aircraft IT 2025
MAINTENANCE – OPERATIONS

Digital Marketing Packages Information – M&E / MRO

The Digital Platform for Aircraft MRO IT Suppliers and Buyers

www.aircraftit.com

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.

80+ 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:
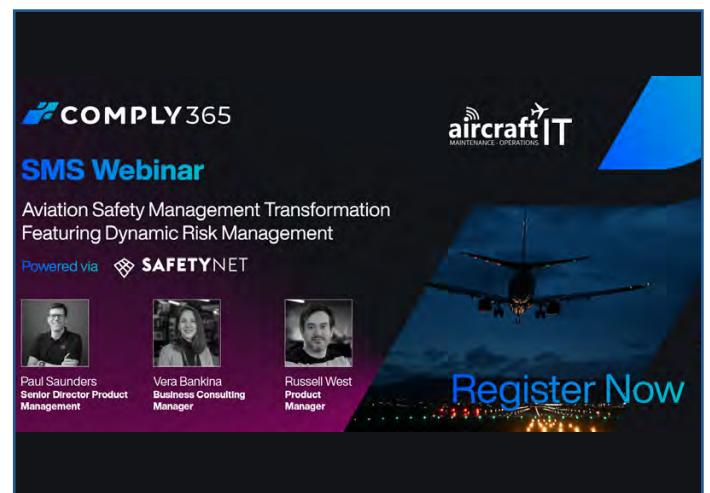
1. Aircraft IT MRO eJournal

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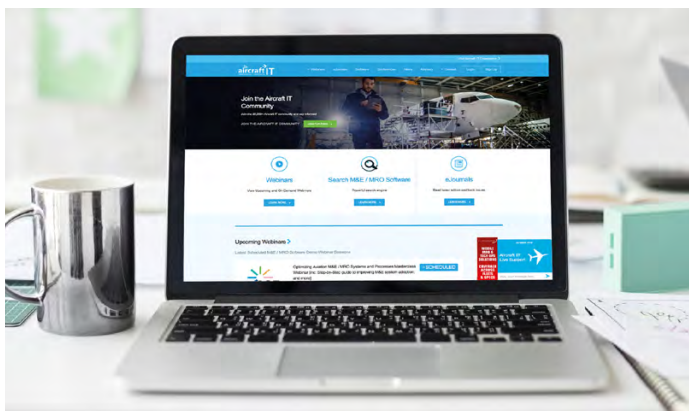
You can view the current list of sponsoring IT Vendors and Suppliers in the M&E / MRO Software Search Engine on the homepage:
https://www.aircraftit.com/mro/

Aircraft IT has a **97%** sponsorship renewal rate year on year. Read on to find out how you can benefit.

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Aircraft IT Members

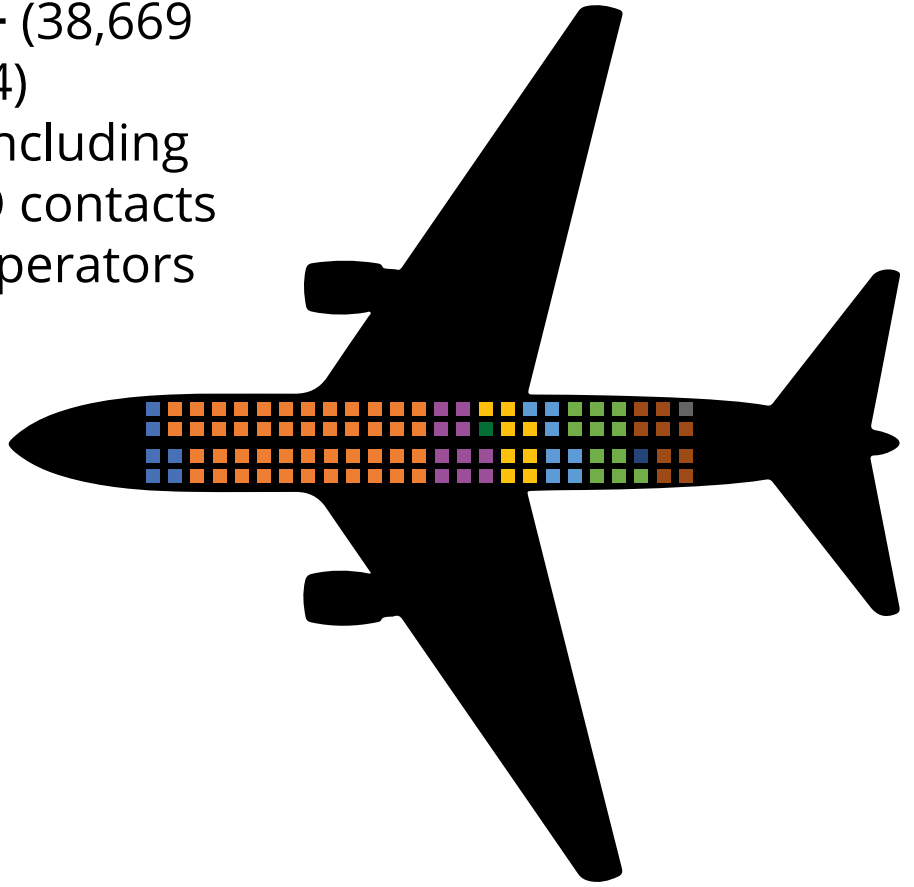Aircraft IT has **38,000+** (38,669 as of 1st October 2024) registered members including key IT and M&E / MRO contacts at nearly all airlines, operators and MROs worldwide:

- ■ Aircraft Operator: 5%
- ■ Airline: 44%
- ■ Aviation Authority: 1%
- ■ Consultant: 7%
- ■ Independent MRO Facility: 7%
- ■ IT Vendor: 16%
- ■ Leasing Company: 1%
- ■ Manufacturer (OEM): 8%
- ■ Military: 1%
- ■ Others: 10%

Use one of our three digital marketing packages to promote your solutions to this highly-targeted worldwide audience.

- ■ The Americas: 23%
- ■ Asia Pacific: 27%
- ■ Europe, Middle East, Africa: 50%
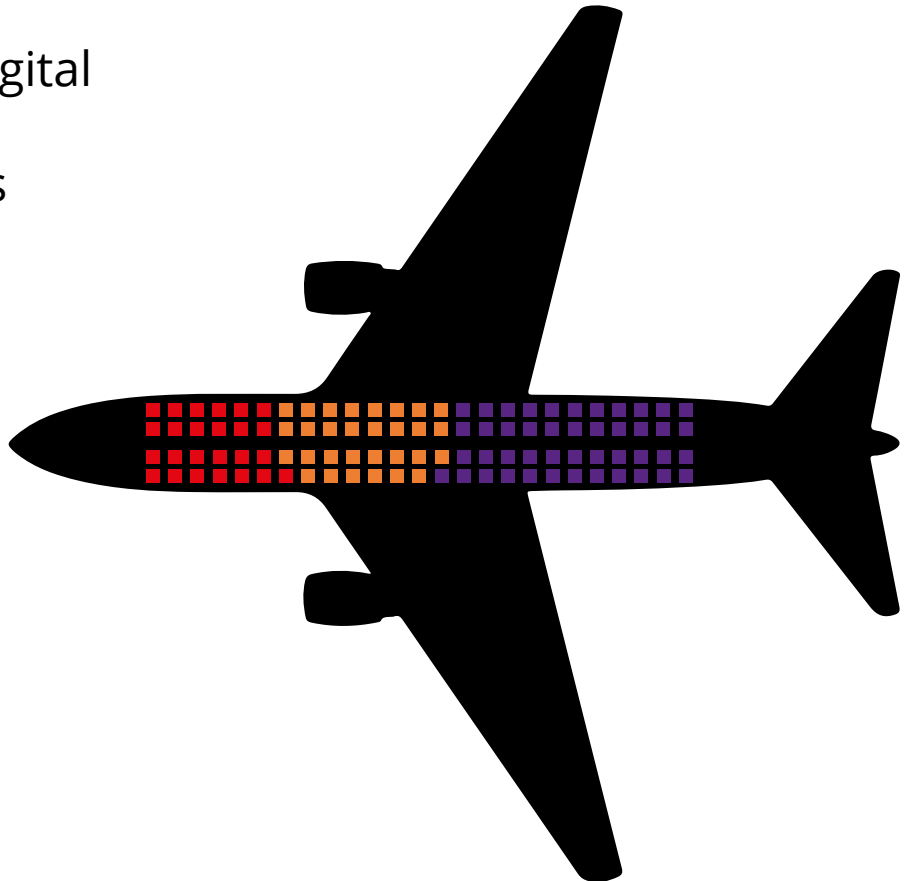
Key Aircraft IT Digital Marketing Packages Benefits

