

APEX/IFSA Awards Criteria

The APEX/IFSA Awards recognize specific, innovative and brand-new achievements successfully implemented in the past year. The awards recognize innovations in the following categories: Innovation Award for Best Inflight Connectivity, Innovation Award for Best Inflight Entertainment, Innovation Award for Best Cabin, Best Inflight Food or Beverage, or Best Onboard Amenity. ***In order to be presented one of the awards, your APEX and/or IFSA membership must be current.***



APEX Innovate for Best Inflight Connectivity

The “Innovate for Best Inflight Connectivity” award recognizes an amenity for creating a new inflight innovation including interactive connectivity onboard, unique WiFi features/offers, etc.

The winner must demonstrate the following:

- Innovation
- Sustainability
- Benefit to Passenger Including Reliability
- Benefit to the Airline Industry

APEX Innovate for Best Inflight Entertainment

The “Innovate for Best Inflight Entertainment” award recognizes an amenity for creating an outstanding audio or video collection, or new video – OR - for creating a new inflight innovation that is elevating the passenger experience via GUI design, features/applications, streaming, hardware, seat integration, etc.

The winner must demonstrate the following:

- Innovation/Creativity
- Benefit to Passenger, Including Ease of Use
- Diversity of Offering/Range of Selection
- Compelling Content: Informative and Engaging



APEX/IFSA Innovate for Best Cabin

The “Innovate for Best Cabin” award recognizes an amenity for creating a thoughtful new cabin environment, including galleys, lavatories, and means to increase efficiency for crew.

The winner must demonstrate the following:

- Innovation
- Sustainability
- Benefit to Passenger
- Benefit to the Airline Industry



Best Inflight Food or Beverage

The “Best Inflight Food or Beverage” award recognizes the best of a food or beverage product that enhances the onboard culinary experience. The food or beverage product can be complimentary or buy onboard.

Food Criteria

The winner must demonstrate the following:

- A clear commitment to leading, developing and representing the global business interests of the onboard service industry.
- Appearance, Taste, Functionality, Innovation, and Quality.

Beverage Criteria

The winner must demonstrate the following:

- A clear commitment to leading, developing and representing the global business interests of the onboard service industry.
- Appearance, Innovation, and Function.

Best Onboard Amenity

The “Best Onboard Amenity” award recognizes an amenity that provides an enhanced onboard passenger experience. The amenity must clearly show commitment to leading, developing and representing the global business interests of the onboard service industry.

The winner must demonstrate the following:

- Form

- Function
- Content
- Quality