EXHIBITOR GUIDE

Co-located Events





Organised by





WELCOME TO AIRPORT SHOW HYBRID+

Taking place on 24-26 May 2021 this three-day event will provide a great opportunity to bring the global airport community together to participate in-person, digitally or a mix of both while engaging through our new and enhanced digital platform in 2021.

Platform opening hours:

24 - 26 May 2021 | 10am - 6pm (UAE time)



ATC FORUM

Monday | 24th May 2021 | Conference Room 1

TIME	SESSION
09:00 - 10:00	WELCOME COFFEE AND NETWORKING
10:00 - 10:10	WELCOME ADDRESS:Air Traffic Management in the post COVID era
10:10 - 10:20	KEYNOTE ADDRESS 1: How to Secure your Airspace in Digital Times
10:20 - 10:30	KEYNOTE ADDRESS 2: Digital Transformation of Air Traffic Systems
10:30 - 11:30	PANEL DISCUSSION 1: The Future of Smart Digital Towers
11:30 - 12:30	PANEL DISCUSSION 2: Driving Efficiency through Airspace Design
12:30 - 13:30	LUNCH BREAK AND NETWORKING
13:30 - 14:30	PANEL DISCUSSION 3: Safely Rebuilding Air Traffic Capacity
14:30 - 14:40	KEYNOTE ADDRESS 3: Decarbonising Aviation through Improvements in ATC
14:40 - 14:50	KEYNOTE ADDRESS 4: Preparing for Cyberattacks on Digital Air Traffic Control
14:50 - 15:00	AFTERNOON COFFEE BREAK AND NETWORKING
15:00 - 16:00	PANEL DISCUSSION 4: Global Regulations for UAS/UAV in Controlled Airspace
16:00	END OF DAY

ADDITIONAL TOPICS COVERED

- Building a Robust ATC Infrastructure for Growth
- Future Development of ATC at Middle East's Airports
- Maintaining ATCO Training and Licensing during Pandemics

FUTURE GSE

Monday | 24th May 2021 | Conference Room 2

TIME	SESSION
09:00 - 10:00	WELCOME COFFEE AND NETWORKING
10:00 - 10:10	WELCOME ADDRESS: The Impact of COVID-19 on the Ground Handling Industry
10:10 - 10:20	KEYNOTE ADDRESS 1: Technology Innovation in Airport Ground Handling
10:20 - 10:30	KEYNOTE ADDRESS 2: Increasing Operational Efficiency to Maximise Profitability
10:30 - 11:30	PANEL DISCUSSION 1: Ground Handling Industry Gets Ready for Global Vaccine Distribution
11:30 - 12:30	PANEL DISCUSSION 2: Digital Transformation of Ground Handling
12:30 - 13:30	LUNCH BREAK AND NETWORKING
13:30 - 14:30	PANEL DISCUSSION 3: The Future of Outsourcing in Ground Handling
14:30 - 14:40	KEYNOTE ADDRESS 3: Sustainability on the Ramp
14:40 - 14:50	KEYNOTE ADDRESS 4: GSE Excellence in Air Cargo Operations
14:50 - 15:00	AFTERNOON COFFEE BREAK AND NETWORKING
15:00 - 16:00	PANEL DISCUSSION 4: Latest Trends and Developments in Ground Handling Software
16:00	END OF DAY

ADDITIONAL TOPICS COVERED

- Ground Handling Safety Shifts Post COVID-19
- Redesigning the Ramp to Improve Efficiency and Safety
- The Growth of Self Driving, Automation and Robotics in Ground Handling

