

EVENT DATES:

April 9-11, 2019

EXHIBITION

April 9-11, 2019

CONFERENCE

April 9-11, 2019

REGISTRATION

April 9-11, 2019

EXHIBITOR MOVE-IN

April 6 (600 sqft and larger/
double decker booths only)
1:00 pm - 7:00 pm

April 7

8:00 am - 8:00 pm

April 8

8:00 am - 8:00 pm

LOCATION:

Georgia World Congress
Center
Atlanta, GA
Building B

Marketing Opportunities, Maximize Your Investment

Let us help you promote your presence at the event to make sure the right people stop by your booth!

We are eager to provide you with resources to make it quick and easy to get the word out. Recommendations to help you promote your presence:

- Join the Aviation Week Network Social Media groups
- The event's official Twitter hashtag is #MROAM. Be sure to follow and tag us at @avweekevents, @mronetwork and/or @aviationweek. And don't forget to use the official event hashtag!
- Invitations in HTML (email) format that Aviation Week Network and your marketing team can deploy or attach in an email

New Tools to Help You Engage Your Customers!

Feathr: Invite Your Customers with just a few clicks

We use a partner called Feathr to enable each exhibitor to invite their customers with a personalized message. All the hard work is done for you, simply login to your exhibitor marketing dashboard to access:

- Exhibitor E-Invite: Featuring your name, logo and booth number, simply and easily send this email invite to your contacts by uploading a list of prospects
- Exhibitor Landing Page: Easy to share this page via your social accounts, in newsletters, or send the link directly to your prospects
- Exhibitor Banners - personalized with your booth number. Add them to your email signature for maximum exposure

Email ashley.munoz-giron@aviationweek.com for your dashboard access.

InGo

Using InGo you can reach out to your whole social network and uniquely invite them to meet up with you in the exhibition hall. You can highlight your booth location, team that will be on-site, products you will be featuring, anything that you want to promote about your participation in the event. Use any of these links to spread the word via your social channels. Be sure to customize the default message for added personalization!

Exhibitor Invitations

We have created two invitation options to help you invite and connect with customers and prospects at MRO Americas.

[Airline & Aircraft Leasing VIP Pass](#)

This is intended for qualified airline and aircraft leasing customers. Anyone that meets the required criteria can attend all conference sessions for free: Managers, directors, VPs (or higher) of purchasing, maintenance, overhaul, engineering or technology at an airline or leasing company. Sales, marketing and business development positions do not qualify. Must be employed by an airline or leasing company (cargo or passenger). Does not include third party maintenance affiliates.

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For more information on the VIP program, please contact Kristina Nicos, at +1.646.257.4830 or Kristina.nicos@aviationweek.com

Exhibition Guest Pass

This is good for anyone within the industry, regardless of organization affiliation. This will not get people into the conference sessions, but it will give them access to the exhibition floor where they can connect with you and the rest of your team that will be on-site.

Official Event Logos

Download files containing the official event logos for use in promotional materials.

[Download logos](#)

Official Event Banners

Whether you're sponsoring or exhibiting, now you can use these banners or the ones within your feathr dashboard to post on your websites, blogs and on your email signature footer!

[Banner 1](#)

[Banner 2](#)

Don't forget to link it to your customized feathr landing page or to the MRO Americas homepage - <http://mroAmericas.aviationweek.com/eu18/Public/enter.aspx>

Need a customized banner? Contact don.giordano@aviationweek.com with your booth number, logo, specs/size and tag line and we will create on for you.

In addition, we will gladly work with your marketing department to accommodate any special requests. Contact jennifer.roberts@aviationweek.com

Program Book Advertising

Expand your company's presence during the event. Used as a reference throughout the show by all conference delegates, trade show visitors, and exhibitors, the Official Program Book includes the conference agenda, exhibitor and sponsor profiles, floor plan of the exhibit hall, and all special events. Your advertising message will reach all attendees at the show.

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E: alison@accessgroup.aero

Onsite Added Value Opportunities

Gain additional visibility and stand apart from your competition. Opportunities range from sponsorships of cocktail receptions, coffee breaks, lunches, breakfasts, cyber cafes, and self-serve kiosks to attendee bags, notebooks, lanyards, pens, and meter board advertisements.

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Expand Your Reach Before and During the Show with Special Messaging to all Delegates

Target a message in SpeedNews – Place an advertisement in the issues two weeks prior to the show and set up your pre-show messaging to all delegates and then continue that message Onsite at the show. Electronic PDF copies of SpeedNews with your pre-show message is sent to all registrants in the two issues leading up to the show. The Onsite issue covers all of the news and announcements of the show and is delivered both digitally onsite and also handed out in print format at the doors of the exhibit hall and a booth to booth distribution. Special bundle pricing is offered to all MRO exhibitors.

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Advertising – The Aviation Week Network

AviationWeek.com is the leading website for aerospace and defense professionals with over 2 million page views per month. The site is a hub for executives, managers, government and military officials, engineers, and other aviation professionals worldwide. Aviation Week & Space Technology delivers global intelligence that is unrivaled in A&D journalism. For almost 100 years, AW&ST has expertly provided first-to-market global content, delivering more forward-looking insight and in-depth analysis that shapes the agenda for today's industry.

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