aircraft IT 2024
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 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:
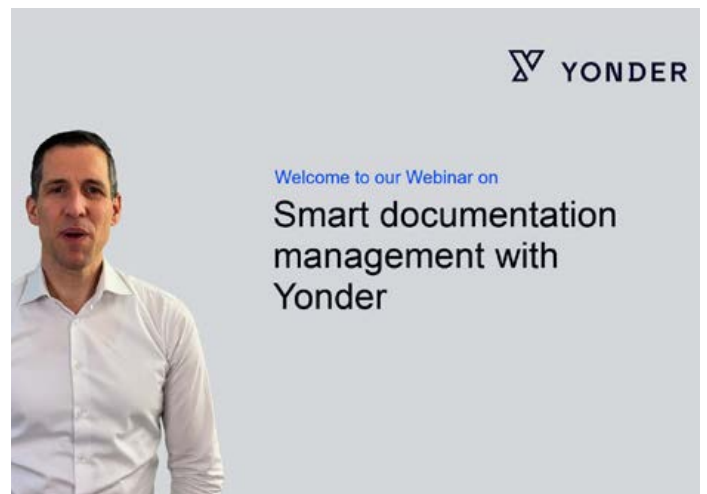
1. Aircraft IT Operations eJournal

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

2. Webinars

See our library of On-Demand Webinars:
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 **97%** 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 **35,000+** (35,223 as at 29th September 2023) 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%
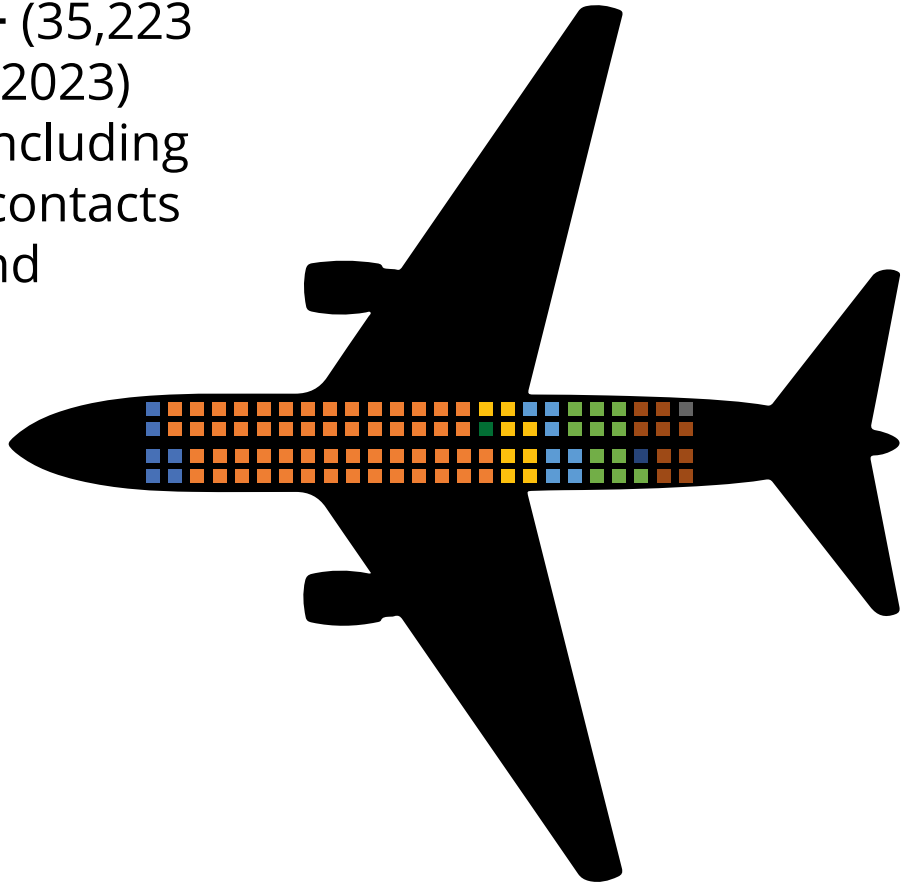
Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

