




Recovery



State of the  
Airlines



Products  
& Services



Forecast &  
New Trends



Network



2021  
& Beyond

Aviation Week's Hybrid Event Solution  
Means You Can Now Join Us in Orlando or  
Virtually From Anywhere in the World.



# What Does the Hybrid Event Look Like?

## The Best of Both Worlds.

MRO Americas is ready to welcome you back!

Aviation Week is excited to welcome our colleagues, friends and customers to MRO Americas 2021, in Orlando, FL, April 27-29, and we recognize that not everyone will be able to attend the physical event in person. Our hybrid event solution means you can now join us in Orlando or, virtually, from anywhere in the world.

→ *Innovative solutions to attend.* ←

The conference and exhibition will take place as a live event for those who are able to travel to Orlando, FL but if you can't be there in person, virtual attendance is now available.



# What Does the Hybrid Event Look Like?

## MRO Americas **Live** April 27-29, 2021

- 3-day conference and exhibition
- Live exhibitors
- Live sessions  
(available to conference attendees only)
- Event App to organize your time and enhance networking on-site
- Opportunity to arrange in-person meetings with fellow on-site attendees
- All features of MRO Americas Virtual included with live access

## MRO Americas **Virtual** May 4-5, 2021

- On-Demand Content for conference attendees
- Virtual Exhibitor Directory
- Digital Content Hub featuring bonus sessions and materials
- Unlimited Video Meetings and Live Chat with all attendees – no restrictions on attendee type!





# What Does the Hybrid Event Look Like?

The hybrid event model brings the physical event into a digital universe enabling:

Live content AND on-demand viewing. All sessions will be recorded. So attendees of the physical event can see ALL the sessions and speakers they may have missed during the event. And digital attendees can choose to watch sessions at a time that suits them.

**Both digital-only and physical pass holders will access a single platform for networking with each other.** Message and arrange meetings with anyone of interest to you, whether they are in Orlando or at their desk remotely.

Onboarding instructions for virtual access will be sent to all registered attendees 2 week prior to the event.





# Exhibitor Experience – Seamless Across the Live and Virtual Experience

## Live Event Benefits

- Exhibitors can use the GRIP app on-site to find attendees and exhibitors
- Exhibitors meet and network through physical booths and meetings
- Exhibitors can schedule follow up meetings for virtual week

## Included Virtual Benefits

- Exhibitor listing with all booth staff listed on the virtual platform
- Booths are set up by Aviation Week using exhibitor profile data from program book
- Exhibitor reps will be assigned to the booths (same staff that registered for live)
- Enhanced Networking:
  - 2 weeks prior – Explore attendees- begin to set up meetings and establish connections. Appointments can be set for in-person meetings the week of the live event
  - Week after – May 4-5 Connect with all attendees via the virtual platform.
  - Opportunity to gather additional leads by networking with virtual only audience as well as the live attendees that now migrate to the virtual platform
  - Arrange follow up meetings with the leads you make onsite during the virtual week
  - Onboarding instructions will be sent to all registered attendees 2 week prior to the event





# MRO Americas Delegate/Speaker/Airline Experience

## Live Event Ticket

- Conference attendees access MRO Americas Live sessions
- Conference attendees will engage with polls and surveys
- Access to recorded sessions on-demand
- Arrange meetings with fellow on-site attendees
- Schedule virtual meetings with anyone during virtual week
- Content Hub Access

## Virtual Event Ticket

- Access to recorded sessions on-demand
- Schedule virtual meetings with anyone during virtual week
- Content Hub Access





# MRO Americas Visitor Experience

## Live Visitor Ticket

- Access to Exhibition Hall and complimentary sessions
- **Schedule meetings with attendees on site at live event**
- **All attendees** can schedule virtual meetings with anyone during virtual week only (May 4-5, 2021)
- **Content Hub Access**



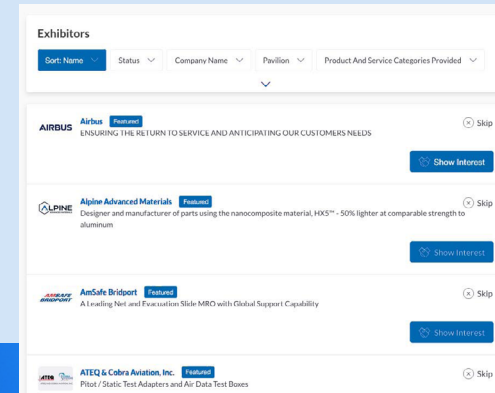
## Virtual Visitor

- All attendees can schedule virtual meetings with anyone during virtual week only
- **Content Hub Access**



## Digital Only Content: Content Hub

- Sponsored content
- Digital only sessions
- Roundtables
- Tech Talks





# Benefits of Using App Onsite for Live Attendees

- Find exhibitors and attendees easily, open up a chat to arrange a time onsite to meet
- Recommended attendees
- Additional sponsorship opportunities
- Seamless transition from Pre, Live and Virtual



## WAYFINDING

Enable attendees, speakers, and staff members to find their way around the event area and provide a search engine to easily locate booths, restaurants, conference stages among other resources.



