

ARC2012 exhibition sold out in record time

LONDON, UK: ARC2012, claimed to be the most focused networking platform for airline buyers and suppliers, has announced that all the booths in its exhibition have been reserved, just four weeks after the launch. The suppliers' exhibition, which has grown 60% since 2011, to include an Innovation Gallery, will support this year's Airline Retail Conference in London, taking place on 9-11 July at the Hilton London Metropole.



As always, the ARC exhibition aims to offer airline buyers the chance to meet with a broad array of food, beverage and retail suppliers, featuring some of the most established brands in travel retail, as well as a number of emerging brands and companies exploring the in-flight retail channel for the first time.

The well-established brands taking part include: Scorpio Distributors, Distilleria Bottega, Heinz, Inflight Service Europe, Rotary Watches, Oakfield Farms Solutions and Breo. Among the exhibitors who are new to ARC are: Royal London Watches, Kleshna Jewellery, Johnny Loves Rosie, and Babicka Vodka. A full list of confirmed exhibitors can be found online at: <http://www.airlineretail.com/the-exhibition>.

Meanwhile, advanced delegate bookings for ARC2012 have also been the fastest in the show's six year history. Attendees from over 30 airlines have already registered, including: easyJet, KLM, Emirates, Cyprus Airways, Alitalia, Qatar Airways, Jet2.com, SunExpress, Lufthansa and many more. Details of attendees can be found online at <http://www.airlineretail.com/attendees>.

Mike Sawicki, who manages the exhibition at ARC, says: "We could have doubled the size of the exhibition this year, but it is important to let the show to grow organically. The exhibition is a very important part of each delegate's overall event experience, so we wanted to get the mix of brands and products right. I'm sure everyone will enjoy it as much as - if not more than - last year's event."

Half price early-booking rates available until 4 April, at <http://airlineretail.com/current-event>.

To register, or for more information about ARC2012, call Shelly Guerrero on +44 20 7613 6959.

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