aircraft IT 2023
MAINTENANCE – OPERATIONS

Digital Marketing Packages Information – Flight Operations

The Digital Platform for Aircraft Operations IT Suppliers and Buyers

Aircraft IT Operations

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 Operations

Latest edition here:
https://www.aircraftit.com/ops/ejournals/

2. Webinars

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

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 **32,000+** (32,238 as at 24th October 2022) 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%
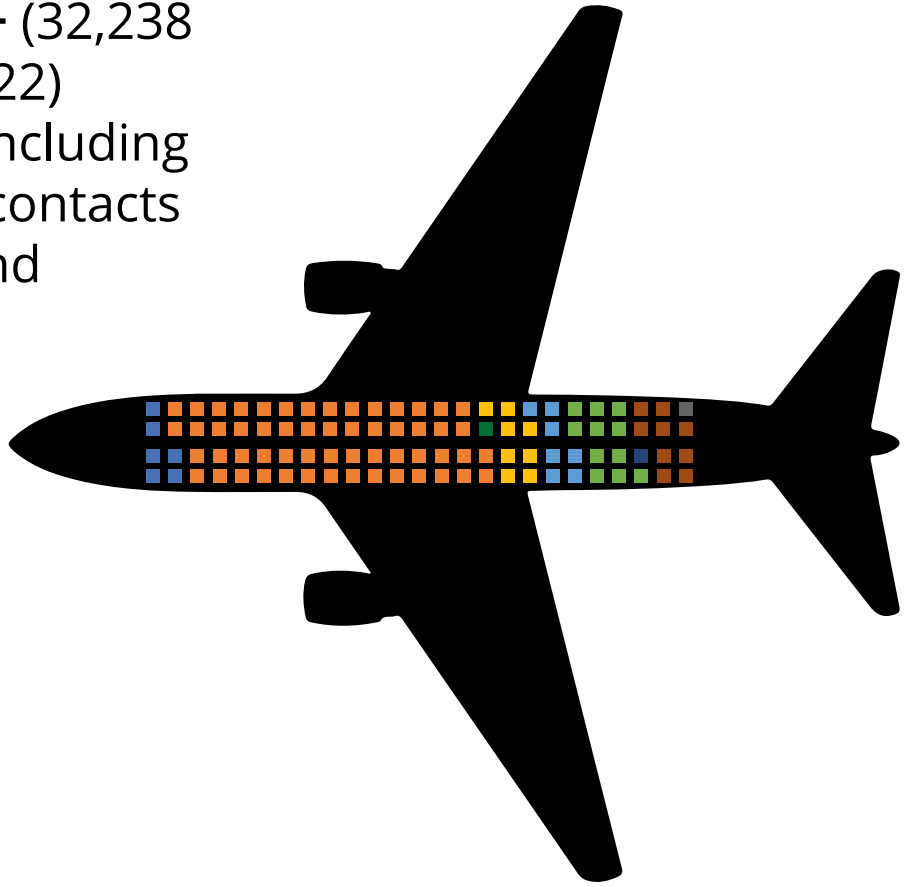
Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- ■ The Americas: 25%
- ■ Asia Pacific: 27%
- ■ Europe, Middle East, Africa: 48%
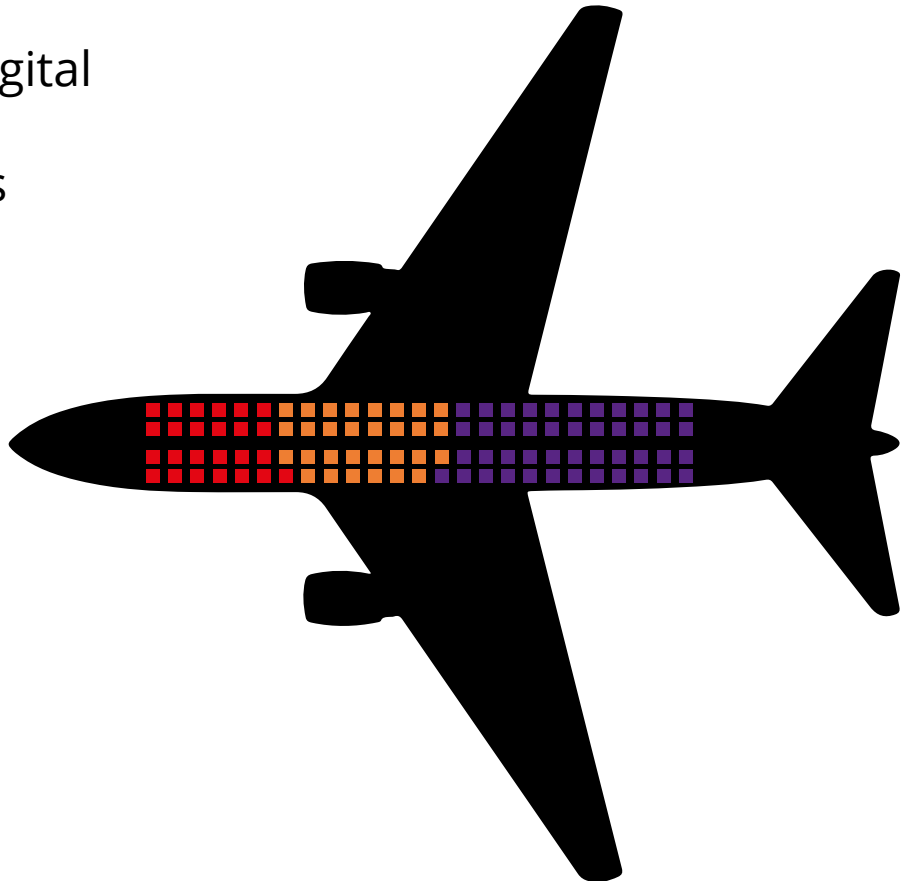
Key Aircraft IT Digital Marketing Packages Benefits

