

Sponsorship Information – M&E / MRO



The Digital Platform for Aircraft MRO IT Suppliers and Buyers

CASE STUDIES: FL TECHNIQUES • DRAGON AVIATION CAPITAL (DAC) • WHITE PAPER: APSYS • ICF

AIRCRAFT IT MRO

JULY-AUGUST 2021 • V10.3

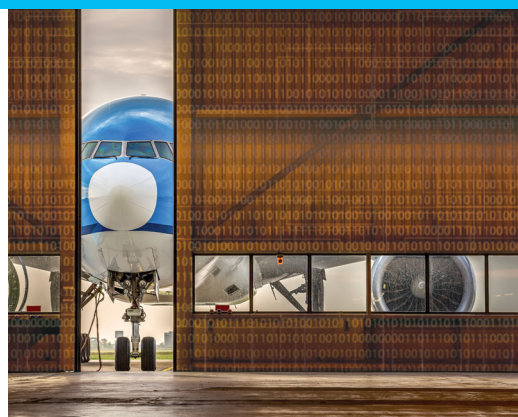
Digital training and management at FL Techniques
For engineers, technical training management and administration

Where next after the recovery
How we can make net zero carbon a reality

DAC introduces digital records to leasing
Added value for all parties

Adopting a new IT system
And making the best use of what you have

NEWS AND TECHNOLOGY UPDATES • VENDOR AND GUEST ADVERTISEMENTS • COMPLIANCE • MRO SOFTWARE DIRECTORY



Live webinar

MAXIMIZE AIRCRAFT READINESS THROUGH INTEGRATED FLIGHT OPERATIONS & MAINTENANCE

Speakers

- Michael Benton**
Founder/Managing Director, VyClimb Consulting
- Aaron Larsen**
Aviation Solution Advisor, Ramco Systems

SESSION 1 12:00 PM IST | 2:30 PM SGT
SESSION 2 10:30 AM EDT | 2:30 PM UTC

IFS

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:

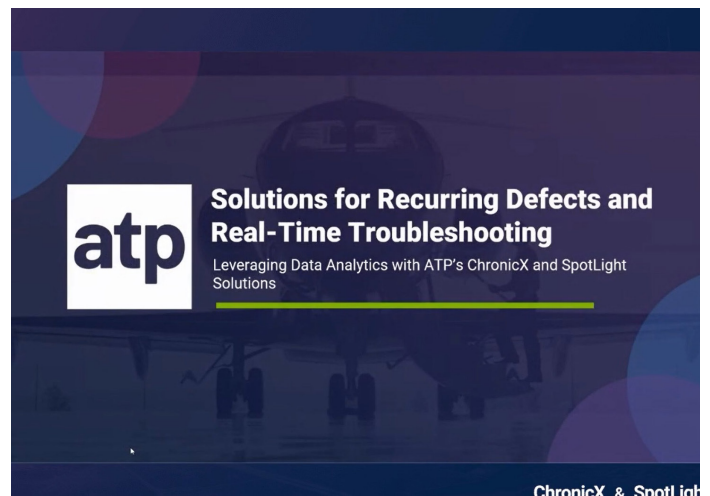
1. Aircraft IT MRO eJournal



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



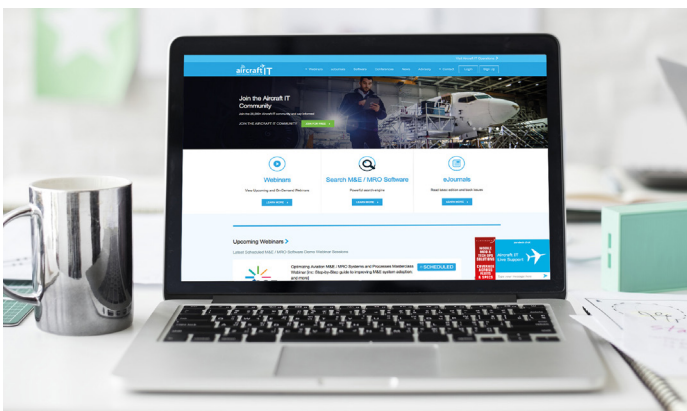
2. Webinars



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:

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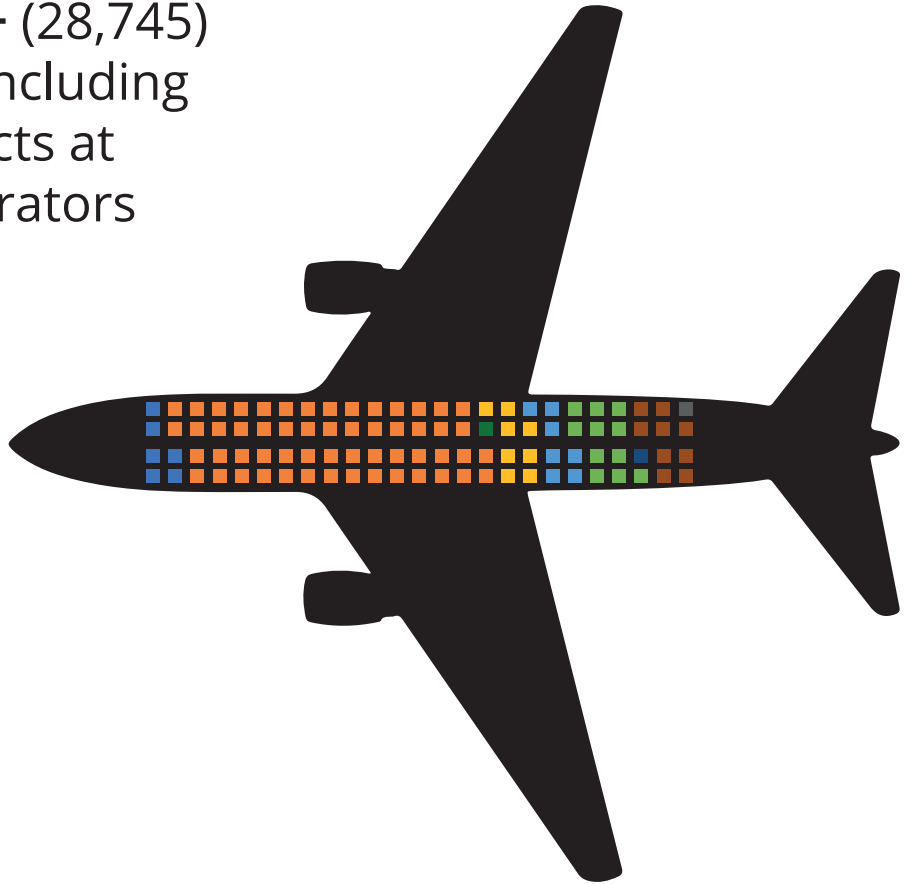
Scott Leslie

