Maintain a competitive advantage and gain value through latest aircraft seating developments

27 – 28 June 2016 I Crowne Plaza Hotel – Seattle Downtown, USA

Speakers

Chairman
René Dankwerth,
VP R&D, Recaro,
Germany

Anthony Harcup, Associate,
Acumen Design Associates Ltd., UK

Dianne McMullin, Associate Technical Fellow / Human Factors Engineering, Boeing Company, US

Benjamin Saada, CEO, Expliseat, France

Jacques Debouchaud, Cabin Interior, Research & Innovation Manager, Stelia Aerospace, France

Blake Emery, Director, Differentiation Strategy, Boeing Company, USA
Interactive networking sessions

**Who is Who**
Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference.
In cooperation with **FUJIFILM**

**Speed Networking**
Maximize your time at this event by participating in these fast paced 1-to-1 meetings. Get to know the other attendees and exchange your business cards. Have your business cards ready!

**Panel Discussion**
Steer this interactive panel discussion with your questions to our panel of experts and use the opportunity for further discussion.

**Evening Event**
Enjoy a relaxing get-together with good food and drinks for rounding up the first day of the conference. Together with colleagues from the co-located event IFE & Connectivity USA, you will have the opportunity to get to meet even more professionals that share the same business passion for aircraft seating innovation!

**Interactive Workshops**
Get an in depth approach to these hands-on themes. Discuss, brainstorm, elaborate and work together in this interactive session. Workshops are also an excellent chance to interact with other people in your area of interest.

Hot topic areas

- **Customer experience**: Beyond basic passenger needs: Analysis of passengers expectations
- **Current design and future trends in aircraft seats**
- **How much comfort does the passenger want?**
- **Comfort opportunities** beyond aircraft seating design
- **Incorporating reliability and maintainability** best practices
- **Impacts and perspectives** of lightweight aircraft seat technology

---

**Sponsors**

**DIAB Americas**
315 Seahawk Drive
TX 75115 DeSoto
USA

Diab is the world leader in structural foam core for sandwich application. We develop and produce structural foam core specialized for Aerospace applications like Commercial interiors, Business/VIP jets and civil aircraft. Diab also do CNC kitting and support our customers with technical knowledge. Diab have been supplying Aerospace customers for more then 30 years. We have 2 products specially developed for Aerospace; Divinycell HT is for structural applications for smaller aircraft’s and Divinycell F is specialized for commercial interiors and fulfill all FST and Heat release requirements.

**SEKISUI SPI**
6685 Low Street, Bloomsburg, PA 17815 |
Customer Service: +1.800.325.3133 |
Outside the US: +1.570.389.5814
T: +1.570.3878997

SEKISUI Polymer Innovations, LLC is changing manufacturing for the 21st century by challenging how to think, design, and create as a master supplier. Their KYDEX® thermoplastics brand is recognized as a leader in specialty polymers for aviation interiors. This year, SPI introduces additions to its portfolio, making it the first and only thermoplastic sheet manufacturer with a complete aviation interiors product line. SPI has recently developed revolutionary new technology for pattern-in-product and the benefits of sourcing progressive materials from one supplier; a supplier with expansive R&D capabilities for expanding their product portfolio for niche and boutique applications.
Be more than a name on a business card.  
Stand out as a sponsor or exhibitor.

This event provides a unique platform which encourages open conversation between practitioner and solution-provider. We take the time to get to know our customers so that we can help you navigate through the audience to find the best matches in terms of need and buying power. A ‘must-attend’ event for businesses which have a service or solution that would benefit to the audience.