AIRPORT SECURITY

Tuesday 26th May 2021 | Conference Room 2

TIME	SESSION
09:00 - 10:00	WELCOME COFFEE AND NETWORKING
10:00 - 10:10	WELCOME ADDRESS: Maximising Passenger Convenience in the Airport Security Environment
10:10 - 10:20	KEYNOTE ADDRESS 1: Ensuring Airport Security as Airlines Rebuild Capacity
10:20 - 10:30	KEYNOTE ADDRESS 2: Threat Detection in the Digital World
10:30 - 11:30	PANEL DISCUSSION 1: Preparing for the Cybersecurity Challenge
11:30 - 12:30	PANEL DISCUSSION 2: Accelerating the Airport Security Digital Transformation
12:30 - 13:30	LUNCH BREAK AND NETWORKING
13:30 - 14:30	PANEL DISCUSSION 3: Integrating Surveillance Systems using Advanced Facial Recognition and Behavioural Biometrics
14:30 - 14:40	KEYNOTE ADDRESS 3: Future Technologies Enhancing Airport Security
14:40 - 14:50	KEYNOTE ADDRESS 4: Investing in Human Capital to Advance Capabilities
14:50 - 15:00	AFTERNOON COFFEE BREAK AND NETWORKING
15:00 - 16:00	PANEL DISCUSSION 4: Automation - the Future of Robots and Autonomous Drones in Airport Security
16:00	END OF DAY

ADDITIONAL TOPICS COVERED

- Reducing Touchpoints at Checkpoints
- Ensuring Post Pandemic Security Readiness
- Bringing Safe Travel Back to the Middle East





AIRPORT DIGITAL TRANSFORMATION

Tuesday | 25th May 2021 | Conference Room 2

TIME	SESSION
09:00 - 10:00	WELCOME COFFEE AND NETWORKING
10:00 - 10:10	WELCOME ADDRESS: Leveraging Technology to Deliver the Future Smart Airport
10:10 - 10:20	KEYNOTE ADDRESS 1: How can Data Intelligence and Analytics Augment Airport Operations
10:20 - 10:30	KEYNOTE ADDRESS 2: Emerging Technologies Transforming the Airport Digital Experience
10:30 - 11:30	PANEL DISCUSSION 1: Preparing a new Innovation Strategy for a New Airport Experience
11:30 - 12:30	PANEL DISCUSSION 2: The Growth of Robotics and Autonomous Technology Solutions
12:30 - 13:30	LUNCH BREAK AND NETWORKING
13:30 - 14:30	PANEL DISCUSSION 3: The Power of AI to Enhance Airport Operations
14:30 - 14:40	KEYNOTE ADDRESS 3: Prioritising Digital Investment while Rebuilding Capacity
14:40 - 14:50	KEYNOTE ADDRESS 4: Passenger Expectations Driving Airport Digital Strategies
14:50 - 15:00	AFTERNOON COFFEE BREAK AND NETWORKING
15:00 - 16:00	PANEL DISCUSSION 4: Integrating New Technologies to Legacy Systems
16:00	END OF DAY

ADDITIONAL TOPICS COVERED

- The Importance of Digital Integration with Aviation Stakeholders
- How Aviation can Help Deliver the National Digital Transformation Strategy
- Building a Digital First Culture for Success

AIRPORT PASSENGER EXPERIENCE

Wednesday | 26th May 2021 | Conference Room 2

TIME	SESSION
09:00 - 10:00	WELCOME COFFEE AND NETWORKING
10:00 - 10:10	WELCOME ADDRESS: Contactless Defining the New Passenger Experience
10:10 - 10:20	KEYNOTE ADDRESS 1: Redesigning Passenger Flow to Enhance Passenger Experience and Maximise Efficiency
10:20 - 10:30	KEYNOTE ADDRESS 2: Enhancing Passenger Experience to Build New Revenues
10:30 - 11:30	PANEL DISCUSSION 1: Passenger Traffic Management in the Post COVID Environment
11:30 - 12:30	PANEL DISCUSSION 2: Airport Concessions Trends to Meet Post-Pandemic Passenger Expectations
12:30 - 13:30	LUNCH BREAK AND NETWORKING
13:30 - 14:30	PANEL DISCUSSION 3: Passenger-centric Airport Information Solutions
14:30 - 14:40	KEYNOTE ADDRESS 3: Rethinking Airport Terminal Design to Enhance Passenger Experience
14:40 - 14:50	KEYNOTE ADDRESS 4: Delivering a Seamless Kerb to Destination Experience to Passengers
14:50 - 15:00	AFTERNOON COFFEE BREAK AND NETWORKING
15:00 - 16:00	PANEL DISCUSSION 4: Using Apps to Provide a World Class Digital Passenger Experience
16:00	END OF DAY

