



FOR IMMEDIATE RELEASE

January 15, 2018

Former Global Head of Online for Virgin Group to Speak at PBExpo 2018

Second Keynote Added to Convention Education Schedule

Boca Raton, Florida – PBExpo, the newest technology tradeshow for the aviation marketplace, announces today that the inaugural event will add a second Keynote presentation to the education line-up headlined by Alex Hunter, former Global Head of Online for the Virgin Group. The inaugural tradeshow will be hosted May 16 – 17, 2018 at the Greater Broward County Convention Center in Fort Lauderdale, Florida.

PBExpo is the newest venture for parent company, PartsBase Inc., the world's largest online aviation, aerospace and defense marketplace. Currently, PartsBase has 7,500 member companies, accessing the online portal in over 194 countries. PBExpo is a showcase of all the innovations PartsBase discusses with its members on a daily basis, supplemented with education about these resources to implement in day-to-day business. PartsBase has been a technology and ecommerce pioneer within the aviation industry for 20 years.

Alex Hunter served as the global Head of Online for the Virgin Group, overseeing the Virgin brand's global digital strategy in its entirety, as well as Sir Richard Branson's personal digital strategy. Before joining the Virgin Group, Alex was part of the founding team of award-winning US airline Virgin America where his work was covered by *Time Magazine*, CNN, and CNBC, and received several accolades including ad:tech and Webby Award honors. Most Recently, Alex served as the Chief Executive of a venture-backed digital music company.

"Originally we had only allocated time for one Keynote presentation in the PBExpo schedule," says Greg Schmidt, President of PartsBase. "However, as the education line-up for PBExpo continues to evolve, we knew we wanted to cast a spotlight on digital marketing and branding. It became essential we add a second Keynote and Alex was an obvious fit given his proven track record of success in the field, and his tie to aviation. We are thrilled that we can bring such high-quality content to our attendees that will be beneficial long after they leave the show."

The Alex Hunter keynote presentation will be on May 17, 2018 at 8 AM. Access to both keynote presentations is included in all PBExpo admissions.

For more information, please contact:

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About PBExpo.

PBExpo is the only interactive environment that integrates the aviation, aerospace, and defense industries with technology and ecommerce solutions. PBExpo will consist of multiple forums, over two days, which will allow participants to discuss and demonstrate the newest innovations available in the marketplace, attend educational seminars presented by industry leaders, walk a vast and expansive industry-focused exhibit hall, and provide direct feedback and roadmap suggestions on the PartsBase website. The event is open to all parties who buy, sell, manufacture or repair aircraft parts, or those involved in B2B and B2C ecommerce and technology solutions.

PBExpo will be May 16 – 17, 2018, at the Greater Fort Lauderdale Broward County Convention Center. For more information about PBExpo, visit www.pbexpo.org.

PBExpo is a division of PartsBase, the world's leader in internet-based part locator services. For more information on PartsBase, visit www.partsbase.com.

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