To find out more about the outstanding sponsorship and exhibition opportunities available at contact Janina Awwad on: +49 (0)30 20 91 32 42 or email janina.awwad@iqpc.de
08:30 Registration and welcome coffee

Who is Who
Discover who else is participating in the conference. The matchmaking picture wall will help you identify who you want to meet at the conference. In cooperation with FUJIFILM

09:00 Chairman’s opening
René Dankwerth, Executive Vice President Research & Development, RECARO Aircraft Seating GmbH & Co. KG, Germany

09:15 Beyond basic passenger needs: Analysis of passengers’ preference
• Identifying the key components of a great customer preference
• Does comfort really create preference?
• Where next? What will drive comfort and preference in the future?
Dianne McMullin, Associate Technical Fellow / Human Factors Engineering, Boeing Company, US

09:55 IFE & Connectivity trends
• A320 Family. Single Aisle trends
• A330, A350, A380. Long Range trends
Roser Roca-Toha, Americas Aircraft Interiors Marketing Manager, Airbus, US

10:40 Speed Networking
Get in touch with the other conference guests in quick paced 1-1 meetings – make sure you bring a stack of business cards.

11:20 Refreshment break and networking

11:50 Seat psychology: The next frontier?
• What does seat psychology mean?
• Why is it important?
• Our emotional response to seats
• The role of Industrial Design
R. Blake Emery, Director, Differentiation Strategy, Boeing Commercial Airplanes, US

12:30 Current design and future trends in aircraft seats
• Designing Seats for great Passenger Experience
• The magic triangle of weight, comfort and cost
• Future Trends and relevance for cabin interior
René Dankwerth, Executive Vice President Research & Development, RECARO Aircraft Seating GmbH & Co. KG, Germany

01:10 Networking luncheon

02:40 Economy – where is the revolution?
• This session explores the slow path to revolution and focuses on the lessons learned developing products in this sector from the world’s leading agency in the creation of blue-sky aircraft seat design
• Economy class remains the biggest opportunity and untapped potential in aircraft interiors industry - It is the holy grail
• Why has innovation remained incremental in this sector compared with other flight classes?
• Why is there such a large disparity between the blue-sky economy seating concepts in the media and public domain vs the seats that are actually flying?
• The aircraft interiors industry is presently in an exciting and fertile phase, ripe for next gen products - who will get there first?
Anthony Harcup, Associate, Acumen Design Associates Ltd., UK

03:20 Innovative Seat Design Enhancing Customer Experience in Economy Class
• Designing Seats for Passenger Experience
• Perception of Space
• Improving Airline Operations
• Seat Width vs. Pitch
• Solving the Elbow Wars
• Design for Different Passenger Types
Thomas Conrady, Executive Vice President Sales & Marketing, Molon Labe, LLC, US

04:00 Seating innovations via usage of vertical space
• Economy Class: improved reclining and leg room without a loss in density
• Sleeper Class: New class with affordable sleeping accommodations
• Improving density in Business Class
• Variations of designs capturing vertical space through steps
Emil Jacob, President, Jacob Innovations LLC, US

04:40 Refreshment break and networking

05:10 REBEL with a cause! – Breaking into the industry with new ideas
• The road to success for a new start-up company
• Turning a concept into reality
• Understanding why seat improvements do not happen easily
• Advancing economy class seat design
• Is a lack of experience really an advantage?
Gareth Burks, Managing Director, Rebel.Aero Ltd, UK

05:50 Closing remarks of conference chairman and end of conference day 1

06:10 Evening Workshop B – How much comfort does the passenger want?
• How much comfort does the passenger actually want? Can a unique or luxurious cabin interior gain an airline competitive advantage? Does the airline economy class customer make decisions based on the quality of their seat? Should the airline go in the direction of harmonized and standardized or customized interiors?
Join us for this interactive workshop session to discuss and work on challenges with regard to comfort issues.

