

Sponsorship Information – Flight Operations



The Digital Platform for Aircraft Operations IT Suppliers and Buyers



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/ops/ejournals/>



2. Webinars



See our library of On-Demand Webinars: 2.
<https://www.aircraftit.com/ops/upcoming/>



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/ops/>



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

Contact details:

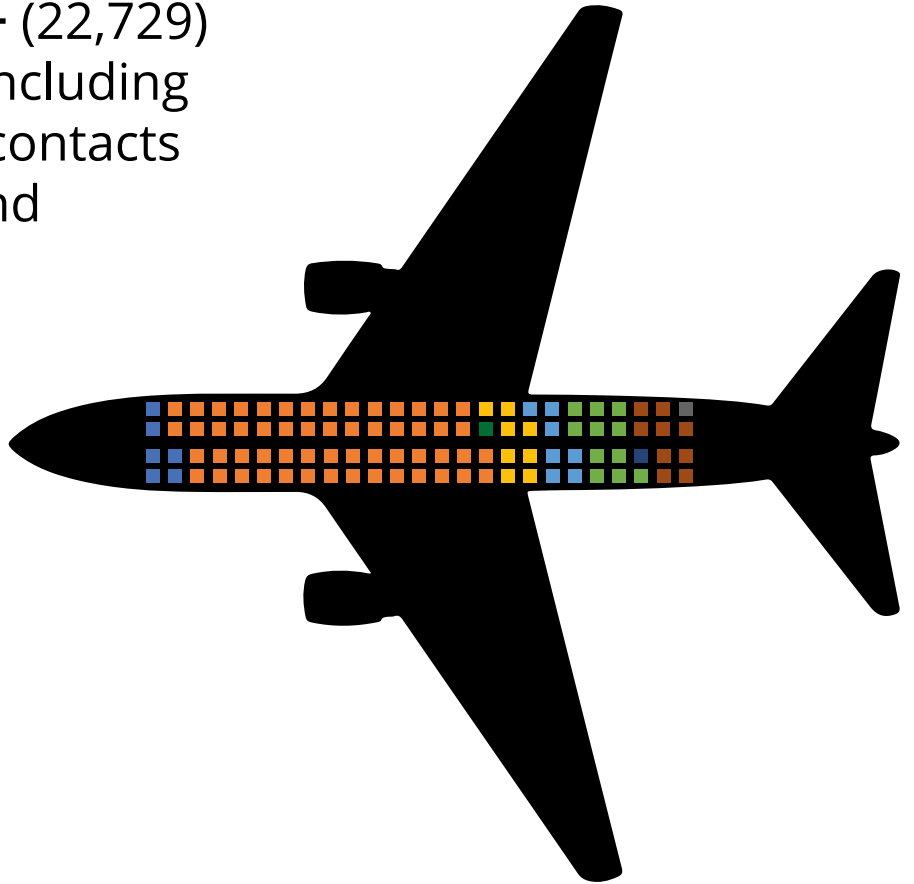
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Aircraft IT Members

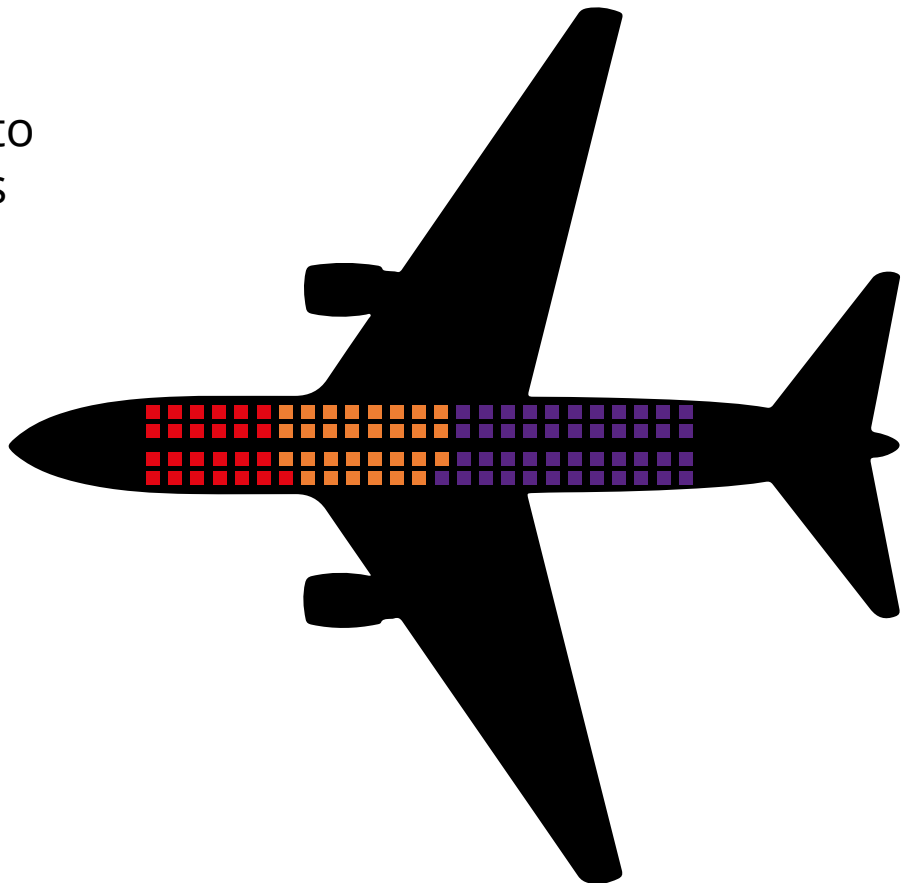
Aircraft IT has **22,000+** (22,729) registered members including key IT and Flight Ops contacts at nearly all airlines and operators worldwide:

- 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/ops/upcoming/>

Click here to view On-Demand Webinar Library
<https://www.aircraftit.com/ops/on-demand/>

▶ Example Webinars 2019 (now promoting On-Demand Sessions):



▶ **On-Demand Webinar Title:** Fuel SITAONAIR - Live Flight Tracking Software Demo and Overview On-Demand Webinar [inc: AIRCOM FlightTracker Demo; Automated Problem Alerts; Live Weather Data; ICAO GADSS Compliant; more...] (2019)

Host: SITAONAIR

Date Recorded: 3rd October 2019

Duration: 30 minutes

Register to view this On-Demand Webinar (recorded 3rd October 2019) and discover how SITAONAIR's ground-based software system, AIRCOM@ FlightTracker, provides airlines with 100% global, real-time flight tracking capabilities with minute-by-minute position data, and requires no aircraft modification. During the Webinar you will see how AIRCOM@ FlightTracker, fulfils ICAO GADSS flight tracking recommendations, gathers data from multiple global sources, including space-based ADS-B, and fills in any gaps in the air navigation service provider's (ANSP) tracking. As you will see the solution is used on more than 350,000 flights every month by airlines and aircraft operators of all sizes and fleet types worldwide, and provides additional features such as: industry-leading weather-alerting, high-resolution ADS-B Data, Automated alerting to potential problems, and more.



▶ **On-Demand Webinar Title:** Honeywell - Flight and Fuel Efficiency Solutions using Advanced Data Analytics Demo On-Demand Webinar [inc: Honeywell Forge Data Analytics Demo; Latest Fuel Efficiency Developments] (2019)

Host: Honeywell

Date Recorded: 26th September 2019

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 26th September 2019) for an excellent opportunity to see the latest developments in flight and fuel efficiency solutions, powered by advanced data analytics from Honeywell. During the Webinar you will be taken on a tour of the new next-gen data analytics platform: Honeywell Forge - which, as you will see, is a secure nose-to-tail, real-time data integration platform for all aspects of airline operations, that analyses and unlocks critical performance and operational data covering fuel, flight efficiency, maintenance, and lots more and empowers airlines with the analysis tools required to quickly make improvements to operational efficiencies. You will then see a demo of the award-winning Flight Efficiency application which uses this advanced data analytics platform to provide airlines with the knowledge, data and reporting capabilities required to consistently reduce their annual fuel budget by millions.

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://issuu.com/aircraftit/docs/aircraft_it_ops_v8.2_360af9a904d4822e=32914911/69860138



Example eJournals 2019



View ejournal

https://issuu.com/aircraftit/docs/aircraft_it_ops_v8.4?fr=sY2EwMzI4Mjk4NQ

Aircraft IT OPS – September / October 2019

- **Case Study: Optimizing Statistical Contingency Fuel at Lufthansa Cargo**
Michael Lingermann, Fuel Efficiency Manager, Lufthansa Cargo; Delyan Savchev, Data Scientist, Honeywells
- **Case Study: Digital Efficiency in Flight Operations, Safety and Compliance at Luxair**
Florence Baudin, Legislation and Quality Representative, Luxair; Santiago Mesa, Sales Executive – Aeronautical Engineer, Web Manuals



View ejournal

https://issuu.com/aircraftit/docs/aircraft_it_ops_v8.3?fr=xIAEoAT3_NTU1

Aircraft IT OPS– July / August 2019

- **Case Study: Air France avoids the avoidable and stays ahead with eWAS**
*Matthieu Durand-Gobert, Flight Operations Support Manager, Air France
Toby Tucker, Portfolio Director, Cockpit & Cabin Crew Apps, SITAONAIR*
- **Case Study: Greater accuracy brings greater efficiency at Norwegian**
*Stig Patey, Captain B737 / Manager Fuel Savings, Norwegian
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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