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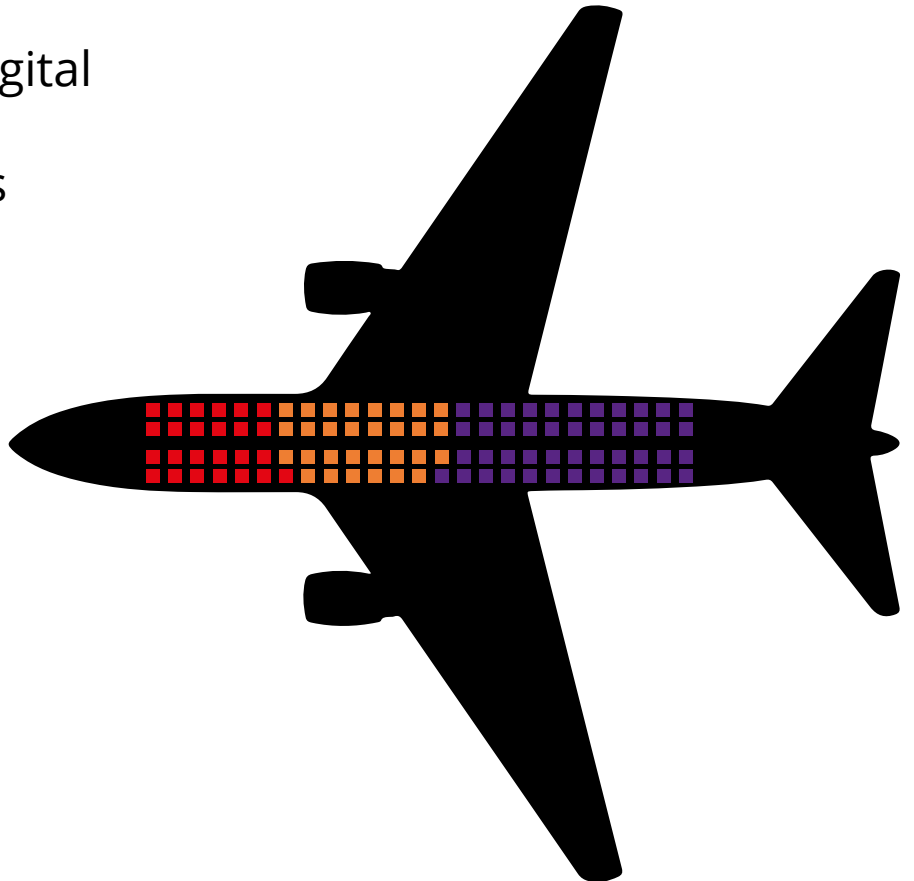
Key Aircraft IT Digital Marketing Packages Benefits

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
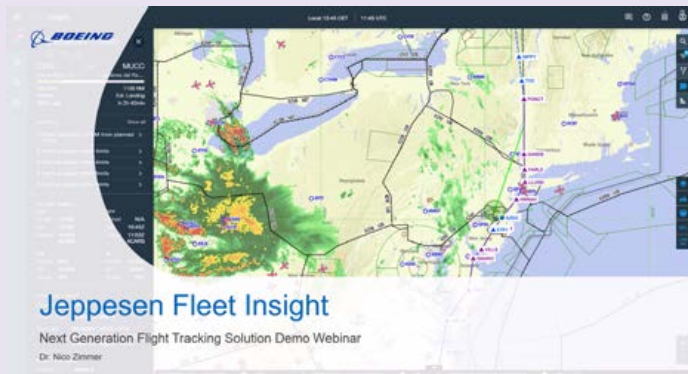- Full Aircraft IT support leading up to and during your Webinar
- Take away a highly-targeted list of sales leads post-Webinar
- Continue to receive sign-ups and sales leads post-Webinar with an On-Demand version

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 2023 (now promoting On-Demand Sessions):

Jeppesen Fleet Insight
Next Generation Flight Tracking Solution Demo Webinar
Dr. Nico Zimmer

SITA OPTIFLIGHT®
Building on aircraft flight data, machine learning and 4D weather forecast to determine the most fuel saving scenarios for all phases of a flight
Jean-Thomas REY — Product Marketing Manager
Kim HEAP — Product Manager
Aircraft IT Webinar
September 28, 2023

On-Demand Webinar Title: Jeppesen Fleet Insight - Next Generation Flight Tracking Solution Demo Webinar [GADDS Compliant; Flight Plan Integration; Live EnRoute Weather; Customizable Alerts; Cloud Hosted; Fuel Insights; more]

Host: Jeppesen

Date Recorded: 21st September 2023

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 21st September 2023) to see a demo of the new one-stop-shop flight tracking solution from Jeppesen: Fleet Insight – Next Generation Flight Tracking. With its integrated flight plans, Jeppesen navigation data, graphical weather, NOTAM information, flight insights and more, you will see how Fleet Insight provides dispatch and operational personnel with the tools and data needed to increase situational awareness and mitigate disruptions, plus optimize operational performance. The demo will showcase real-life flight examples such as: flight plan integration, tracking of flown path vs OFP and ATC cleared route, OOOI times, live fuel insights, current and forecast weather conditions, alternative route plotting, fleet wide Gantt chart overview, and lots more. As you will see, dispatch can follow an individual flight or track an entire fleet, with a holistic overview of current fleet status and performance. Additionally, insights and customizable alerts into flight events such as flight delay / early arrival, squawks, holding, diversion detection and more, allow airlines to anticipate disruptive events, better understand the consequences of specific decisions, and better mitigate the impact of disruptions.

