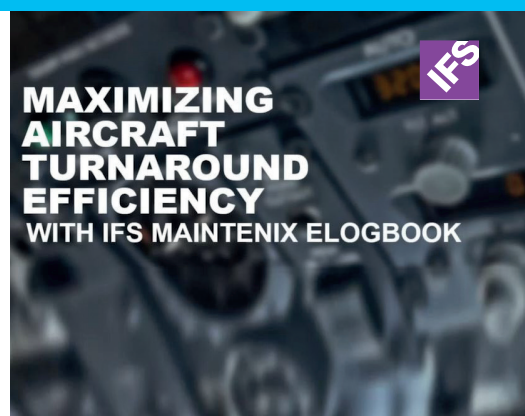
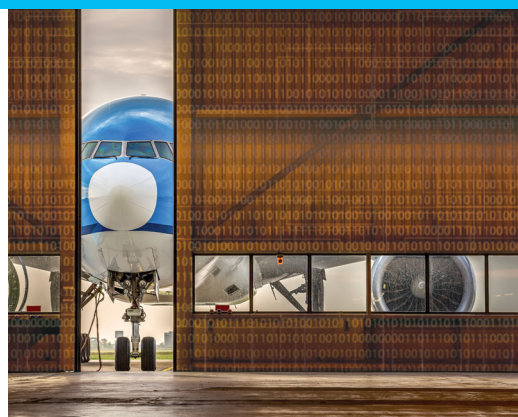


## Sponsorship Information – M&E / MRO



## The Digital Platform for Aircraft MRO IT Suppliers and Buyers





# Aircraft IT MRO

Formed in 2011, **Aircraft IT MRO**, is THE place for the aviation industry to explore market leading M&E / MRO 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, operators, MROs, OEMs, Leasing Companies, CAMOs, and others) with software and hardware vendors.

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

## 1. Aircraft IT MRO eJournal



Latest edition here:  
<https://www.aircraftit.com/mro/ejournals/>



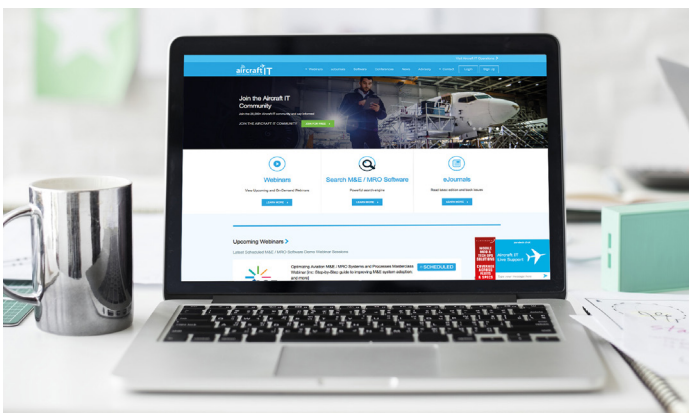
## 2. Webinars



See our library of On-Demand Webinars:  
<https://www.aircraftit.com/mro/on-demand/>



## 3. Aircraft IT MRO website



You can view the current list of sponsoring IT Vendors and Suppliers in the M&E / MRO Software Search Engine on the homepage:  
<https://www.aircraftit.com/mro/>



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

### Contact details:

#### Ed Haskey

Director  
+44 7984 907 320  
[ed.haskey@aircraftit.com](mailto:ed.haskey@aircraftit.com)