07:40 Evening Event
Enjoy a relaxing get-together with good food and drinks for rounding up the first day of the conference. Together with colleagues from the co-located event IFE & Connectivity USA, you will have the opportunity to get to meet even more professionals that share the same business passion for aircraft seating innovation!
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration and morning coffee for workshop participants</td>
</tr>
<tr>
<td>08:30</td>
<td><strong>Morning Workshop D - Innovative lightweight seat design concepts</strong>&lt;br&gt;The conflict of reducing weight on the one hand and the factors comfort, convenience, safety, and costs on the other are a major challenge. Lightweight is the wave of the future trend in seat construction. Whenever possible, heavy metals are being replaced with innovative materials. This is enabled by cutting-edge technologies in materials development and production. Seat developers are also facing the challenge of lightweight material. In this workshop we will discuss and find out the major challenges and how to solve them.</td>
</tr>
<tr>
<td>10:30</td>
<td>Refreshment break and networking</td>
</tr>
<tr>
<td>10:55</td>
<td><strong>Chairman’s opening</strong>&lt;br&gt;René Dankwerth, Executive Vice President Research &amp; Development, RECARO Aircraft Seating GmbH &amp; Co. KG, Germany</td>
</tr>
<tr>
<td>11:00</td>
<td><strong>Passenger emotions and the impact on the perception of comfort</strong>&lt;br&gt;- The natural sciences cannot fully get a grasp on the term “comfort”&lt;br&gt;- “Comfort” is created by impressions on the human senses&lt;br&gt;- “Aesthetical” does not mean “Logical”&lt;br&gt;- Can we “steer” the passengers’ emotions in the aircraft cabin?</td>
</tr>
<tr>
<td>11:40</td>
<td><strong>User centered design approach in aircraft seating design</strong>&lt;br&gt;- Comfort in aircraft seating as a way to differentiate and attract prospective fliers&lt;br&gt;- A guided design approach to enable user focused innovation within the limitations of aircraft seat design&lt;br&gt;- Example of design approach in practice&lt;br&gt;- Comfort opportunities beyond aircraft seating design</td>
</tr>
<tr>
<td>12:20</td>
<td>Networking luncheon</td>
</tr>
<tr>
<td>01:50</td>
<td><strong>Titanium Seat: Impacts and perspectives of the world’s lightest aircraft seat technology</strong>&lt;br&gt;- Retrospection of 5 years of composite seats development&lt;br&gt;- Fuel price drop: Is composite technology still profitable for airlines?&lt;br&gt;- Composite Technology &amp; Design Versatility: Can we use this technology for every kind of seat?</td>
</tr>
<tr>
<td>02:30</td>
<td><strong>Qualification / Test challenges in seat design</strong>&lt;br&gt;- Composites&lt;br&gt;- Different installation methods&lt;br&gt;- Extra requirements&lt;br&gt;- Simulation, how far?&lt;br&gt;- Grey pass/fail criteria&lt;br&gt;- New approach of testing from cert to eng collecting data</td>
</tr>
<tr>
<td>03:10</td>
<td><strong>Designing Great Seats: The stakeholders tug of war</strong>&lt;br&gt;- Designing for the stakeholders’&lt;br&gt;- Design challenges in product development&lt;br&gt;- Bringing teams together to make better product</td>
</tr>
<tr>
<td>03:50</td>
<td>Refreshment break and networking</td>
</tr>
<tr>
<td>04:20</td>
<td><strong>Passenger Seating: Designing maintainability and reliability upfront</strong>&lt;br&gt;- Why is seat design so hard?&lt;br&gt;- What’s the difference between Maintainability and Reliability?&lt;br&gt;- Design for the customer’s and the operator&lt;br&gt;- Everything breaks!&lt;br&gt;- It’s going to break, so make it easy to fix</td>
</tr>
<tr>
<td>05:00</td>
<td><strong>Incorporating reliability and maintainability best practices in aircraft seat design</strong>&lt;br&gt;- Why should reliability and maintainability be incorporated into aircraft seat design?&lt;br&gt;- Putting ourselves in our customers seats - In-service aircraft seat maintenance and reliability issues&lt;br&gt;- Implementing reliability best practices into aircraft seats&lt;br&gt;- Implementing maintainability best practices into aircraft seats&lt;br&gt;- Incorporate continuous improvement into seat designs</td>
</tr>
<tr>
<td>05:40</td>
<td><strong>Optimal integration of brand-new IFE systems into a seat</strong>&lt;br&gt;- Smart approaches for overcoming challenges of design, integration, certification&lt;br&gt;- Taking into consideration a complete seat overhaul for a new IFE system&lt;br&gt;- How to retrofit a new IFE system</td>
</tr>
<tr>
<td>06:20</td>
<td>Closing remarks by conference chairman and end of conference</td>
</tr>
</tbody>
</table>
Interactive Workshops

