



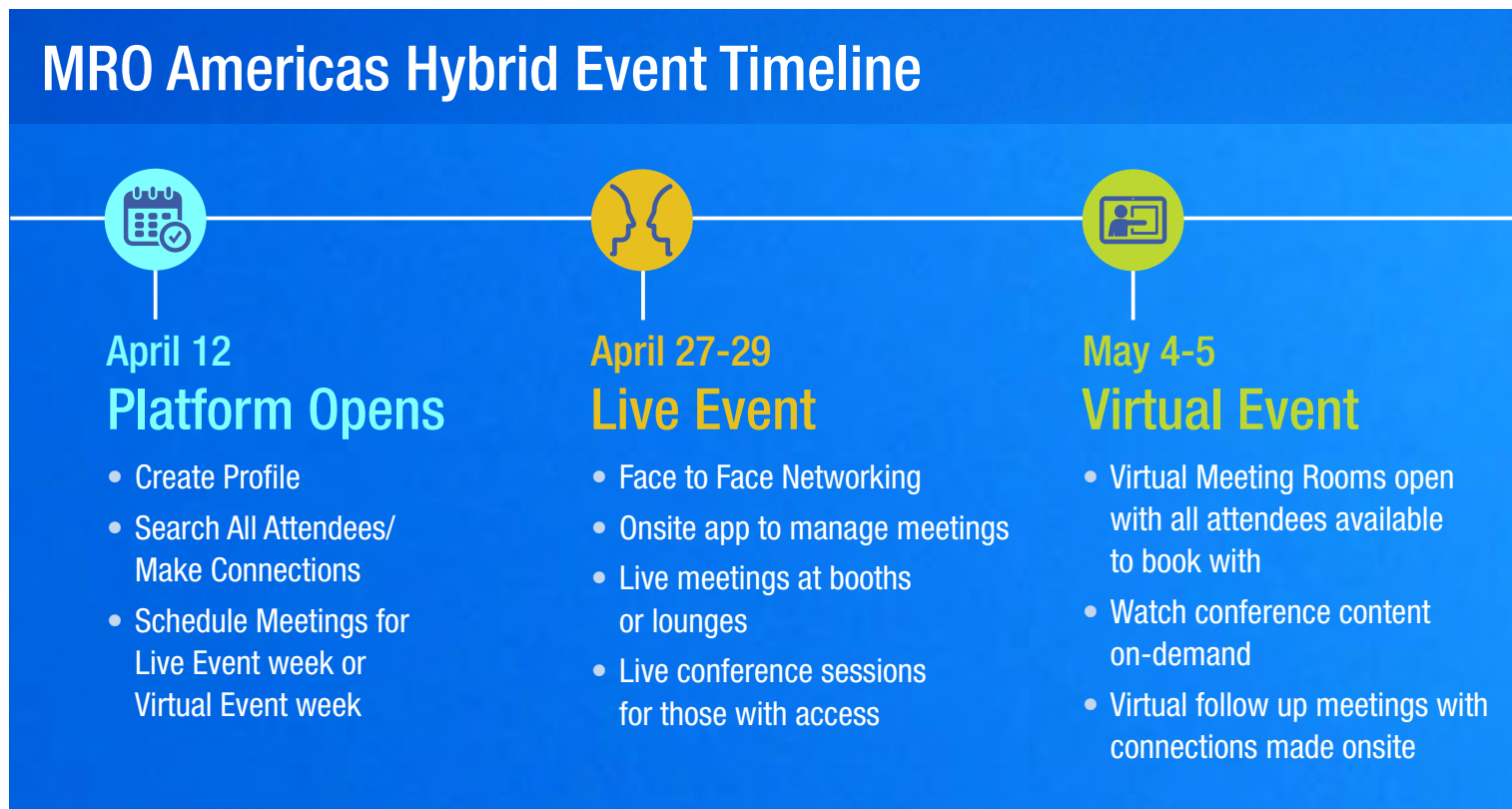
# Explaining Hybrid

# Defining Hybrid for MRO Americas

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Hybrid Events can mean different things for different events. At MRO Americas 2021, the hybrid event allows for both In-Person attendees and Virtual attendees to join, with dedicated weeks for both aspects; Live and Virtual.

**The event will be split into 3 key sections:**



Who has access to what?