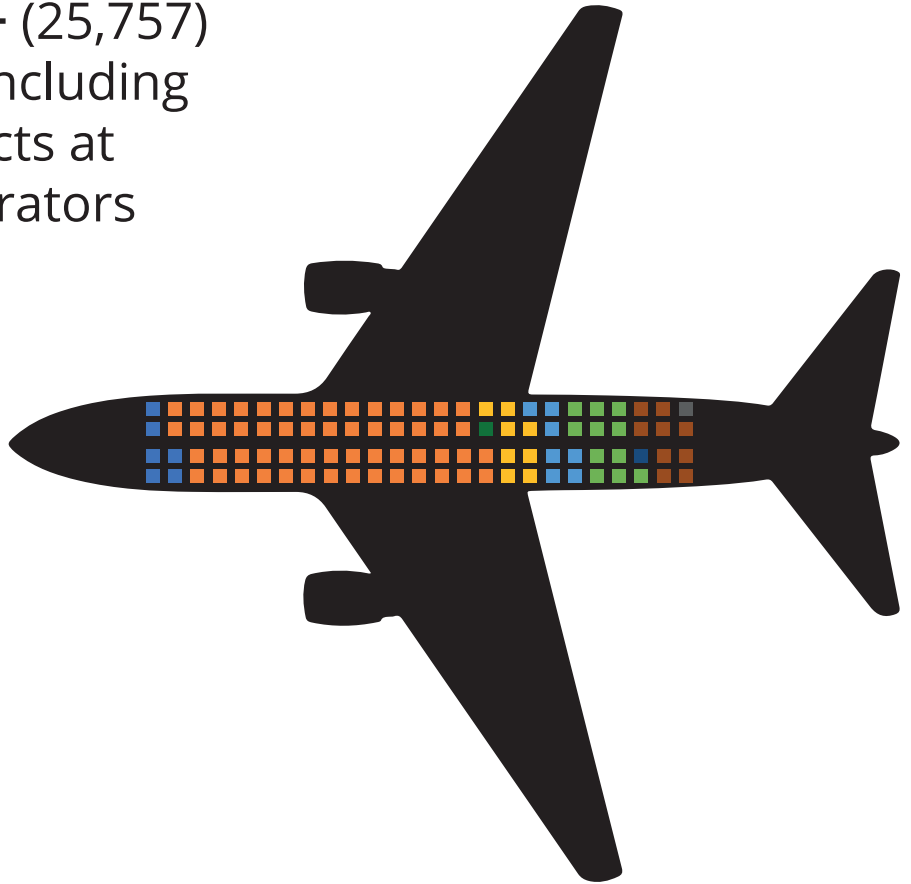
#### Scott Leslie

Chief Operating Officer  
+44 7929 782 382  
[scott.leslie@aircraftit.com](mailto:scott.leslie@aircraftit.com)

# Aircraft IT Members

Aircraft IT has **25,000+** (25,757) registered members including key IT and M&E contacts at nearly all airlines, operators and MROs 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/mro/upcoming/>

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

### Example Webinars 2020 (now promoting On-Demand Sessions):



**On-Demand Webinar Title:** TRAX eMobility Apps, Digital Lease Return App, and eMRO Demo On-Demand Webinar (2020)

**Host:** TRAX

**Date Recorded:** 6th February 2020

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 6th February 2020) for a great opportunity to discover the latest innovations in aviation maintenance web-based and mobility Apps software solutions from TRAX, one of the industry's leading aircraft M&E / MRO software solutions, as used worldwide by over 190 customers of all sizes – from large national flag carriers and small regional airlines to specialist MRO facilities. During the Webinar, Trax experts will showcase their ground-breaking, web-driven end-to-end M&E ERP technology: eMRO, and provide demos of their popular eMobility suite of Maintenance & Engineering Apps showing how they support their customers' operations with real-world work flow scenarios. You will also see the latest developments including a demo of the new cutting edge Digital Lease Return App and the Electronic Logbook (ETL / ELB) App: PilotLog.



