
  - Twitter Followers: 8,675
  - LinkedIn Members & Followers: 9,118
  - Facebook Followers: 840

- **Social Media**

- **Webinars & Conferences**
  - Registrants in 2018: 4,500+
  - No. Years Held: 11
  - Delegates in 2017: 300+

Our Members

- 78% of members have an influence in purchasing decisions within their organisations
- 18% Airports Operators
- 10% Airport Development
- 15% Government/Regulatory Bodies
- 9% Ground Handling
- 8% System Integrators

---

*Source: 2016 Readership Survey | **2017 ABC Audit Certificate
Content Marketing

Content marketing is a growing part of the media mix for most businesses. Companies produce a wide range of assets, including whitepapers, case studies, videos and webinars, which are created to better showcase a product or service.

Too often, this content remains under-utilised and businesses fail to track who is engaging with their content.

We can help you bridge that gap by using our website, social, and email channels to extend the reach of your content to our engaged community.

We will host your assets within your complimentary Content Hub and use a variety of methods to promote these widely. Gated pieces will benefit from lead generation (name, company, job title, email address and location).

Number of assets uploaded to *International Airport Review* website

<table>
<thead>
<tr>
<th>ITEM</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
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</thead>
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<td>1</td>
<td>5</td>
<td>10</td>
<td>20</td>
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</table>

Two customised *International Airport Review* built emails to promote your content

Promotion on *International Airport Review* homepage

Promotion in monthly round up email

Contact details of those who downloaded whitepapers, case studies, and webinars

Content Hub to include 150-word overview, logo and contact details

Quarterly reporting of download data

RATE

<table>
<thead>
<tr>
<th>ITEM</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
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<td>£3,000</td>
<td>£5,000</td>
<td>£10,000</td>
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</tbody>
</table>

MARKETING MANAGER, TARGIT

Professional, sharp and competent. That’s International Airport Review. TARGIT has worked with a range of media partners to reach our core target audience. We can say from experience that IAR delivered on its promises, and the results outperformed other providers. We highly recommend IAR to other businesses that are focused on engagement and conversions.
We set clear targets at the beginning of the collaboration, based upon previous webinars, and we were extremely happy to see that the targets were not just met but exceeded - both quantitatively and qualitatively. With the help of the International Airport Review Team we got our case study, products and brand in front of airports, and airlines, all over the World.

MARKETING MANAGER, INFARE

10 GREAT REASONS TO PARTNER WITH US

1. Use the webinar as a platform to launch new products and services
2. Ensure that your company is front of mind when buying decisions are taken
3. Connect and engage with your target audience
4. Differentiate yourself from competitors with strong brand presence
5. Demonstrate thought leadership in front of heads of industry
6. Increase your brand profile and share your capabilities and experience with a captive audience of leading industry professionals
7. Foster loyalty with existing clients
8. Grow your audience with increased reach, impact and accessibility
9. Transcend geographical boundaries
10. Generate new business

WEBINAR CASE STUDY

LIVE WEBINAR: 26 September 2018
CLIENT: Leidos
WEBINAR TITLE: Improving the Passenger Experience with Passenger Flow Management
GUEST SPEAKER: • Jim Kavanagh, Solutions Manager, Leidos

TOTAL LEADS GENERATED: 537
LIVE ATTENDEES: 118

KEY ATTENDEES:
• Aéroports de Montréal, Operational Planning
• Airports Authority of India, Airport Director
• GTAA, Airport Planning Associate Director
• Heathrow, Capacity Manager
• Hong Kong Airport Authority, Smart Airport Manager
• IATA, Passenger Experience Manager
• Port of Seattle, Director, Customer Experience
• San Jose International Airport, Passenger Experience Manager
• Sydney Airport, Security Manager
• VINCI Airports, Project Director

INTERNATIONALAIRPORTREVIEW.COM/WEBINARS
We collaborated with International Airport Review during the spring 2018 to realize a webinar targeting airports all over the world. The collaboration was extremely smooth and we got full support during all the various phases of the process - pre, during and post-webinar. Their support covered both the more technical aspects, as well as commercial and communication decisions. Jonathan, James and the rest of the team were helpful, responsive and truly engaged. We set clear targets at the beginning of the collaboration, based upon previous webinars, and we were extremely happy to see that the targets were not just met but exceeded - both quantitatively and qualitatively. With the help of the International Airport Review Team we got our case study, products and brand in front of airports, and airlines, all over the World.

MARKETING MANAGER, INFARE
Digital Advertising

A comprehensive range of digital solutions to reach aviation professionals at all levels

### Industry Insight Email

Our monthly industry insight emails give you the perfect opportunity to align your product or service with some of the industry’s most respected editorial.