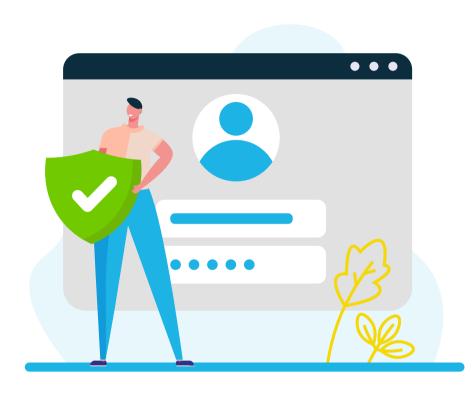
ADDITIONAL TOPICS COVERED

- Can Loyalty Programmes Help Rebuild Passenger Confidence and Retention?
- IATA Travel Pass Reimagining Passenger Travel
- ACI Airport Health Accreditation Program

AIRPORT SECURITY

Wednesday 26th May 2021 | Conference Room 2

SESSION
XXX



SIMPLY FOLLOW THE BELOW PROCESS TO GET STARTED

Confirm your Participation

Exhibitor Portal

- 1. You will receive your login details to access the **Exhibitor Portal** (also available on the Airport Show website)
- 2. Complete your company profile and upload products/services

Exhibitor Badge Registration

- 3. Register the main contact who will be using the platform and the main spokesperson for your company this person will initiate meetings and can access sessions
- 4. Once complete, the login information for the Airport Show Hybrid+ platform will be sent to the 'main contact' via email

You will receive your print at home badges 10 days before the exhibition.

Access the Hybrid+ platform

5. Confirm your availability on the Hybrid+ platform and start sending/accepting meeting requests

During the Event: Please attend your virtual meetings a few minutes earlier than scheduled and Rate your meetings after

Post Event: Continue networking for 2 weeks more to maximize your connections

AIRPORT SHOW HYBRID+ TIMELINE

WEEKS TO GO

24 APRIL 2021

Make sure you have registered online giving us accurate information to personalize your matchmaking experience and send you relevant recommendations.

You will receive your passcode to access the Hybrid+ Platform 2 weeks before the event.

WEEKS TO GO

10 MAY 2021

The Airport Show Hybrid+ platform will open for 2 weeks prior to the event to give you time to pre-schedule your meetings & select the conference sessions you would like to attend.

After 24 hours of registering, you will receive a secure email invite with a passcode to access the Airport Show Hybrid+ platform to start networking!

DAY TO GO

23 MAY 2021

You will receive the Final Agenda via email around 5pm with a summary of your meetings and selected Conference sessions.

Please Note: It is recommended to finalize your meetings by this point.



24 MAY 2021

Start networking and attend your selected Conference sessions.

Enjoy the 3 day Event!

WEEKS AFTER

27 - MAY - 10 JUNE 2021

You can continue networking and watching on-demand content via the Hybrid+ platform for 2 weeks after the event.

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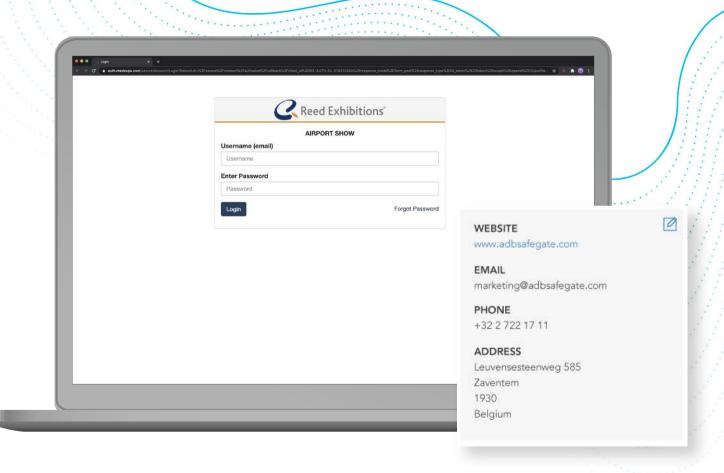
USER GUIDE / HOW-TO EXHIBITOR PORTAL

EXHIBITOR PORTAL

STEP 1

Your Exhibitor Portal

You will be provided with one account to manage the exhibitor portal.



