aircraft IT 2022
MAINTENANCE – OPERATIONS

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.

60+ 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/
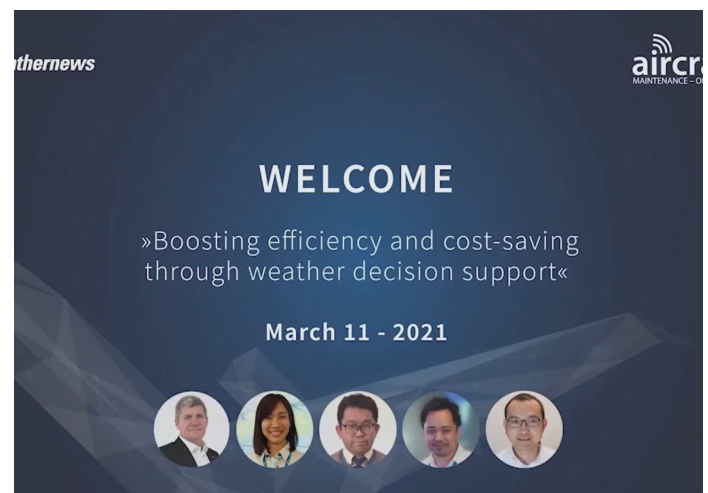
2. Webinars

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.

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Aircraft IT Members

Aircraft IT has **28,000+** (28,745) 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 2021** (now promoting On-Demand Sessions):

BOEING

Boeing Mobile Logbook

Christine Gibbons – Senior Product Manager
Bhavin Raval – Director, Product Marketing

SITA
FOR AIRCRAFT

Multi-application approach: Digital Day of Operations

Kemal Ahmed
September 30, 2021

▶ **On-Demand Webinar Title:** Mobile Logbook (ETL / ELB) App Demo On-Demand Webinar (2021)

Host: Boeing

Date Recorded: 19th August 2021

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 19th August 2021) and join the digital aviation experts at Boeing as they walk you through a demo of the powerful new Boeing Mobile Logbook (ETL / ELB) solution, available to use by airlines worldwide of all sizes and fleet type (including non-Boeing aircraft). As you will see Boeing Mobile Logbook fully replaces the traditional paper technical logbook with a customized and digital application available on iOS and Windows tablets. During the Webinar, Boeing experts will demo the solution following the workflows for a typical flight (pre-flight, in-flight and post-flight) from pilot flight acceptance, to reporting a real-time complaint in-flight, to maintenance crew entering actions, deferrals or closure. You will see how Pilots, Cabin Crew and Maintenance personnel access the logbook app using synchronized Windows or iPad devices with prefilled dropdown menus to enable accurate and efficient data capture, and how the solution automatically synchronizes in real-time and with the ground, transferring data to the maintenance planning system. You will also see how the solution works in off-line mode where connectivity is unavailable and how, in this scenario, a USB device is used to leave the Logbook on the ground prior to take-off.

▶ **On-Demand Webinar Title:** Digital Day of Operations Apps with Real-Time Connectivity for Pilots, Crew, Dispatch, Ground Crew & Maintenance Demo On-Demand Webinar (2021)

Host: SITA FOR AIRCRAFT

Date Recorded: 30th September 2021

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 30th September 2021) and join SITA FOR AIRCRAFT for a full overview and demo of their Digital Day of Operations (DDO) suite of integrated Apps and services designed to digitize and optimize each flight at pre-flight, take-off, inflight, landing and post-flight. As you will see, the DDO Apps, designed for key personnel for each flight (pilots, cabin crew, dispatch, ground crew, maintenance, OCC) and powered by smart technology and real-time connectivity, enable flight and route optimization for pilots in-flight, greater coordination for dispatchers, ease of communication between crew and maintenance on the ground and in-flight, and improved situational awareness for OCC, leading to improved on-time performance, turnaround, safety and sustainability while reducing costs.

During the Webinar SITA FOR AIRCRAFT experts will demo the Apps for a typical flight showcasing the seamless communication across platforms including Pilots accessing the eWAS Pilot app for real-time optimized views of live weather and the Flight Folder App for real-time OFP; dispatch using Flight Tracking and Flight Folder Apps; cabin crew, ground crew and maintenance using the flight specific shared communication App, Mission Control, for seamless communication in-flight and on the ground; and more.

Key Aircraft IT Sponsorship Benefits

Aircraft IT Operations eJournal

Cover: AIRCRAFT IT Operations — SEPTEMBER-OCTOBER 2021 • V10.4 — AIR FRANCE

Predictive analytics drive savings at Air France
Presenting pilots with the right information improves in-flight fuel and CO₂ savings

Why tail-specific performance
AI and flight data deliver a model specific to each aircraft

Looking to a connected future
Driving passenger comfort and better retail sales in flights

Paperless and securely mounted
Paperless documentation and putting it where the pilot can see it

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

- Take ½ page and Full Page adverts in our very popular quarterly 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

Example eJournals 2021

Cover: AIRCRAFT Operations — MARCH-APRIL 2021 • V10.1
Saving fuel, CO2 and time at Norwegian

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v10.1?fr=sNjY5ZTI4Mjk4NQ

Aircraft IT OPS Issue 46: March / April 2021

- **Case Study: Optimal flying saves fuel and time at Norwegian**
  Stig Patey, Captain B737 / Manager Fuel Savings, Norwegian