**On-Demand Webinar Title:** RAMCO - Aviation Rotables Pooling, Spare Parts Optimization & Repair Management powered by Smart Automation & AI/ML Demo Webinar (2020)

**Host:** Ramco

**Date Recorded:** 17th September 2020

**Duration:** 60 minutes

Register to view this On-Demand Webinar (recorded 17th September 2020) and join the digital maintenance experts at Ramco and DA Aviation for an excellent chance to see the latest developments in rotables pooling / spare parts optimization solutions, and inventory management. During the Webinar, Ramco experts will take you through demos of their latest solution (V5.8.9) developed specifically to address Inventory Technical Management. As you will see the solution leverages advanced technology such as AI, ML and Smart Automation to provide airlines, aircraft operators, MRO facilities, parts traders and pooling providers with the necessary tools and data needed to ensure they have the right spare part, at the right place, at the right time and at the right price.



# Key Aircraft IT Sponsorship Benefits



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

## Example eJournals 2020



View eJournal  
[https://issuu.com/aircraftit/docs/aircraft\\_it\\_mro\\_v9.2?fr=sMmZiYzI4Mjk4NQ](https://issuu.com/aircraftit/docs/aircraft_it_mro_v9.2?fr=sMmZiYzI4Mjk4NQ)

### Aircraft IT MRO Issue 43: July / August 2020

- **Aviation Maintenance and Covid-19: How to leverage digitization to meet industry challenges**  
*Allan Bachan, VP, ICF Arun Navneethakrishnan, Aviation Solutions Advisor, Ramco Systems*
- **Digital processes, e-signatures and ETL-ELB promise better ways of doing business in the post-Covid world**  
*Kirk Strutt, Senior Product Manager, IFSDan Dutton, VP R&D, IFS*
- **Solutions in Practice: Recommendations to reduce NFF (No Fault Found) rate**  
*Leandro Correa, Senior Vice President, Seabury Solutions*

**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

## Aircraft IT MRO eJournal

- Take ½ page and Full Page adverts in our very popular bi-monthly eJournal
- Read regular airline and MRO 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 Job Card' section
- Feature in the M&E / MRO software Directory



View eJournal  
[https://issuu.com/aircraftit/docs/aircraft\\_it\\_mro\\_v9.3?fr=sOTM1OTI4Mjk4NQ](https://issuu.com/aircraftit/docs/aircraft_it_mro_v9.3?fr=sOTM1OTI4Mjk4NQ)

### Aircraft IT MRO Issue 44: September / October 2020

- **Case Study: Looking into the future at Etihad Airways - the benefits of Predictive Maintenance and Big Data on Connected Aircraft**  
*Borja Dosal Roiz, Avionics Engineer / CAMO Fleet Manager, Etihad Airways*
- **Case Study: A better view of process in a paperless environment at Embraer Aircraft Maintenance Services**  
*Neal Reagor, Director Planning and Commercial Services, EAMS*
- **Case Study: MRO IT system modernization at ATSG**  
*Paul Harding, Director, Information Technology, Air Transport Services Group (ATSG)*
- **IATA's Digital Aircraft Operations Initiative - an update to IATA's digital aircraft maintenance initiative.**  
*Iryna Khomenko, Manager, Operational Efficiency, IATA SFO, IATA*
- **How I See IT Column: COVID-19: impacts and progress**  
*Allan Bachan, Vice-President, ICF*

# Key Aircraft IT Sponsorship Benefits



## Aircraft IT Website

- Full Company and product listing in the M&E / MRO 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 MRO eJournals during the year
- 1 Full page advert positioned opposite the contents page of the eJournal
- 1 Webinar day each year (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 Job Card' 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 MRO eJournals during the year
- 1 Webinar day each year (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 Job Card' 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 MRO 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 Job Card' 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**





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

**Contact details:**

**Ed Haskey**

Director

+44 7984 907 320

ed.haskey@aircraftit.com

**Scott Leslie**

Chief Operating Officer

+44 7929 782 382

scott.leslie@aircraftit.com

**AviationNextGen Ltd.**

52 The Meadway  
Shoreham-by-Sea  
West Sussex  
BN43 5RP  
UK



<https://www.linkedin.com/company/aircraft-it/>



<https://twitter.com/AircraftIT>

**[www.aircraftit.com](http://www.aircraftit.com)**