EXHIBITOR PORTAL

STEP 2

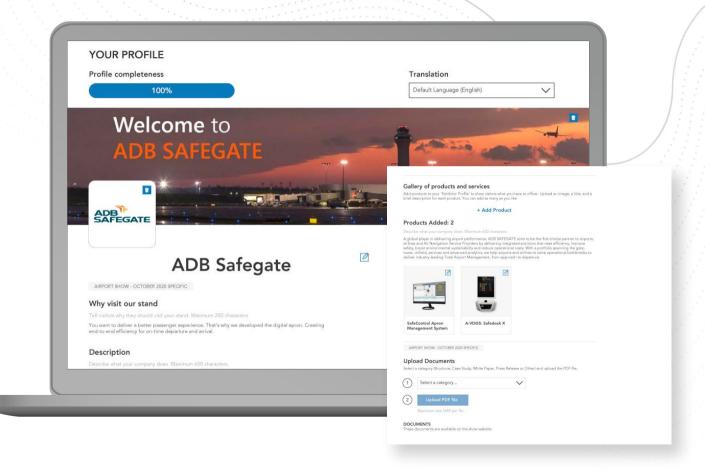
Tasklist

- Ensure your profile is 100% complete to increase exposure to visitors and buyers.
- Update your company profile, logo, description.
- ✓ Upload products, images & descriptions

Top Tip:

You can gain more visibility by upgrading your package and benefit from a Premium Listing.

See packages available on page 6



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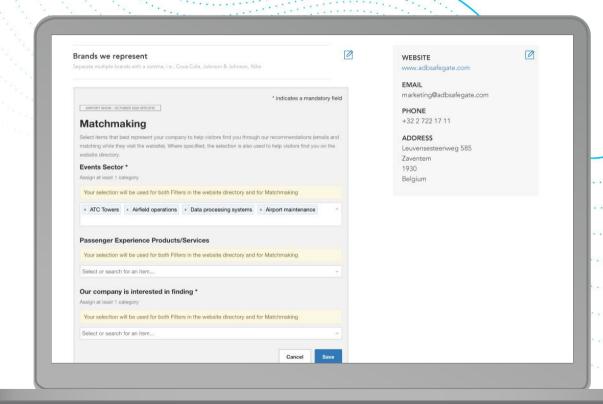
EXHIBITOR PORTAL

STEP 3

Meeting requirements

'Event Sector' is used to identify the Products/Services you are offering

Please ensure this is accurate to ensure correct recommendations



EXHIBITOR BADGE REGISTRATION

EXHIBITOR BADGE REGISTRATION

STEP 1

The contact details submitted for your Exhibitor Badges will be used to schedule meetings and to attend live/recorded forum sessions on the online platform.

IMPORTANT:

Please advise the organizers before deleting or changing a contact as this may affect existing meetings.



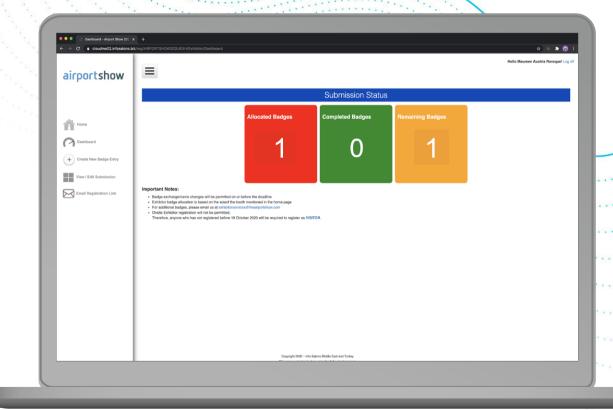
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EXHIBITOR BADGE REGISTRATION

STEP 2

You will receive a maximum amount of Exhibitor Badges based on your package.