On-Demand Webinar Title: Predictive In-Flight Fuel Efficiency Pilot Guidance Solution for all Flight Phases Demo Webinar [SITA OptiFlight® Demo – Climb Out, Shortcut Recommendations Enroute; Flight Data; ML Aircraft Performance Models; 4D Weather; EFB Integration; more]

Host: SITA FOR AIRCRAFT

Date Recorded: 28th September 2023

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 28th September 2023) to see a demo of the unique SITA OptiFlight solution, which brings real-time data science to the cockpit. As you will see, ahead of each flight, OptiFlight utilizes machine learning to build tail-specific predictive performance models for the aircraft, using historical flight data (inc. airline-specific waypoint-to-waypoint tracks flown), plus accurate 4D weather to determine the optimum fuel saving scenarios for all phases of the flight. The fuel saving scenarios are then translated into easy-to-apply tactical recommendations displayed on the pilot's existing EFB real-time in-flight, (or before the flight via the paper briefing package) providing them with the data needed to request shortcuts from ATC in-flight, optimize speeds and altitudes for the climb-out phase, and more. During the Webinar you will be taken on a demo of SITA OptiFlight from a pilot's perspective, with a focus on climb-out and cruise optimization. You will also see how, after each flight, actual fuel consumed is compared with predictions for detailed fuel savings reports. The data is then used to update the machine-learning model and further optimize accuracy and efficiency for each future flight. You will also see how OptiFlight is suitable for all airlines and operators worldwide, requires no additional aircraft hardware or IT infrastructure, and can integrate with all OFP sources, as well as EFFs and EFB Apps, and even paper based briefing packages. Finally, you will see some real-world airline case studies and see how OptiFlight allows them to achieve significant fuel savings, optimize efficiency, and reduce emissions for each flight.

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

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

Example eJournals 2023

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v12.1

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_ops_v12.2

Aircraft IT OPS Issue 55: Spring 2023

- **Case Study: Taking basics to the next level at Frontier Airlines**
  Casey Meeks, Technical Standards Captain, Frontier Airlines
- **CASE STUDY: A new Weight & Balance, Takeoff, and Landing Runway Performance solution at Kalitta II**
  William Pletzke, Director of Safety, Kalitta Charters II
- **CASE STUDY: MYAirline builds the right foundations**
  Capt. Dharmaraj Naiker, Director of Flight Operations, MYAirline
  Capt. Kuhan Ananhavadivel, Head of Safety and Quality, MYAirline
- **CASE STUDY: A digital solution for greater flight efficiency at AeroLogic**
  Frank Appeltrath, Head of Flight Ops & Support, AeroLogic
  Vincent Togel, Fleet Chief B777, AeroLogic
- **HOW TECHNOLOGY WORKS: Making better informed decisions about weather**
  Guy Maylatt, Aviation Product Manager, Tomorrow.io
- **The world according to IT and me**
  Paul Saunders, Solutions Director, Vistair Systems
- **VENDOR FLIGHT LOGS: Logipad**

Aircraft IT MRO Issue 56: Summer 2023

- **CASE STUDY: Flight path optimization makes Volotea eco-efficient**
  Luis Fernandes, Fuel Efficiency Manager, Volotea
  David Rytter, CEO, AVTECH
- **CASE STUDY: Siam Seaplane understands the importance of digitization**
  Dennis Keller, Chief Business Officer, Siam Seaplane
  Emil Ahlgren, Director of Operations, Web Manuals
- **CASE STUDY: AI-powered Fuel Efficiency and Aircraft Performance at Volotea**
  Juha Kulmala, Technical Pilot, Volotea
  Juha Aramo, Senior Director of Flight Operations, Volotea
- **CASE STUDY: A new document solution for Frontier Airlines**
  Joshua Lee, Technical Standards Pilot, Frontier Airlines
- **CASE STUDY: Alpine Air gain safety and productivity**
  Sam Rettig, Captain and EFB Manager, Alpine Air
- **The world according to IT and me**
  Paul Saunders, Solutions Director, Vistair Systems
- **VENDOR FLIGHT LOGS: AvioBook, eTT Aviation, Honeywell, and StorkJet**

www.aircraftit.com

Key Aircraft IT Digital Marketing Packages 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

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 eJournal 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

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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