

Sponsorship Information – Flight Operations



The Digital Platform for Aircraft Operations IT Suppliers and Buyers

AIRCRAFT IT Operations
MARCH-APRIL 2019 • V71

SmartLynx EFB Project
A program to give flight crew everything they need, when they need it.

Lufthansa CityLine's new ETL/ELB
A new electronic Technical Log (ETL/ELB) is the catalyst for progress on all fronts.



SITAONAIR®

eWAS – EFB Weather Awareness Solution

A Step Ahead. Avoid the Avoidable. UNLOCK POSSIBILITIES TODAY.

Toby Tucker
Portfolio Director
SITAONAIR

Aircraft IT Operations

Formed in 2011, **Aircraft IT Operations**, is THE place for the aviation industry to explore market leading Flight Operations IT software solutions from the world's foremost software and hardware Vendors.

Aircraft IT is associated with the popular and informative series of Aircraft Commerce IT Conferences and provides a digital platform to bring together IT users (airlines, aircraft operators, OEMs and others), with software and hardware vendors.

50+ of the world's leading aviation software and hardware vendors use Aircraft IT Operations to promote their solutions and to generate genuine sales leads via our industry leading platforms:

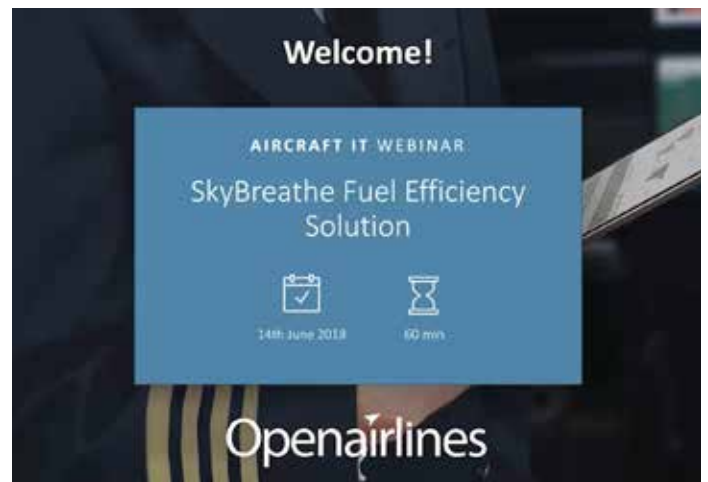
1. Aircraft IT Operations eJournal



Latest edition here:
<https://www.aircraftit.com/Operations/eJournals.aspx>



2. Webinars



See our library of On-Demand Webinars:
<https://www.aircraftit.com/Operations/Webinars/Past.aspx>



3. Aircraft IT Operations Website



You can view the current list of sponsoring IT Vendors and Suppliers in the Flight Operations IT Software Search Engine on the homepage:
<https://www.aircraftit.com/Operations/Index.aspx>



Aircraft IT has a **95%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

Contact details:

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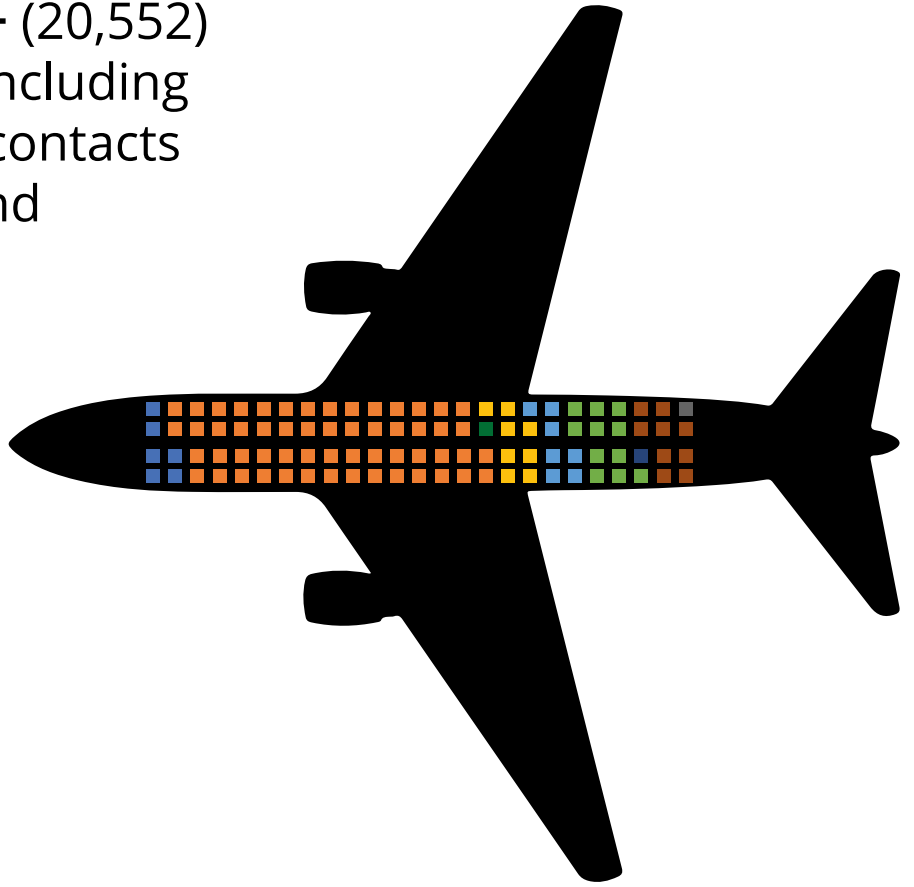
Scott Leslie

Chief Operating Officer
+44 7929 782 382
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Aircraft IT Members

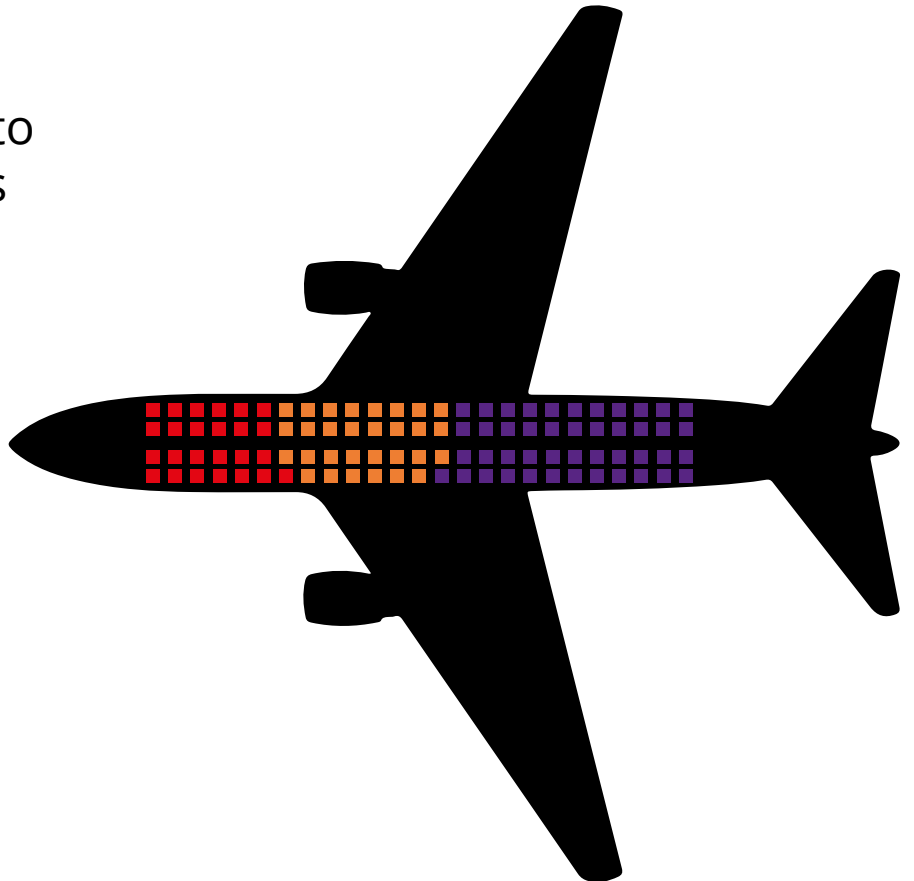
Aircraft IT has **20,000+** (20,552) registered members including key IT and Flight Ops contacts at nearly all airlines and operators worldwide:

- Aircraft Operator: 6%
- Airline: 56%
- Aviation Authority: 1%
- Consultant: 8%
- Independent MRO Facility: 7%
- IT Vendor: 11%
- Leasing Company: 1%
- Manufacturer (OEM): 9%
- Military: 1%



Use one of our three sponsorship packages to promote your solutions to this highly-targeted worldwide audience.