Chief Operating Officer
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scott.leslie@aircraftit.com

Aircraft IT Members

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



 **On-Demand Webinar Title:** Tool Management and Tracking Solution for Aircraft Maintenance using Barcode, RFID, and App Technology Demo On-Demand Webinar (2021)

Host: QOCO Systems

Date Recorded: 8th July 2021

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 8th July 2021) for a full demo of the industry leading tool management solution, MROTools.io from QOCO Systems; developed using the latest barcode, RFID, Web and App technology and designed for airlines, operators and MROs of all sizes and fleets. As you will see MROTools.io streamlines the tool management process providing full visibility and control of tools while making it easier for engineers / mechanics to access the tools they need, when they need them, using their mobile devices. During the Webinar QOCO experts will use demos of the solution to show the fully digital tool booking (including search and handout) and return process using a wireless barcode scanner and voice feedback, as well as more advanced functionalities such as how a mechanic using the mobile app can: hand over a tool to a colleague without visiting the tool store, pre-book tools for collection, report tool defects including pictures, and more.



 **On-Demand Webinar Title:** Optimizing Inventory / Parts Management Solution Demo On-Demand Webinar

Host: Rusada

Date Recorded: 5th August 2021

Duration: 50 minutes

Register to view this On-Demand Webinar (recorded 5th August 2021) and join the digital aviation maintenance specialists at Rusada to see a demo of the powerful ENVISION Inventory management module. Using demos of the solution, Rusada experts will show the end-to-end digital process of replenishing stock from the perspective of multiple roles, from engineer and technician, to stores and logistics personnel. From the initial part request, through to quoting, ordering, receiving and inspecting, you will see how a modern, web-based system, along with dedicated Mobile Apps can digitize and largely automate these common day-to-day processes, whilst providing real-time cross-company visibility on stock availability and demand. You will see how Mobile Apps integrate seamlessly with the core system allowing technicians to request parts from any location and track progress while the core system auto-generates RFQs; store personnel can use embedded bar code scanners within their mobile devices to receive parts, and more.

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/>

Aircraft IT MRO eJournal

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

Example eJournals 2021



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v10.2?fr=sM2UxNjl4Mjk4NQ



View eJournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v10.3?fr=sNDlhMzI4Mjk4NQ

Aircraft IT MRO Issue 47: May / June 2021

- **Case Study: Managed MRO IT as a service at Western Global Airlines**
Jim Buckalew, SVP Technical Operations and Technology, Western Global Airlines
- **Case Study: Finnair enhances aviation safety**
Kjell Skogberg, Manager, Production Support, Technical Operations for Finnair
- **Case Study: Improving resource utilization and efficiency at Delta TechOps**
Rick Uber, General Manager Base Maintenance, Delta Airlines and Dinakara Nagalla, CEO of EmpowerMX
- **White Paper: Sustaining aviation after recovery Part 1**
Gesine Varfis, Marketing Manager APSYS and Gabriel Godfrey, Product Owner – Sustainable Aircraft, APSYSpowerMX
- **White Paper: IT Systems Adoption Part 2. The Rate of Technology Adoption through Covid-19 and how to Optimize Systems Adoption**
Allan Bachan, Vice-President, ICF

Aircraft IT MRO Issue 48: July / August 2021

- **Case Study: Digitized MRO Training & Monitoring**
Liudas Jurkonis, Deputy CEO for Engineering Design and Technical Training Department, FL Technics
- **Case Study: Extending Digital records at DAC**
Jefferson Ding, Managing Director, Dragon Aviation Capital (DAC)
- **White Paper: Sustaining aviation after recovery Part 2**
Gesine Varfis, Marketing Manager APSYS and Gabriel Godfrey, Product Owner – Sustainable Aircraft, APSYS
- **White Paper: IT Systems Adoption Part 3. The Rate of Technology Adoption through Covid-19 and how to Optimize Systems Adoption**
Allan Bachan, Vice-President, ICF

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 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 4 Aircraft IT MRO eJournals during the year
- 2 Full page adverts 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 \$10,500.00 / 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 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 \$ 6,995.00 / 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 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 \$ 3,995.00 / UK £ 2,995.00 / EURO € 3495.00



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.

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