

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: Inflight Connectivity, Inflight Entertainment, Cabin, Safety Video Inflight Food or Beverage, or Onboard Amenity. In order to be presented with one of the awards, your APEX and/or IFSA membership must be current.



APEX Innovation Award for Inflight Connectivity

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

The winner must demonstrate the following:

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

APEX Innovation Award for Inflight Entertainment

The “Innovation for 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 Innovation Award for Safety Video

The “Innovation for Safety Video” award recognizes an airline, content provider, or partner for creating an outstanding safety video that uses innovative storytelling, technology, creativity, or production techniques to effectively communicate critical safety information while enhancing the passenger experience.

The winner must demonstrate the following:

- Innovation/Creativity

- Effective Communication of Safety Information
- Passenger Engagement and Attention
- Clarity, Accessibility, and Ease of Understanding
- Memorable and Compelling Storytelling
- Alignment with Airline Brand and Safety Culture



APEX/IFSA Innovation Award for Cabin Innovation

The “Innovation for Cabin Innovation” 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



IFSA Inflight Food or Beverage

The “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.

IFSA Onboard Amenity

The “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