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/mro/upcoming/

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

### Example Webinars 2024 (now promoting On-Demand Sessions):
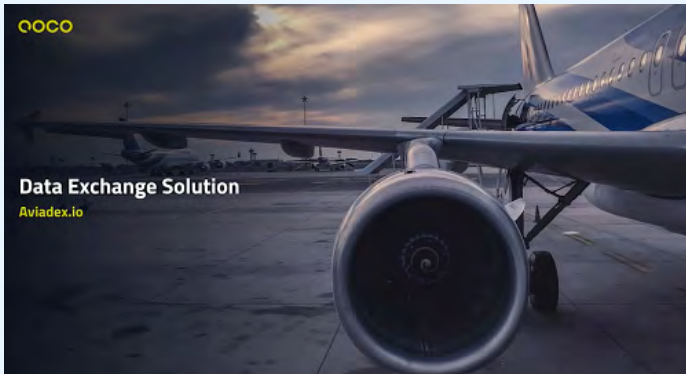
On-Demand Webinar Title: Aviation Data Exchange and Integration Platform for Airlines, MROs, OEMs, and Lessors Systems and Apps Demo Webinar [Aviadex.io: Seamless Data Integration for Multiple Systems & Apps; ETL; Airline & MRO Facility M&E Systems; OEM Data Streams]

Host: QOCO Systems Ltd

Date Recorded: 1st Feb 2024

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 1st February 2024) to see how the latest digital technology is revolutionizing data exchange and collaboration among airlines and operators, lessors, OEMs, MROs, and digital service providers, via an overview and demo of Aviadex.io, the data exchange and integration platform from QOCO. As you will see Aviadex. io is a solution that enables secure, automated data streams between different systems and Apps that had not synced before, eliminating the time, effort, and cost of integrating various IT systems (whatever data format they use) company-wide and with key partners. Following the solution's processes, QOCO experts will showcase real-world examples of data exchange using Aviadex.io, including: between an airline and OEM for a continuous data stream to power a digital twin; real-time collaboration between airlines and their 3rd party MROs by linking both M&E systems, enabling smoother Work Package transfer; seamless integration with airline's M&E System to external systems such as ETLs / ELBs and APU counter automation from ACARS data; airline data to lessors for real-time and automated compliance reporting data. You will also see how the solution can receive and deliver data in any required format, validates and quality checks data, flags any issues and puts airlines in control of their data while ensuring confidentiality, integrity, and availability of data for the relevant companies and systems. For digital solution providers, you will see how Aviadex.io can assist in integrating your platform with the customer's IT ecosystem, validating the data and transforming it into the right format for each end-user using advanced tech such as AI.
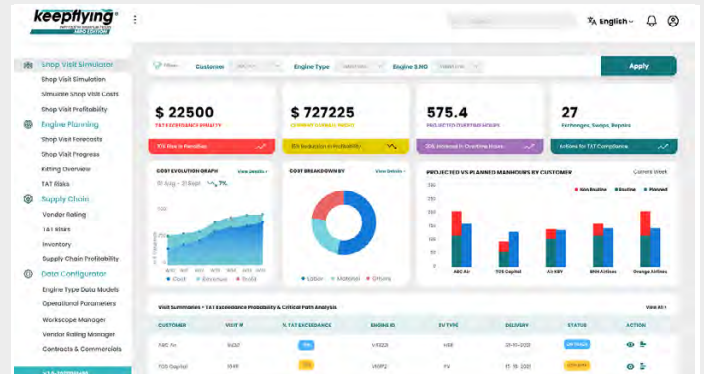
On-Demand Webinar Title: Digital Twin Platform powered by GenAI for Modelling Aircraft Maintenance Events and Costs, Spare Parts, Lease Transactions, Modifications Demo Webinar [Digital FinTwin Demo – Optimizing RUL; Hangar Visit Costs; Task Cards; P2F vs Part Out, more]