**Sponsorship includes:**
- Company logo in email header
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated a minimum of three times

£1,250

Click to View

### eShots

Email marketing is one of our most effective channels available, allowing you to reach an audience offering proven results; building engagement, driving traffic, and directing customers to key content.

It is a powerful way to tap into new customer segments by aligning your brand to relevant topics or propositions.

£3,200 for total database of aviation professionals

OR

£1,750 for 5000 contacts

£275 for every extra thousand.

Click to View

### Weekly Email Newsletters

Sponsorship of our weekly email newsletter places your brand and content amongst the lead stories from that week.

**Sponsorship includes:**
- Company logo in email header
- Second story position, consisting of a title, excerpt and image
- Medium Rectangle banner, repeated a minimum of three times

£3,000 for entire month of newsletters

Click to View

### Display Advertising

Our rich and diverse content at internationalairportreview.com keeps the aviation community up-to-date with the latest news, technology and project developments.

**CAMPAIGN OBJECTIVE**

- Awareness
- Thought Leadership
- Leadership

**Fixed Footer**

- £1,750

**Wallpaper**

- £2,000

**3:1 Rectangle**

- £800

**Medium Rectangle**

- £1,250

**Leaderboard**

- £1,500

**MONTHLY DISPLAY ADVERTISING**

**CAMPAIGN OBJECTIVE**

- Awareness

**Click to View**

---

**Digital Advertising**

**A comprehensive range of digital solutions to reach aviation professionals at all levels**

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- £1,250

**Leaderboard**

- £1,500

**MONTHLY DISPLAY ADVERTISING**

**CAMPAIGN OBJECTIVE**

- Awareness

**Click to View**
Multimedia Products

In-Depth Focus

Every issue of International Airport Review includes bound-in supplements which offer a more in-depth and detailed analysis of topics at the forefront of the aviation industry.

Each topic is covered by leading experts in their field. Achieve maximum exposure by becoming one of a limited number of sponsors and aligning your product and/or service with the selected subject matter.

Sponsorship includes:
- Full or half page advertisement
- 300-word ‘Expert View’, providing your insight and expertise on the topic
- Your company logo included in the dedicated email promotion
- Promoted within your Content Hub
- Lead generation: we provide you with details of everyone who downloads content from the In-Depth Focus.

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<tr>
<th>ISSUE</th>
<th>FEB</th>
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<th>JUN</th>
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In-Depth Focus / Guide to… 2019

- Winter Operations
- Baggage Handling
- Accessibility
- Winter Operations
- Self Service / Touchpoints
- Baggage Handling

- ATC / ATM
- Seamless Travel
- Airside Operations
- Sustainability
- Construction & Design
- Airport Profiles

- Artificial Intelligence
- Biometrics
- Remote Digital Towers
- Screening Technology
- VR / AR in Airport Operations
- Airport Apps / Beacon Technology

CAMPAIGN OBJECTIVE

- Awareness
- Thought Leadership
- Lead Generation

Includes Lead Generation

Click to View
Multimedia / Print Advertising

Front Cover Sponsorship

Achieve maximum exposure by becoming one of only six sponsors to feature on the front cover each year.

Sponsorship includes:

- Work with us to select an image for the front cover, with your logo included
- Inside Back Cover double-page spread (advertisement, Editor Interview or combination of both)
- Referenced on the magazine Contents page
- PDF sent to you for your own marketing purposes
- Sponsor of our “Latest Issue” promotional email
- Interview promoted within your Content Hub

Show Packages (limited availability)

2 x full page advertisements (pre, post or bonus distribution issues)
1 x full page advertisement (pre, post or bonus distribution issues)
Half Page in bonus distribution issue
250 words of editorial in print and online
Online Company Profile

Generating business from industry events is a key component in most companies’ marketing mix. It is critical to underpin this investment with a wider event strategy to drive footfall to your stand and showcase your products or services.

World ATM Congress
Airport Show
IATA AVSEC World
IATA International Ground Handling
IATA Aviation Data
IATA Airport and Passenger Symposium

IATA Airport IT & Security 2019
inter airport Europe

CAMPAIGN OBJECTIVE

AWARENESS
THOUGHT LEADERSHIP

MEDIA PLANNER
Written by the industry for the industry

Interview Spotlight

International Airport Review’s exclusive Editor Interview, offers the opportunity for a key industry figure from your company to speak exclusively about pressing topics within the industry.

Achieve maximum exposure by becoming one of only six interviews offered on our inside back cover each year.

Interview package includes:

- Inside back cover DPS advertisement (one page ad and one page exclusive interview with the Editor)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly promotional email

**£6,000**

**£4,800**

**£2,600**

**£5,000**

**£4,000**

**£6,500**

Can you describe the development of the Green TJS-C?