- The Americas: 25%
- Asia Pacific: 27%
- Europe, Middle East, Africa: 48%



Key Aircraft IT Sponsorship Benefits

Webinars

- Webinar sessions are marketed to the Aircraft IT Membership Database
- Sponsors can book one of our very popular Webinar sessions
- Demo your software during 2 sessions in 1 day
- Tailor the audience to your exact requirements: our security settings ensure no competitors
- Full Aircraft IT support leading up to and during your Webinar
- Webinar sessions marketed to the Aircraft IT Membership Database
- Take away a highly-targeted list of sales leads post-Webinar
- Continue to receive sign-ups and sales leads post-Webinar with an On-Demand version

Click here to view upcoming Webinars
<https://www.aircraftit.com/Operations/Webinars.aspx>

Click here to view On-Demand Webinar Library
<https://www.aircraftit.com/Operations/Webinars/Past.aspx>

▶ Recent Webinars 2018 (now promoting On-Demand Sessions):



▶ **On-Demand Webinar Title:** Fuel Efficiency Solutions Demo & Overview Webinar [inc: Honeywell GoDirect Fuel Efficiency Software Demo; Rising Fuel Costs; Advanced Flight Data Analytics; New Pilot Apps; Latest Developments; Airline Case Studies; more...]

Host: Honeywell

Date Recorded: 8th November 2018

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 8th November 2018) for a great chance to see the latest developments in fuel efficiency software, advanced data analytics, and pilot Apps via a live demo and full overview of Honeywell's market leading GoDirect Fuel Efficiency solutions, as used by more than 30 airlines worldwide (2,300 aircraft every day) including Lufthansa, IAG, Turkish Airlines, KLM, Etihad Airways, and Japan Airlines, to consistently save 3-5% on fuel consumption.



▶ **On-Demand Webinar Title:** Electronic Flight Bag (EFB) Connectivity and Hardware Solutions Demo Webinar [inc: Fully Connected Tablet EFBs; Thales Pad 10", 12"; Dock & Fly Cradle; Mounting, Power & STC Installation; A350 EFB Solution Demo; AID; AvioSystems Services; more...]

Host: AVIO

Date Recorded: 13th September 2018

Duration: 48 minutes

Register to view this On-Demand Webinar (recorded 13th September 2018) for an excellent chance to see a full overview of the latest developments in Electronic Flight Bag (EFB) Hardware and Connectivity solutions from AVIO. During the Webinar, AVIO will showcase its connected EFB tablet, the Thales Pad 10", and the arrival of the new model - the 12" with additional features.

Key Aircraft IT Sponsorship Benefits



Aircraft IT Operations eJournal

- Take ½ page and Full Page adverts in our very popular bi-monthly eJournal
- Read regular airline and Flight Operations IT Case Studies
- Have us produce and publish a Case Study from one of your customers
- Publish a company white paper or blog post article
- Feature in the news section of the eJournal
- Be a featured vendor in the 'Vendor Flight Log' section
- Feature in the Flight Operations software Directory

Click here to view the latest edition (scroll to the bottom of the page for back issues)
<https://www.aircraftit.com/Operations/eJournals.aspx>

Recent eJournals 2018



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v7.4?e=32914911/64297079

Aircraft IT Operations – September / October 2018

- **Case Study: Real-Time Flight Tracking at Azul Linhas Aereas**
Felipe Starling, IT Manager Flight Ops Solutions, Azul Linhas Aereas
- **AID and Application Hosting**
Jean-Marie Begis, Director EFB and Aircraft Information Systems, Esterline Avionics Systems
- **A Fuel Efficiency Masterclass - Part 1**
Sander de Moor, Global Lead - Fuel Efficiency, Aircraft Commerce Consulting