# Who has access to what?

Depending on your attendee type, and whether you are In-Person or Virtual, you will have different access to the various elements of the show:

	EXHIBITOR	AIRLINE	SPEAKER	DELEGATE	VISITOR
<b>LIVE EVENT: APRIL 27-29</b>	<ul style="list-style-type: none"> <li>Booth Onsite</li> <li>Exhibitor Passes for all representatives</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 EVENT: MAY 4-5</b>	<ul style="list-style-type: none"> <li>Listing within Virtual Exhibitor Directory</li> <li>Exhibitor Badge Holders 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 Conference Recordings</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 Conference Recordings</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 Conference Recordings</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>

# Search, Filter, Browse

# Search, Filter, Browse

- You will be able to search for all attendees on the Grip platform. Start by browsing your recommended connections (profiles that match your business needs), browse the attendee lists or use the search bar to find your prospects.
- Every attendee will have an icon to clearly state if they are In-Person or Virtual.

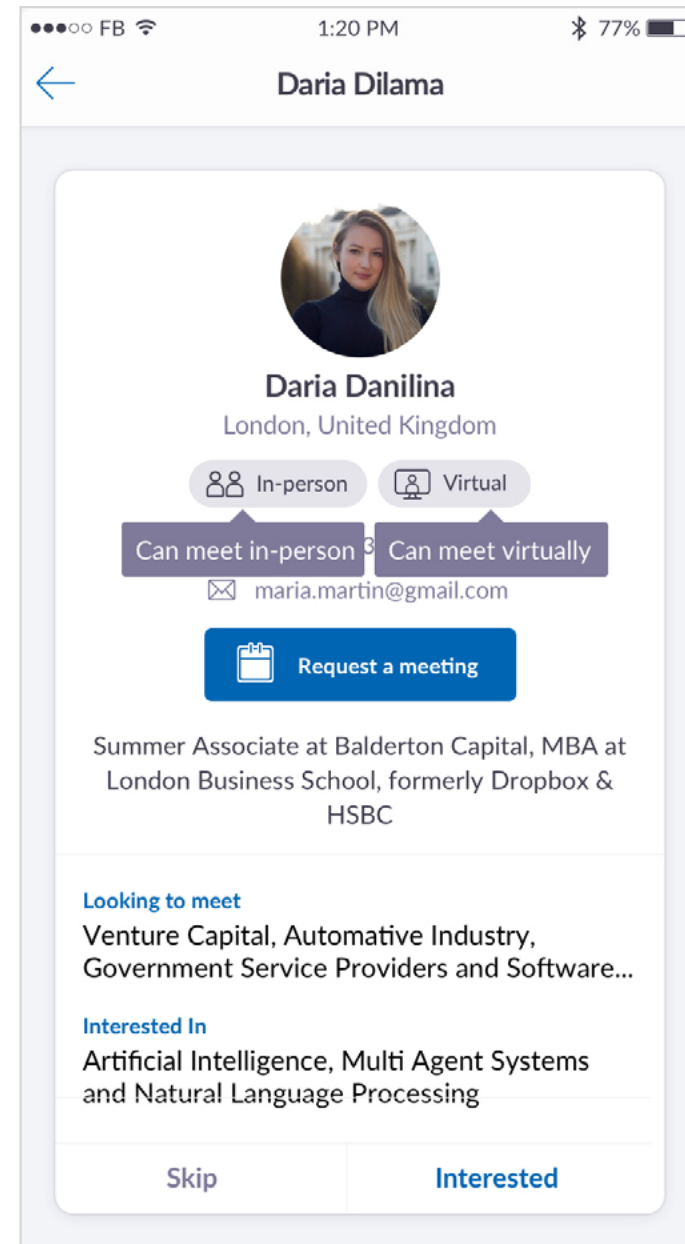
The screenshot displays the Grip platform interface. On the left is a navigation sidebar with categories like 'RECOMMENDATIONS', 'INTERESTED IN YOU', 'MY CONNECTIONS', 'MY INTERESTED LIST', 'SKIPPED', 'MY SCHEDULE', 'MAIN STAGE', 'EVENT AGENDA', 'EXHIBITORS', 'SPONSORS', 'ATTENDEES', 'SPEAKERS', 'PRODUCTS', 'BUYERS', 'SUPPLIERS', and 'URL EXTENSIONS'. The main content area features a search bar at the top with the text 'Search for people, products or anything?'. Below the search bar is a 'Recommendations' section listing three attendees: Marina Biller (Head of Knowledge Network @ Axel Springer), Hector Martinez (Systems Software Designer), and Luke Olsson (Co-Founder @ New Hope Network). Each recommendation includes a profile picture, name, title, and two icons: 'In-person' and 'Virtual'. Below each recommendation are buttons for 'Show Interest' and 'Schedule a meeting'. A red arrow points from the 'Virtual' icon of Marina Biller to the search bar. On the right side, there is a 'Connections' section with a search bar and a list of recent interactions with other users, including Daniel Platt, Maria Martin, Kate Vader, Mark Thornton, Laura Torrance, and Nadine Blast.