For assistance, please contact: edden.retuya@reedexpo.ae



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USER GUIDE / HOW-TO AIRPORT SHOW HYBRID+ ACCESS

GET SET UP ON OUR NEW DIGITAL PLATFORM



Video Meet App Requirements

- Preferred medium:
 PC / Laptop (Desktop)
- ✓ Preferred browser: Chrome 85
- ✓ Connection speed > 1.5Mbps
- Mobile support:
 Android > 10 with Chrome browser
 iOS > 13 with Safari browser



Mobile System Requirements

- IOS/OS
 Safari (Latest version or 13.1.1 and above)
- Android
 Chrome (version 82 and above)
 Edge (version 80 and above)
 Opera (version 58 and above)
 Samsung Browser (version 12 and above)
 Firefox (Version 75 and above)



Audio & Video Permission

Please check audio & allow video permission upon joining the call





Web Browser Requirements

- Chrome (Version 80 and above)
 Download it here
- Firefox (Version 75 and above)
 Download it here
- Edge (Version 80 and above)
 Download it here
- ✓ Safari (Version or 13.1.1 and above)

 Download it here

IMPORTANT:

- ✓ Test your system beforehand with our Video Meet App Checker Click here
- Ensure that you have granted permissions of your microphone and camera to the browser: Instructions Here
- Enable Third-Party Cookies Click here

SUPPORT:

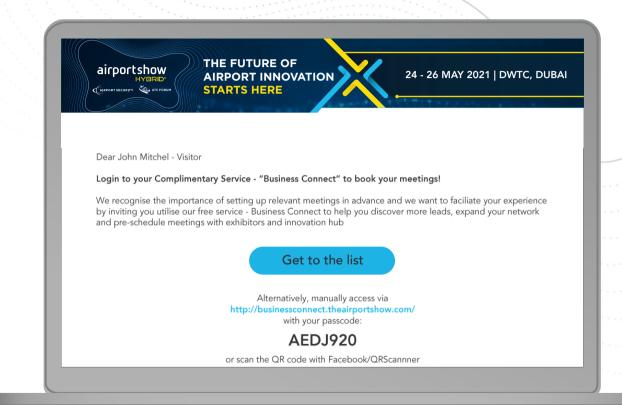
If you are still facing issues, even after meeting the criteria above, please email mai.ismail@reedexpo.ae and a short description of the technical issue.

BUSINESS CONNECT:

AIRPORT SHOW HYBRID+ ACCESS

STEP 1

Those registered for Exhibitor badge access will receive a secure email invite with a passcode to access the Airport Show Hybrid+platform



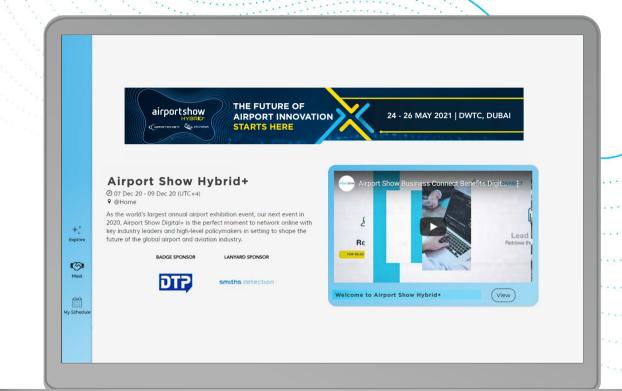
GET STARTED

STEP 2

Start Exploring

Once you login, you can view some recommendations based on your interests and activity on the platform.