## ACCESSIBILITY

Make your event venue accessible friendly to all users and help them reach their end-destination by highlighting areas where ramps and elevators are located.



## MULTIPLE DEVICES

Provide a consistent experience inside the venue on any device: smartphone, tablet, desktop and kiosk.



## CUSTOM MAP

Create multiple personalized maps that fulfill specific needs such as visitor maps, technical maps for contractors and maps for the security department.



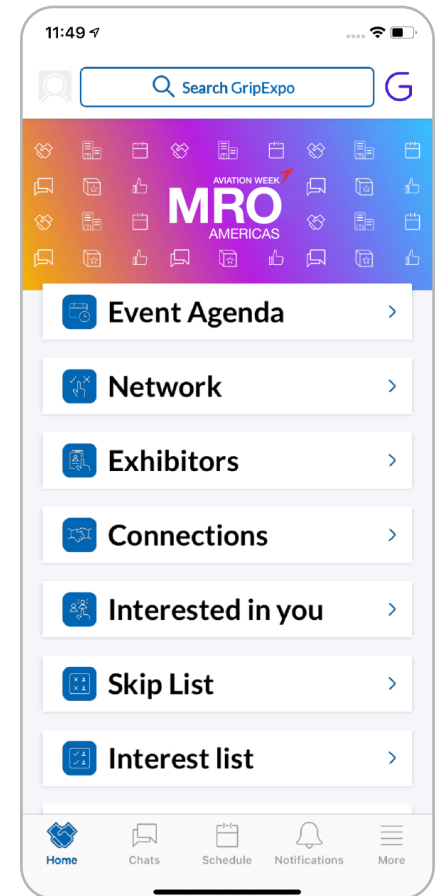
## LIVE SCREEN DISPLAY

Display live data on public screens such as seat availability in conference rooms and waiting time at the food court.



## EXTRA VISIBILITY

Increase sponsorship opportunities for exhibitors with a logo on their map location. Selected exhibitors can be highlighted at all map zoom levels with logos providing additional value for sponsors.





# Onsite and Virtual Benefits

	EXHIBITOR	AIRLINE	SPEAKER	DELEGATE	VISITOR
<b>ONSITE</b>	<ul style="list-style-type: none"> <li>Booth Onsite</li> <li>Exhibitor Rep Passes for all</li> <li>+ All Virtual Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Conference Access</li> <li>Exhibition Access</li> <li>+ All Virtual Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Conference Access</li> <li>Exhibition Access</li> <li>+ All Virtual Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Conference Access</li> <li>Exhibition Access</li> <li>+ All Virtual Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Exhibition Access</li> <li>+ All Virtual Benefits</li> </ul>
<b>VIRTUAL</b>	<ul style="list-style-type: none"> <li>Listing within Virtual Exhibitor Directory</li> <li>Exhibitor Reps from physical event attached to booth</li> <li>Virtual Meetings with all attendees (4-5 May only)</li> <li>Complimentary sessions via the Content Hub</li> </ul>	<ul style="list-style-type: none"> <li>On-Demand Content</li> <li>Exhibitor Directory</li> <li>Virtual Meetings with all attendees (4-5 May only)</li> <li>Complimentary sessions via the Content Hub</li> </ul>	<ul style="list-style-type: none"> <li>On-Demand Content</li> <li>Exhibitor Directory</li> <li>Virtual Meetings with all attendees (4-5 May only)</li> <li>Complimentary sessions via the Content Hub</li> </ul>	<ul style="list-style-type: none"> <li>On-Demand Content</li> <li>Exhibitor Directory</li> <li>Virtual Meetings with all attendees (4-5 May only)</li> <li>Complimentary sessions via the Content Hub</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitor Directory</li> <li>Virtual Meetings with all attendees (4-5 May only)</li> <li>Complimentary sessions via the Content Hub</li> </ul>