# Booking Meetings



# Booking Meetings

- When booking a meeting, you may see different times and locations available depending on your attendee type, or the attendee type you are booking with.
- In-Person to In-Person: You will see both physical meeting room locations for April 27-29, or Virtual Meeting Room for May 4-5
- If you or the attendee you are booking with is Virtual, you will only see the Virtual Meeting Room location and dates.



# Content Sessions

# Content Sessions

- The conference is not being live streamed, so it is only available LIVE for In-Person attendees with conference access. However, all sessions will be available on-demand for Virtual Delegates, Speakers & Airlines during May 4-5. If you wish to watch the conference content on-demand you must have the correct badge type.
- All attendees will have access to the Content Hub, which will host all the complimentary content available on-demand.



The graphic features a blue background with white text and logos. At the top left is the 'MRO AMERICAS' logo with 'AVIATION WEEK' above it. At the top right is the 'AVIATION WEEK NETWORK' logo. The main title 'MRO Americas C-Suite Series with David Seymour' is centered. Below the title are two headshots: David Seymour on the left and Lee Ann Shay on the right. A red YouTube play button icon is positioned between the two headshots. Below David Seymour's photo is the American Airlines logo and his name and title. Below Lee Ann Shay's photo is her name and title.

**AVIATION WEEK**  
**MRO**  
AMERICAS

**AVIATION WEEK**  
NETWORK

**MRO Americas C-Suite Series**  
with David Seymour

**American Airlines**

**David Seymour**  
COO,  
American Airlines

**Hosted by**  
**Lee Ann Shay**  
Executive Editor,  
MRO and Business Aviation,  
Aviation Week Network

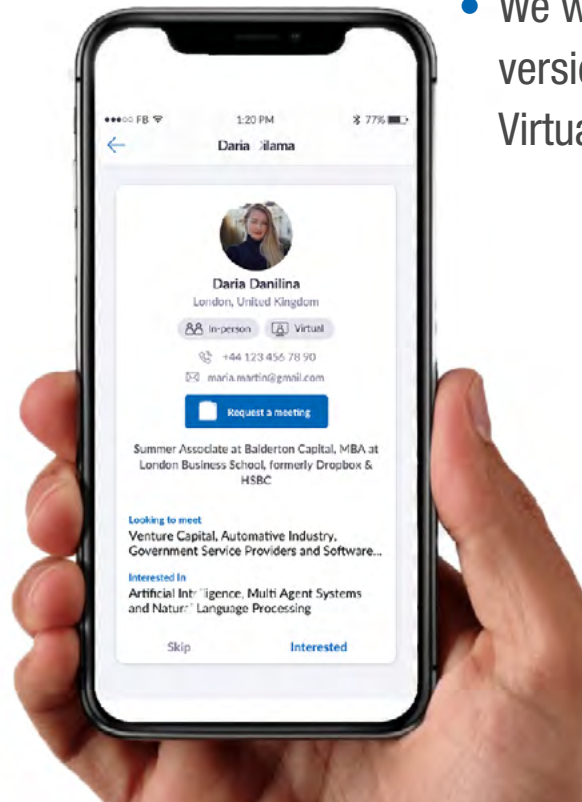
# Which Platform to Use?

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The Grip platform is seamless across desktop (internet browser) and mobile app (for onsite).

## In-Person Attendees

- We would recommend using the desktop version to create your profile and schedule your meetings pre event.
- Once onsite, use the IOS or Android App to help manage your time, search for exhibitors, answer meeting requests and continue the networking.
- More information on the app can be found [here](#).
- When you log back in for the virtual week, May 4-5, it is recommended to return to the desktop version using the latest version of Google Chrome for the best Virtual Meeting Room experience.



## Virtual Attendees

- You can do everything from the desktop platform for both pre event networking and the virtual week.
- We would recommend using the latest version of Google Chrome for the best Virtual Meeting Room experience.