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 2022 (now promoting On-Demand Sessions):

On-Demand Webinar Title: Next-Gen EFB and Airline Systems Integrations and API Platform Demo and Overview On-Demand Webinar [AvioBook Demo of new API Platform; Flight Ops Data Consolidation; Pilot In-Flight access to Key Data / Info; ACARS Messaging Service]

Host: AvioBook

Date Recorded: 30th June 2022

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 30th June 2022) and join EFB and Flight Ops Systems specialists AvioBook, to learn about the future of service-orientated API integrations, with a demo and overview of their new next-generation API Platform and advanced Aircraft Integrations. As you will see, the new API Platform provides airlines with complete control over integrations between their own IT systems, AvioBook solutions and third-party apps and systems: it not only provides access to the data but also supports them in putting it to practical use. Using the API platform airlines can easily support integrations with a dynamic scope, providing pilots with useful and critical notifications coming from a pool of 3rd party systems. It also allows airlines to tailor the processing of information gathered from different airline systems into a standard format for pilots, like a PDF document in Flightbox. You will also see existing and unique integrations available through the new ACARS messaging system, such as where digital information available in the AvioBook Flight EFB is sent via ACARS messages to the FMS to drive the AUTO-INIT functionality, and how ACARS messages can be digitally displayed to provide a consolidated overview of events during each flight.