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v7.3?e=32914911/62962100

Aircraft IT Operations Issue 34: July / August 2018

- **Case Study: Norwegian EFB, to buy or build?**
Klaus Olsen, EFB Administrator, Norwegian
- **Aviation and the Environment**
Guido Harling, CEO ETSverification GmbH
- **Case Study: Fuel Management at Ukraine International Airlines**
Andriy Kostyuk, Technical Pilot E-190, Ukraine International Airlines
Sergey Zvirynskiy, Manager Flight Operations Engineering

Digital Version: 14,000+ views and downloads per month

PDF Version: In addition to the Digital Version, the PDF version is downloaded and shared on social media platforms and forwarded around the industry which is impossible to track so actual readership is likely to be significantly higher

iPad App Downloads: The Aircraft IT App has 4000+ users

Key Aircraft IT Sponsorship Benefits



Aircraft IT Website

- Full Company and product listing in the Flight Operations Software Search Engine
- 1 Banner advert on all pages at the Aircraft IT website except Webinar pages (average 2 clicks per day)
- All your news published in our online news section
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff
- Be the featured Vendor on the website homepage for 2 weeks during your sponsorship.
- Publish your job adverts on the Aircraft IT website.

The Aircraft IT website by numbers:

Monthly average statistics



Page Views: **50,000+**



Visits: **35,000+**



Unique Visitors: **20,000+**

Annual Sponsorship Packages

Silver and Gold packages are limited due to a limited number of Webinar slots. Contact us to find out what is available. Bespoke eJournal advertising packages also available upon request

Gold Sponsorship



- Full company and product listing at the Aircraft IT website and in the directory listing at the back of each eJournal.
- 4 half page adverts – spread throughout the 5 Aircraft IT Operations eJournals during the year
- 1 Full page advert positioned opposite the contents page of the eJournal
- 1 Webinar day (2 sessions during the day)
- All Past Webinars available at the Aircraft IT website for users to sign-up for and view in an On-Demand format
- 1 banner advert on all pages of the Aircraft IT website except Webinar pages
- The opportunity to publish a case study or white paper article in the eJournal. These can be produced by us using conference presentations.
- The opportunity to be the featured IT Vendor in a 'Vendor Flight Log' feature in the eJournals
- All news items published on the website, in the Aircraft IT eJournals and announced on Aircraft IT social media platforms
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff
- Publish your job adverts on the Aircraft IT website and in the eJournal

Cost: US \$10,000.00 / UK £7,795.00

Silver Sponsorship



- Full company and product listing at the Aircraft IT website and in the directory listing at the back of each eJournal.
- 3 half page adverts – spread throughout the 5 Aircraft IT Operations eJournals during the year
- 1 Webinar day (2 sessions during the day)
- All Past Webinars available at the Aircraft IT website for users to sign-up for and view in an On-Demand format
- 1 banner advert on all pages of the Aircraft IT website except Webinar pages
- The opportunity to publish a case study or white paper article in the eJournal. These can be produced by us using conference presentations.
- The opportunity to be a featured IT Vendor in the 'Vendor Flight Log' feature in the eJournals
- All news items published on the website, in the Aircraft IT eJournals and announced on Aircraft IT social media platforms
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff
- Publish your job adverts on the Aircraft IT website and in the eJournal

Cost: US \$6,500.00 / UK £4,995.00

Bronze Sponsorship



- Full company and product listing at the Aircraft IT website and in the directory listing at the back of each eJournal.
- 3 half page adverts – spread throughout the 5 Aircraft IT Operations eJournals during the year
- 1 banner advert on all pages of the Aircraft IT website except Webinar pages
- The opportunity to publish a case study or white paper article in the eJournal. These can be produced by us using conference presentations.
- The opportunity to be a featured IT Vendor in the 'Vendor Flight Log' feature in the eJournals
- All news items published on the website, in the Aircraft IT eJournals and announced on Aircraft IT social media platforms
- Receive relevant RFIs / RFPs via the Aircraft IT website or from direct correspondence with Aircraft IT staff
- Publish your job adverts on the Aircraft IT website and in the eJournal

Cost: US \$3,800.00 / UK £2,995.00

aircraft IT

MAINTENANCE – OPERATIONS



Contact us to book your sponsorship package or for a demo and a tour of Aircraft IT Operations to show you how you will benefit from a sponsorship and the genuine sales leads you will receive.

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