- **Digitizing the EFB, Flight Operations and Compliance**
  Bruno Speck, Head of Ops Support, Edelweiss Air

- **Solutions In Practice: Real life essentials in five-minute case studies Wizz Air W&B Solution**
  Maciej Zochowski Regional Ground Operations Manager, Wizz Air and Mateusz Godun, CEO, Evionica

- **White Paper: Act now to secure the future: Part 1**
  Michael Bryan, Founding Principal & Managing Director, Closed Loop Consulting

Cover: AIRCRAFT IT Operations — MAY-JUNE 2021 • V10.2 — JAPAN AIRLINES
Helping JAL pilots to better avoid turbulence

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v10.2?fr=sNTdjNzI4Mjk4NQ

**Aircraft IT OPS Issue 47: May / June 2021**

- **Case Study: Sharing Turbulence information at JAL**
  Kosuke Saeki, Project Leader – Service menu development team, WNI and Fumiya Homma, Operation Safety and Quality, Japan Airlines

- **White Paper: Securing a better post-COVID future**
  Michael Bryan, Founding Principal & Managing Director, Closed Loop Consulting

- **Case Study: Performance Monitoring at Wizz Air**
  Jaime Romero Waldhorn, Fuel Efficiency Manager, Wizz Air

Digital Version: 15,000+ 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

www.aircraftit.com

Key Aircraft IT Sponsorship Benefits
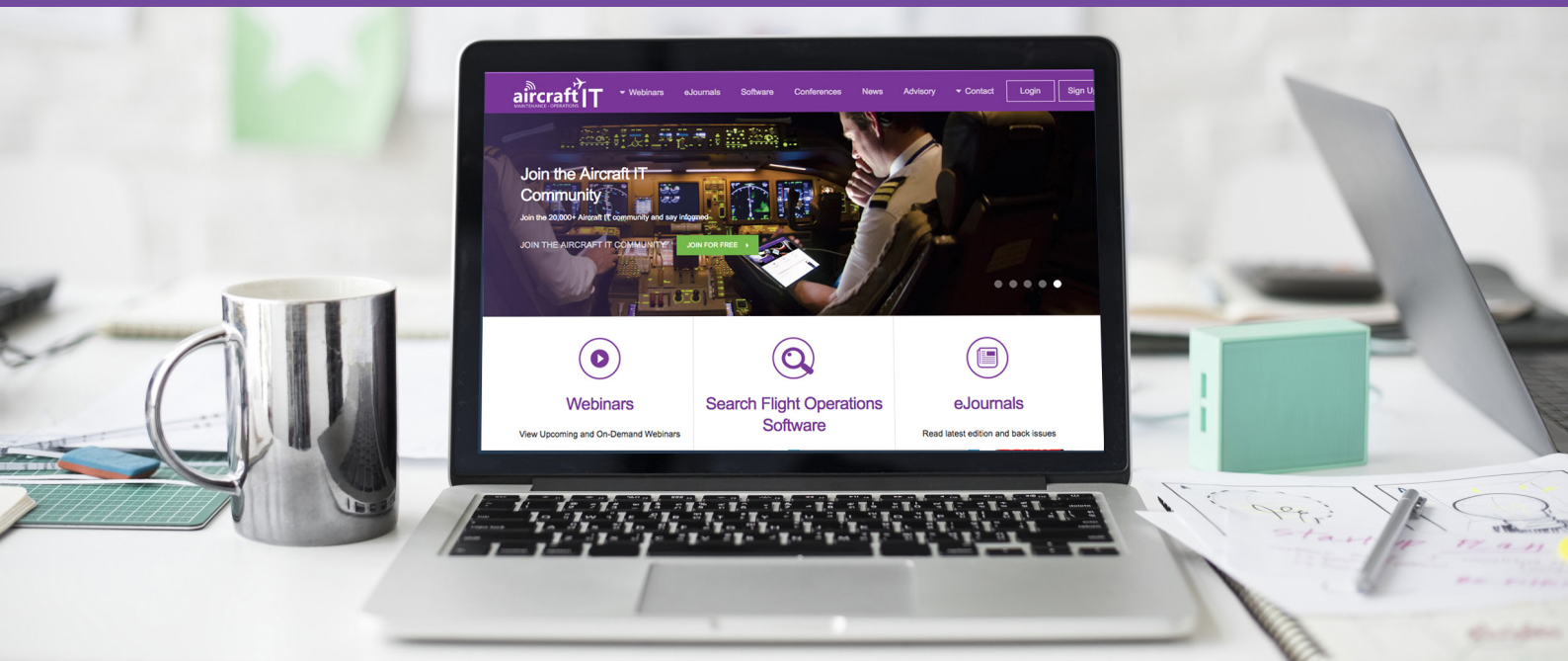
Aircraft IT Website

- 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 eJounral 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.

- 2 half page adverts – spread throughout the 4 Aircraft IT Operations eJournals during the year

- 2 Full page adverts 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 $10,500.00 / UK £7,795.00 / EURO € 8,750.00

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 4 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 $ 6,995.00 / UK £ 4,995.00 / EURO € 5,995.00

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 4 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 $ 3,995.00 / UK £ 2,995.00 / EURO € 3495.00

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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