On-Demand Webinar Title: New-Gen Pilot Flight and Fuel Efficiency App Demo Webinar [Demo of new Honeywell Forge Pilot Connect Mobile App; Pilot Data to Optimize: Fuel loading and Contingency Fuel, Flight Path & Airspeed, Departure/Arrival Runway & City-Pair Performance, more]

Host: Honeywell

Date Recorded: 7th July 2022

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 7th July 2022) to see the next generation in Pilot fuel and flight efficiency Apps with an overview and demo of the new Honeywell Forge Pilot Connect Mobile App, part of the popular Honeywell Forge Flight Efficiency program. As you will see, the new App, created by pilots, for pilots, provides them with all the data and analysis needed to fully engage them in their airline's fuel and flight optimization program and puts vital information at their fingertips, before, during and after each flight, so that they can make informed decisions to optimize fuel consumption. Key insights to optimize efficiency for each specific flight include: fuel loading including contingency fuel; most efficient flight path and airspeed; historical departure/arrival runway and city-pair performance info; and best practice to reduce fuel consumption on that route. You will also see how the App provides intuitive feedback to pilots after each flight with clear advice on areas for improvement. The debriefing screen shows the actual fuel savings versus both potential savings as well as airline-specific targets for each flight. Pilots can also view their lateral and vertical flight profiles to see planned trajectory versus actual trajectory to easily identify efficiency opportunities. You will also see how airlines can fully customize the data and feedback shown within the App to match company policies and targets.

Key Aircraft IT Digital Marketing Packages Benefits

Aircraft IT Operations eJournal

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 2022
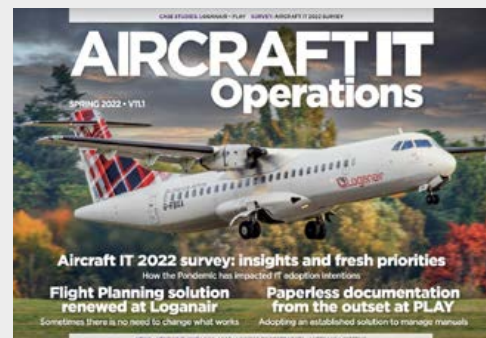
Aircraft IT OPS Issue 53: Autumn 2022

- **Case Study: Star Air Cargo gets an EFB for today and the future**
  Shaine Labuschange, EFB Technical Administrator, Star Air Cargo
- **White Paper: EFB latest developments and what's next?**
  Kalus Olsen, EFB Admin Services
- **HOW TECHNOLOGY WORKS: : Appreciate your time:**
  Logipad upgrades for an efficient future Dirk Leese, Manager Process Automation Practice, DextraData
- **COLUMN: The world according to IT and me**
  Paul Saunders, Solutions Director, Vistair
- **VENDOR FLIGHT LOGS: Honeywell, Tomorrow.io, Weathernews International, Yonder, and StorkJet**

Aircraft IT MRO Issue 52: Summer 2022

- **Case Study: A flight planning solution that works for Loganair**
  Owen Purday, Senior Flight Support Officer, Loganair
- **Case Study: Going paperless from the start at PLAY**
  Finnbogi Karl Bjarnason, Director Flight Operations, PLAY
- **SURVEY: Aircraft IT 2022 Survey on Optimization Platforms and new IT Technologies**
- **COLUMN: The world according to IT and me**
  Paul Saunders, Solutions Director, Vistair
- **VENDOR FLIGHT LOGS: Lufthansa Systems, DextraData, and ASAP**