- Recommended Profiles
- Recommended Sessions
- Requests Received



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AGENDAS

STEP 1

Accessing Webinars/ Online Conferences:

- ► Toggle to the 'Agenda' tab
- Find session by date or filter the sessions using the drop-down options
- Click on the Video button to access the media content

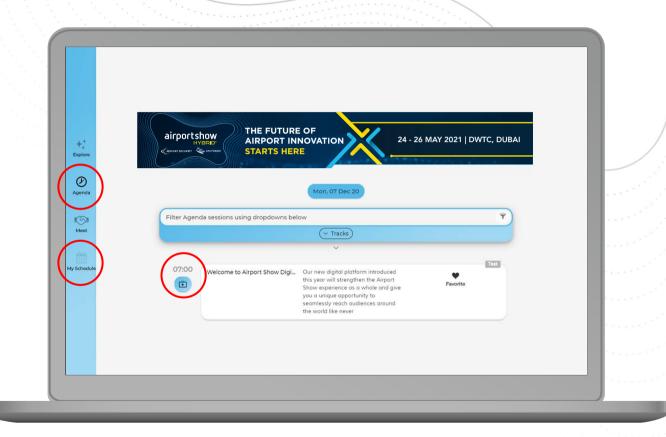
STEP 2

Bookmarking Sessions to Favourites:

- Select the session you want to bookmark
- Click the 'Favourite' button

Your favorite sessions will appear in the final agenda you will receive via email before the event.

The bookmarked session will be listed on your 'My Schedule' tab



MEET

- Exhibitors can initiate meeting requests to visitors, buyers, or other exhibitors
- Meetings are subject to invite acceptance and reminders will be sent.

Top Tip:

Send your requests early so the team will have longer to follow up on your meeting requests.



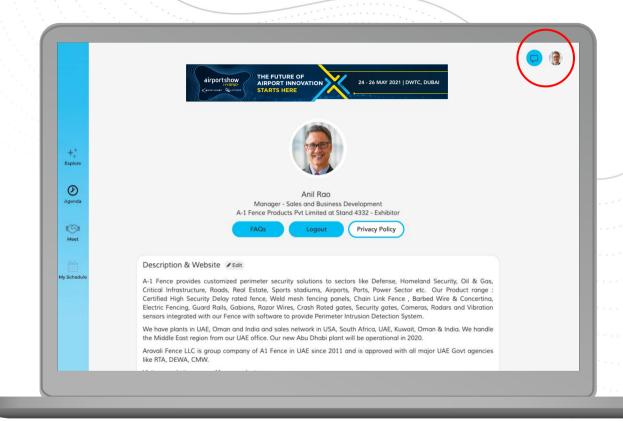
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SET-UP YOUR MEETINGS

STEP 1

Upload your Photo

- To improve your visibility to other attendees.
- ► Go to 'Image' icon to update/view your own profile.



SET-UP YOUR MEETINGS

STEP 2

Click on 'My Schedule' to set your time availability and confirm your schedule before initiating a meeting.

To adjust your availability, \mathbf{X} (unavailable time) or \checkmark (available) the timeslots.

Click CONFIRM button to save your schedule.

Top Tip:

This step ensures attendees responding to your meeting requests can choose a time that you are available.



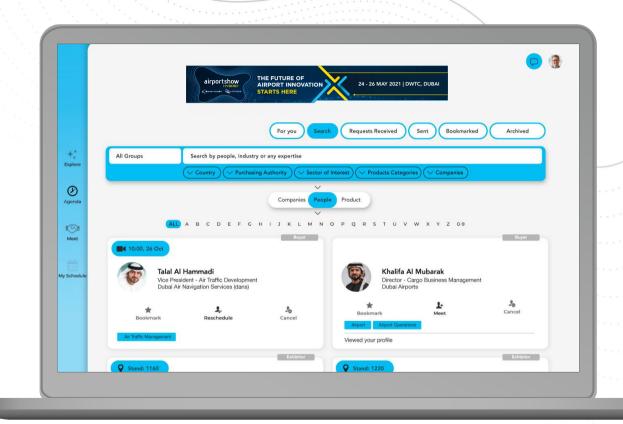
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SET-UP YOUR MEETINGS

STEP 3

Find relevant people or products/services:

- Click the 'search' bar at the top of the app
- Narrow down your search list by typing in the search bar OR select via filters provided (e.g. Companies, People, Products, Position)