As we are entering an era of elevated competition where passengers expect to be treated without regard to region or airport impact, Sweden has a great role to play in this respect. The 2030 Vision lays out a clear path for sustainable development, and Sweden is leading the way. The Green TJS-C is powered by a Volvo engine and is a unique innovation. The Green TJS-C is one of the most sustainable and efficient snow removal equipment available in the world. It has been designed to reduce CO2 emissions by up to 30%. The Green TJS-C is fully electric and can operate without refuelling. This is a significant achievement in the airport industry, where refuelling can be time-consuming and costly. The Green TJS-C is also capable of working in difficult weather conditions, making it ideal for use in airport operations.

What feedback have you received from Swedish airports?

The Green TJS-C has been well-received by airports in Sweden and abroad. Customers have praised its efficiency, sustainability, and durability. The Green TJS-C has been successfully tested in various environments, including heavy snowfall and extreme temperatures. This has demonstrated its capability to perform in challenging conditions, which is essential for airport operations.

What is revolutionary about the Green TJS-C?

The Green TJS-C is revolutionary because it is the first fully electric snow removal equipment designed for airport operations. It is a significant step towards reducing our carbon footprint and improving sustainability in the airport industry. The Green TJS-C is also equipped with advanced technology that allows it to adapt to changing weather conditions, ensuring optimal performance at all times.

What is the Green TJS-C’s most significant benefit?

The Green TJS-C’s most significant benefit is its environmental impact. By reducing CO2 emissions, it helps airports comply with the EU’s carbon dioxide emissions directive. It also contributes to improving air quality and reducing noise pollution, which is critical for the health and well-being of airport personnel and nearby communities.

How does the Green TJS-C compare to traditional snow removal equipment?

The Green TJS-C is more efficient and sustainable than traditional snow removal equipment. It is also more environmentally friendly, as it eliminates the need for fossil fuels and reduces air pollution. Additionally, it has lower operating costs, as it does not require fuel or maintenance.

What are the future plans for the Green TJS-C?

Our future plans include expanding the Green TJS-C’s market reach, developing new features and functionalities, and improving its performance further. We are also exploring opportunities to integrate it with other airport systems to create a more sustainable and efficient airport operation.

Can you describe the development of the Green TJS-C?

The Green TJS-C was developed in collaboration with Aebi Schmidt, a leading manufacturer of snow removal equipment, and Volvo, a renowned manufacturer of electric vehicles. The project was initiated in 2018, and the prototype was completed in 2020. The Green TJS-C is powered by a Volvo engine and is fully electric, eliminating the need for fuel. It is also equipped with advanced technology that allows it to adapt to changing weather conditions, ensuring optimal performance at all times.

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View Past Interviews

International Airport Review is published bimonthly and has a worldwide ABC audited circulation of 10,100 plus. Our online magazine adds an additional 5,947 readers.
Print Advertising

Written by the industry for the industry

Product Showcase

Perfectly positioned for product launches, updates or to simply introduce your technology to a wide and targeted audience, International Airport Review’s Product Showcase allows you to discuss your company’s product or technology in detail.

£5,500

Product Showcase includes:

- DPS advertisement (one page ad and one page product overview/ case study)
- Posted online at internationalairportreview.com
- Promoted within your Content Hub
- Promoted within our monthly round up email

VIEW PAST PRODUCT SHOWCASES

Mitigating weather-related risk

While aviation technology and policies are ever-changing, there is one factor that will always be an issue: The weather. High winds, heavy rains, hail, and lightning all endanger aviation equipment, passengers, and crew. Anul Agrawal, CMO of Earth Networks, explains how Earth Networks mitigates weather-related risk and streamlines aviation operations.

How do advanced weather detection and visualisation technologies benefit airport operations?

Poor weather-related decision-making is not only dangerous to people and equipment, but also to the airport’s reputation and operations. When just one airport is making the right decision, increasing numbers of similar facilities can learn from weather detection and visualisation technologies. Earth Networks recently introduced Share Solutions to help airport operators and managers make weather-related decisions. This helps airports and airlines to better manage weather-related risk, improve safety, and increase their revenue.

Perfectly positioned for product

- Product Showcase includes:
  - DPS advertisement (one page ad and one page product overview/ case study)
  - Posted online at internationalairportreview.com
  - Promoted within your Content Hub
  - Promoted within our monthly round up email

VIEW PAST PRODUCT SHOWCASES
International Airport Review’s strength is built on the quality of our editorial. Distributing the best quality content by top writers ensures we maintain the maximum engagement with our audience.

The Feature Partnership is designed to utilise your client relationships. You have the option to source the article to ensure the relevance to your solution – the author should be from a third party and of suitable standing.