Monday, 27 June 2016 | 06:10 - 07:40 PM

**Innovative Aircraft Seating USA**

**Evening Workshop B:**
How much comfort does the passenger want?
Can a unique or luxurious cabin interior gain an airline competitive advantage? Does the airline economy class customer make decisions based on the quality of his seat? Should the airline go in the direction of harmonized and standardized or customized interiors?
Join us for this interactive workshop session to discuss and work on challenges with regard to comfort issues.

Ian Dryburgh, CEO, Acumen Design Associates Ltd., UK
Anthony Harcup, Associate, Acumen Design Associates Ltd., UK

Tuesday, 28 June 2016 | 08:30 - 10:30 AM

**Innovative Aircraft Seating USA**

**Morning Workshop D:**
Innovative lightweight seat design concepts
The conflict of reducing weight on the one hand and the factors comfort, convenience, safety, and costs on the other are a major challenge. Lightweight is the wave of the future trend in seat construction. Whenever possible, heavy metals are being replaced with innovative materials. This is enabled by cutting-edge technologies in materials development and production. Seat developers are also facing the challenge of lightweight design.
In this workshop we will discuss the major challenges and how to solve them.

Media Partners:

Aircraft Interiors International has grown to become the industry’s premier publication. With an audited circulation close to 14,000, it is valued by readers for its detailed content, style and easy to read format whilst satisfying advertisers generating sales leads. We also provide a weekly news email service linked with our website www.aircraftinteriorsinternational.com

Aircraft Cabin Management is a unique business-to-business magazine that takes an in-depth look at every aspect of the design, manufacture and operation of modern airliner cabins – from economy to first class. Published quarterly, Aircraft Cabin Management goes beneath the surface of the latest products, materials and design concepts to understand how they contribute to a successful cabin, looking at their engineering, reliability, maintainability and environmental impact. Aircraft Cabin Management is available free to professionals working in the aviation industry. To subscribe, email circulation@airtransportpubs.com www.aircraftcabinmanagement.com
## End User Pricing Conference Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Early Bird Book &amp; pay until 03 June 2016</th>
<th>Standard Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package</td>
<td>Save $200 $2.295</td>
<td>$2.495</td>
</tr>
<tr>
<td>Silver Package</td>
<td>Save $200 $2.795</td>
<td>$2.995</td>
</tr>
<tr>
<td>Gold Package</td>
<td>Save $200 $3.245</td>
<td>$3.445</td>
</tr>
</tbody>
</table>

## Vendor Pricing Conference Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Early Bird Book &amp; pay until 03 June 2016</th>
<th>Standard Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package</td>
<td>Save $200 $2.795</td>
<td>$2.995</td>
</tr>
<tr>
<td>Silver Package</td>
<td>Save $200 $3.295</td>
<td>$3.495</td>
</tr>
<tr>
<td>Gold Package</td>
<td>Save $200 $3.745</td>
<td>$3.945</td>
</tr>
</tbody>
</table>