SET-UP YOUR MEETINGS

STEP 4

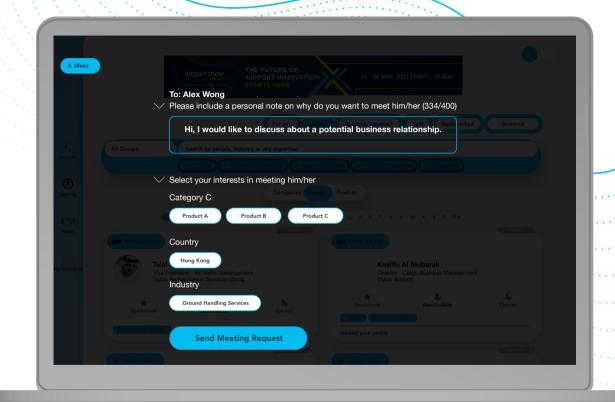
Send a meeting request:

- Click on 'Meet', enter an optional message to the other party
- Click 'Send' meeting request to confirm your arrangement
- The receiver will have the option to accept, or reject the meeting request.

Top Tip:

If a meeting request is pending for a while, simply cancel the request and find another prospect.

Login to your account on a regular basis to ensure you are on top of your meetings requests.



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SET-UP YOUR MEETINGS

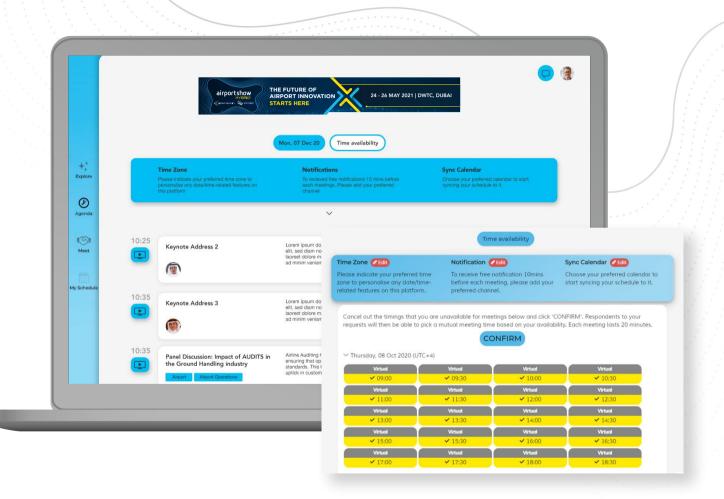
STEP 5

Meeting Calendar

You will receive your final schedule that will include all confirmed meetings 2-3 days before the event.

Top Tip:

Login to the digital platform a day before your meeting to see your latest schedule or update/cancel meetings under 'My Schedule/My Connection Tab'.



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USER GUIDE / HOW-TO DURING THE EVENT

DURING THE EVENT

STEP 1

You will receive an SMS reminder 15 minutes before your meeting.

To ensure a seamless experience, use a laptop/PC to access the Airport Show Hybrid+ platform.

Access pre-arranged video meetings

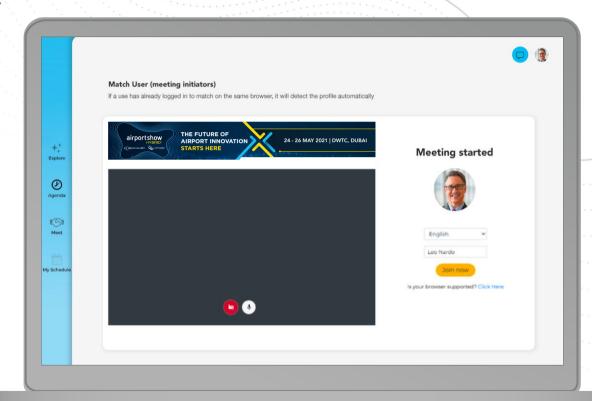
- Click on 'My Schedule'
- Click the 'Camera' icon next to the scheduled meeting
- Click 'Join Now' to enter the video meeting.

Please ensure the Microphone and Video Buttons are on before entering the room.

Please Note:

Please arrive 5-10 minutes before your meeting. The meeting room is only accessible during the scheduled date and will close automatically as per the scheduled time. You can continue to connect using the 'Chat' feature and 'Instant Call'.