**Package includes:**
- Option to source 3rd party article
- Exclusive sponsorship of the editorial feature
- Branding across print, email and online
- Full-page advert
- 300-word column included in feature
- Content included in online content hub
- Lead Generation

**Feature Partnership Package includes:**
- £5,000

**Multimedia Packages**
- Packages tailored to your business, ROI needs and budget
# 2019 Content Calendar

## 2019 PRINT CONTENT

<table>
<thead>
<tr>
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<td>Baggage Handling</td>
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<td>Self Service / Touchpoints</td>
<td>Baggage Handling</td>
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<td>Passenger Terminal Expo</td>
<td>Airport Show</td>
<td>ACI Europe General Assembly</td>
<td>Airport IT &amp; Security 2019</td>
<td>inter airport Europe</td>
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<td>Airport Show</td>
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<td>Airport Show</td>
<td>IATA Int'l. Ground Handling</td>
<td>IATA Aviation Data</td>
<td>IATA Passenger Symposium</td>
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## 2019 DIGITAL CONTENT

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<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY INSIGHT EMAILS</td>
<td>Seamless Travel</td>
<td>Remote Towers</td>
<td>Passenger Experience</td>
<td>Airport Apps</td>
<td>Cyber security</td>
<td>Baggage Handling</td>
<td>Robotics / AI</td>
<td>Security</td>
<td>Ground Handling</td>
<td>Wildlife Management</td>
<td>Passengers experience</td>
</tr>
<tr>
<td>REGIONAL FOCUS</td>
<td>Middle East</td>
<td>Middle East</td>
<td>Europe</td>
<td>Europe</td>
<td>North America</td>
<td>North America</td>
<td>Asia</td>
<td>Asia</td>
<td>South America</td>
<td>South America</td>
<td>Africa</td>
</tr>
<tr>
<td>ONLINE FEATURES</td>
<td>Top trends to look out for</td>
<td>Capacity management</td>
<td>Airports</td>
<td>Brexit reaction</td>
<td>ARFF &amp; Recovery</td>
<td>Non-aeronautical revenues</td>
<td>Passenger experience</td>
<td>Route dev.</td>
<td>Big data</td>
<td>Noise abatement</td>
<td>Self-service</td>
</tr>
</tbody>
</table>
The findings of a survey will give you independent, empirical data which can be used to inform and shape strategy and/or reinforce the benefits of your product/service; this acts as a key differentiator in an increasingly competitive market. Each project we undertake is customised to your requirements.

How does it work?

1. Purpose and Scope of the Project
   - Are you looking for data that supports your strategy?
   - Are you looking for independent evidence to showcase your proposition?
   - What do you want the outputs to be (how many of the following steps do you want to take)?

2. Target Audience
   - How many respondents?
   - What is their profile (e.g. geography, company type, job function, seniority)?

3. The Question Set
   - We work together to refine the appropriate questions – this helps us derive the information you wish to extract.

4. Survey and Data Collection
   - We host and promote the survey to ensure we generate response data against the targets you set.

5. Analysis
   - We analyse the findings and draw insightful conclusions.

6. Production, Promotion and Distribution
   - Whether you’re looking for a write-up with graphs and charts from the analysis, or an infographic portraying the most salient information, we can tailor the outputs and use any of our channels to share this information with the wider industry.
Conferences and Awards

Airport IT & Security 2018  4-5 December 2018 | Amsterdam

Bringing together airport stakeholders from across the world, two conferences over two days offer you unparalleled access to the latest information, advancements and expertise within the industry.

Airport IT and Security objectives and challenges are intrinsically interlinked; these leading conferences deliver dedicated sessions for both IT and security professionals and addresses the joint challenges within plenary sessions.

Sponsors and Delegates will be able to:

- Gain insight into the future of airport IT & security from global industry specialists
- Hear about the latest & future challenges and how these can be tackled
- Network with senior figures
- Learn about new cutting edge technology
- Create fantastic business relationships and strengthen existing ones
- Have their say in debates and ask questions!

The Airport IT 2017 conference gave me a unique opportunity to see the latest issues in IT presented by industry experts along with an unparalleled opportunity to network with my existing peers and to connect with new ones.

BIRMINGHAM AIRPORT LIMITED

Awards 2018

International Airport Review’s Awards are unique in being the only independent awards to recognise and reward excellence within the global airport and aviation industry. These awards, designed for airports and suppliers alike, recognise the significant impact best practice and innovative solutions can have on improving the operations of an Airport.

Why would an airport or supplier enter the Awards?

- Win a prestigious award
- Gain recognition with the global airport community
- Highlight the effectiveness of their initiative/solution
- Be part of a network of experts within the industry
- Increase their profile, globally

International Airport Review Awards 2018

Winners announced

December 2018

BIRMINGHAM AIRPORT LIMITED

Next year’s event is already confirmed for 25-26 September