## Early Bird

- Book & pay until 03 June 2016

## Standard Price

- Bronze Package: $2.495
- Silver Package: $2.995
- Gold Package: $3.445

## Interactive Workshops

**Monday, 27 June 2016**
- **Workshop B**: How much comfort does the passenger want?

**Tuesday, 28 June 2016**
- **Workshop D**: Innovative lightweight seat design concepts

## The delegate fee includes the following services:
- Access to the purchased conference packages
- Catering during the entire conference
- Conference documentation
CAN'T MAKE IT TO THE CONFERENCE? PURCHASE THE 2-DAY DOCUMENTATION FOR $1299
Documentation will be sent 6 weeks after the event

Delegate Details

PAY BY BANK TRANSFER QUOTING REFERENCE DE 27129.001:
IQPC Gesellschaft für Management Konferenzen mbH,
HSBC Trinkaus & Burkhardt AG,
IBAN: DE32 3003 0880 0430 0760 19, SWIFT -BIC: TUBDDEDD

BY CREDIT CARD:
Please debit my credit card
Card No
Expiry date
Security code
Cardholder’s name
Signature
Address
Postcode/Town

BY CHEQUE:
Made payable to IQPC Gesellschaft für Management Konferenzen mbH

Accommodation: A limited number of reduced rate rooms are available at the conference hotel. Accommodation can be booked by calling the central reservation number. Please always quote the booking reference IQPC-Berlin. Hotel accommodation and travel costs are not included in the registration fee.

Payment Terms
Payment is due on receipt of the invoice.

Cancellations and Substitutions
CANCELLATIONS AND SUBSTITUTIONS
DELEGATES MAY BE SUBSTITUTED AT ANY TIME. IQPC GESELLSCHAFT FÜR MANAGEMENT KONFERENZEN MBH DOES NOT PROVIDE REFUNDS FOR CANCELLATIONS, HOWEVER, SAVES WHERE WRITTEN NOTICE OF CANCELLATION IS RECEIVED MORE THAN SEVEN (7) DAYS PRIOR TO THE EVENT, A CREDIT TO THE VALUE PAID AT THAT DATE WILL BE ISSUED, WHICH MAY BE USED AGAINST ANOTHER IQPC GMBH CONFERENCE FOR UP TO ONE YEAR FROM ITS DATE OF ISSUE. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN), NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR, IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE. IF THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN), NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR, IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE. IF THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN), NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR, IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE. IF THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN), NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR, IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE. IF THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT. FOR CANCELLATIONS RECEIVED SEVEN (7) DAYS OR LESS PRIOR TO AN EVENT INCLUDING DAY SEVEN), NO CREDIT WILL BE ISSUED. IN THE EVENT THAT IQPC GMBH CANCELS AN EVENT, PAYMENTS RECEIVED AT THE CANCELLATION DATE WILL BE CREDITED TOWARDS ATTENDANCE AT A FUTURE IQPC GMBH CONFERENCE OR, IN THE EVENT OF A POSTPONEMENT BY IQPC GMBH, A RESCHEDULED DATE. IF THE DELEGATE IS UNABLE TO ATTEND THE RESCHEDULED EVENT, THE DELEGATE WILL RECEIVE A CREDIT IN LIEU OF PAYMENTS MADE TOWARDS A FUTURE IQPC GMBH EVENT.

Venue and Accommodation
Crowne Plaza Hotel – Seattle Downtown
1113 6th Avenue
Seattle, WA 98101
United States

Payment Methods
PAY BY BANK TRANSFER QUOTING REFERENCE DE 27129.001:
IQPC Gesellschaft für Management Konferenzen mbH,
HSBC Trinkaus & Burkhardt AG,
IBAN: DE32 3003 0880 0430 0760 19, SWIFT -BIC: TUBDDEDD

BY CREDIT CARD: Please debit my credit card
Card No
Expiry date
Security code
Cardholder’s name
Signature
Address
Postcode/Town

BY CHEQUE: Made payable to IQPC Gesellschaft für Management Konferenzen mbH

© IQPC GESELLSCHAFT FÜR MANAGEMENT KONFERENZEN MBH