For any assistance, email us at: mai.ismail@reedexpo.ae



If you have available meeting slots you can continue to receive meeting requests during the event opening hours so it is advised to always be available on the platform.

DURING THE EVENT

Rate your connections

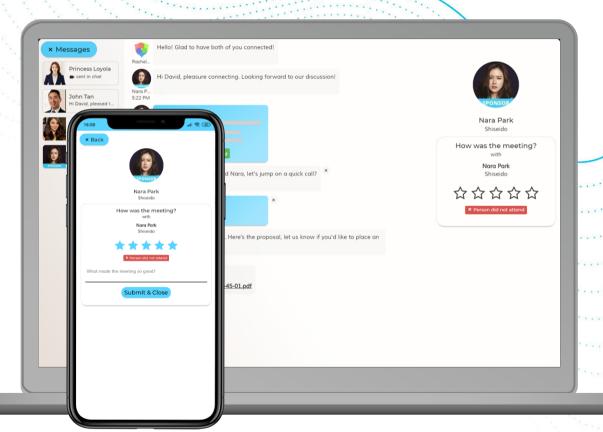
Provide feedback to improve meeting quality.

From Desktop Web Browser:

- Click on the connected attendee
- Open the messaging platform
- On the right-hand corner it will prompt you to rate the meeting with the attendee

From Mobile:

- Click on the connected attendee
- Open the messaging platform
- Click on the 'Detail' button below the text bar, then a pop-up screen will prompt you to rate the meeting with the attendee



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DURING THE EVENT

Chat

Messaging is only available for connection/meetings that have been confirmed.

Chat is available during and after the event days only.

You can:

- Send images / documents
- Send Digital Business Cards
- ✓ Instant call (works best for web desktop view)
- Manage Meeting Details

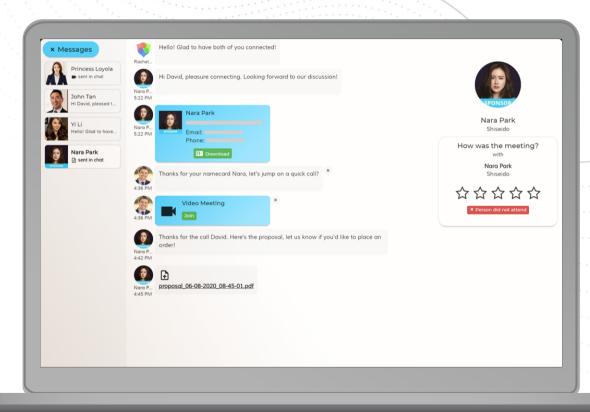
To delete a message, click the X button.

NOTE: Deletion is irreversible

Attend Conference Sessions

Your favorite sessions will appear in your final agenda.

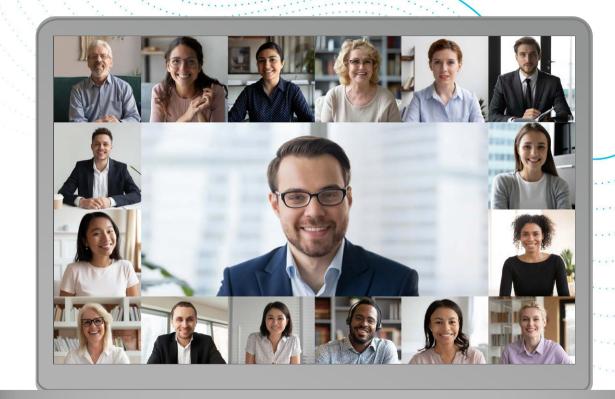
The bookmarked session will be listed on your 'My Schedule' tab.



AFTER THE SHOW

You can continue to network for 2 more weeks using the same access details.

Meetings are still subject to invitee acceptance and they will be reminded on a regular basis.



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For further support for Airport Show Hybrid+ on 26-24 May 2021, please email:

MAIISMAIL

Email: mai.ismail@reedexpo.ae



24 - 26 MAY 2021