Host: KeepFlying

Date Recorded: 25th Jan 2024

Duration: 60 minutes

Register to view this On-Demand Webinar (recorded 25th January 2024) to see the latest developments in Digital Twin technology for aviation, powered by Generative AI (ChatGPT, Large Language Models – LLMs, ML), with a demo of Digital FinTwin solution from KeepFlying, designed to provide airlines, lessors, and MROs with the tools needed to generate aircraft, engine, or component specific what-if simulations to model future scenarios. During the Webinar KeepFlying experts will show how their platform easily integrates with existing ERP, MRO/M&E systems and other digital data sources, plus uses LLM technology to extract and ingest crucial information from additional vast maintenance, airworthiness, and operational datasets, even from scattered or poorly formatted data. You will then see Digital FinTwin demos showing use cases for airlines, lessors, and MROs on how this data, can be used to model future scenarios, including increasing maintenance slot profitability, optimizing inventory and spare parts, minimizing aircraft / engine lease redelivery costs, and optimizing hangar and shop visits including task cards; as well as specific aircraft and asset revenue and trading scenarios such as lease extensions, part-outs, and P2F conversions. You will also see a demo of the new ChatGPT 'SkyBot' and how it interprets Airworthiness and Maintenance back to birth records in a matter of minutes to optimize aircraft transitions or assist to evaluate the applicability of any modifications and their commercial impact.

Key Aircraft IT Digital Marketing Packages Benefits

Aircraft IT MRO eJournal

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

- Take ½ page and Full Page adverts in our very popular quarterly eJournal
- Read regular airline and M&E / 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 MRO software Directory

Example eJournals 2024

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v13.2

View ejournal
https://issuu.com/aircraftit/docs/aircraft_it_mro_v13.1

Aircraft IT MRO Issue 60: Summer 2024

- **CASE STUDY: Canadian North took control of its device fleet**
  Gail Campbell, Senior Manager Maintenance Information Systems, Canadian North
- **CASE STUDY: Transavia Netherlands upgrades to the latest MRO IT solution**
  Gerard de Bruyn, Product Owner of the technical department, Transavia Netherlands
- **CASE STUDY: Affinity reaps the benefits of a new IT solution**
  Grahaeme Colledge, Technical Director, Affinity Flying Training Services
  Tim Alden, Strategic Partnerships Director, Veryon
- **WHITE PAPER: AI is Powering Growth of Lifecycle Optimization Tools**
  Dr Ip-Shing Fan, John Maggiore and Professor Anna Smallwood Cranfield University
- **WHITE PAPER: A step into the future for an MRO software solution**
  Andrew O'Connor, Head of Product Management, Aviation, Aspire Software
  Paul Lynch, Group Managing Director, Aviation, Aspire Software
- **WHITE PAPER: Gains for MRO from digital solutions**
  Remon Sweers, VP of Products, at QOCO systems
- **VENDOR JOB CARDS: Comply365, ByztSoft, and Aviation Intertec Services**

Aircraft IT MRO Issue 59: Spring 2024

- **CASE STUDY: Production planning and control at China Airlines**
  Wei-Fong Wang (Matt), Senior Engineer, Maintenance Division, China Airlines
- **CASE STUDY: An RFID cabin monitoring tool at AirAsia Thailand**
  Banyat Hansakul, Group Head of Engineering, AirAsia and Nazrulazli Najmudin, Senior manager, Product and Technology, Asia Digital Engineering
- **CASE STUDY: Making a good digital start at Heston Airlines**
  Edgaras Knyzas, Head of CAMO, Heston Airlines
- **WHAT IT CAN DO: Embracing Maintenance 4.0 and collaborative innovation**
  Remon Sweers VP of Digitalization at QOCO Systems
- **WHITE PAPER: Current Trends in the Predictive Maintenance Aftermarket**
  Dr Ip-Shing Fan, Senior Lecturer in Enterprise Systems at Cranfield University & John Maggiore, senior aerospace leader, consultant & Senior Advisor to the Integrated Vehicle Health Management (IVHM) Centre at Cranfield University
- **HOW I SEE IT: Applying generative AI to your mission**
  Allan Bachan, VP, Managing Director, MRO Operations, ICF
- **VENDOR JOB CARDS: Commsoft, CrossConsense, Ecmanage, and Veryon**

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 **6000+** users

Key Aircraft IT Digital Marketing Packages 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

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 Job Card' 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 MRO eJournals during the year		✓	✓
Two Full Page adverts and Two half page adverts spread throughout the 4 Aircraft IT MRO 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 $ 10,495.00	US $ 7,495.00	US $ 2,995.00

* 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 MRO to show you how you will benefit from a sponsorship and the genuine sales leads you will receive.

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