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
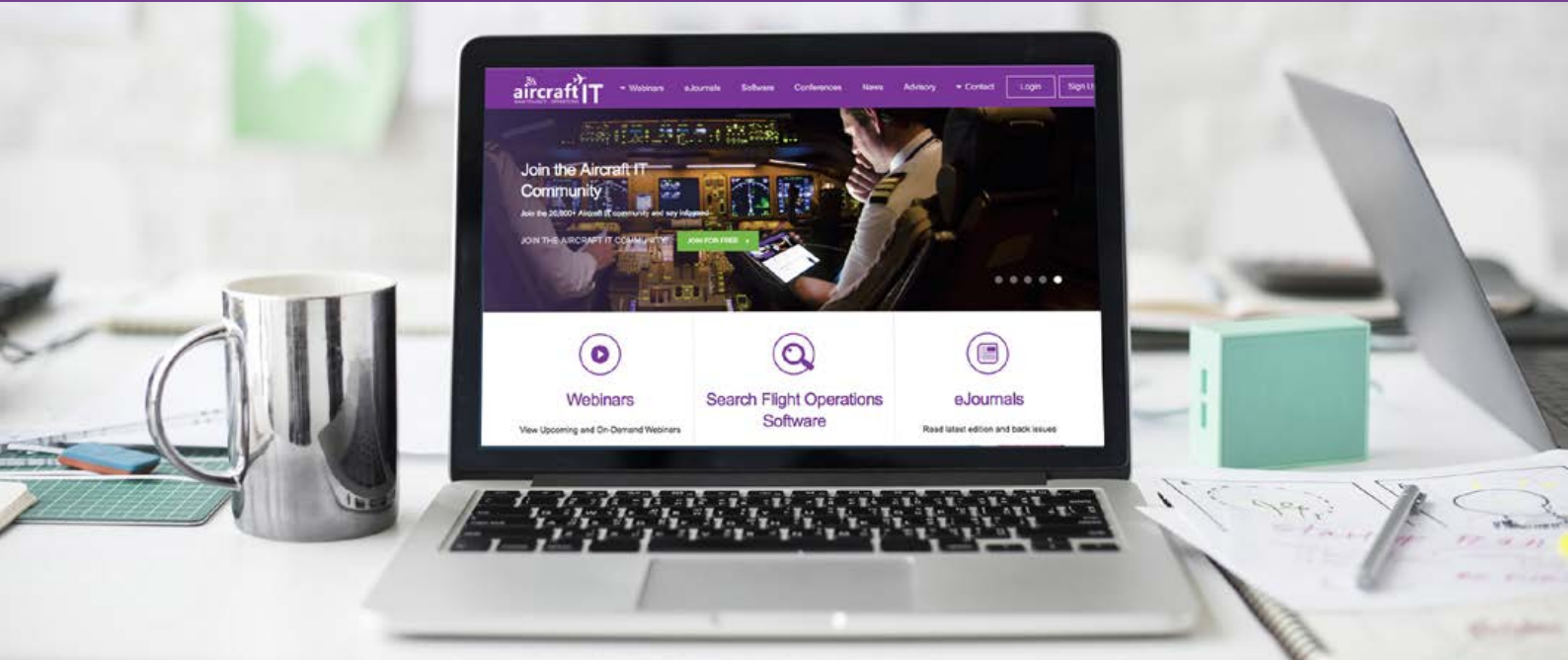
Aircraft IT Website

- 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

The Aircraft IT website by numbers:

Monthly average statistics

Page Views:		50,000+
Visits:		35,000+
Unique Visitors:		20,000+

Annual Digital Marketing 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

Item	Gold	Silver	Bronze
Full Company and product listing at the Aircraft IT website and in the directory at the back of each eJournal	✓	✓	✓
One banner advert on all pages at the Aircraft IT website except Webinar pages	✓	✓	✓
All news items published on the Aircraft IT website and in the Aircraft IT eJournal. Additionally announced via Aircraft IT social media platforms	✓	✓	✓
Receive relevant RFIs / RPFs via the Aircraft IT website or from direct correspondence with Aircraft IT staff	✓	✓	✓
The opportunity to be the featured IT Vendor in the 'Vendor Flight Log' feature in the eJournal	✓	✓	✓
One customer case studies published in the eJournal. The case study is produced by us using conference presentations or telephone interviews *		✓	✓
Two customer case studies published in the eJournal. The case studies are produced by us using conference presentations or telephone interviews	✓		
Three half page adverts – spread throughout the 4 Aircraft IT Operations eJournals during the year		✓	✓
Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT Operations eJournals during the year	✓		
One 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	✓	✓	
Cost:	US $ 9,995.00	US $ 6,995.00	US $ 3,995.00

* Additional case studies can be purchased at US $ 2,500.00 each

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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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