



AIRCRAFT
COMMERCE

CONNECTED AIRCRAFT & DIGITAL CABIN CONFERENCE & EXPO 2019

October 1st - 2nd 2019 | Park Inn by Radisson, London Heathrow

Platinum Sponsor



 For further information contact [Adele Wolstenhulme](#) | [Email adele@aircraft-commerce.com](mailto:adele@aircraft-commerce.com) | [Tel +44\(0\) 1273 697 126](tel:+44(0)1273697126)

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Now with an evolved focus and name, the Connected Aircraft & Digital Cabin Conference & Expo will again be the perfect venue for the exchange of ideas for everything to do with connectivity in flightdeck and cabin, satcom, big data, cybersecurity, maintenance & health monitoring, IoT, aircraft tracking, plus airline eEnablement processes with connected aircraft.

THE MARKETPLACE FOR AIRCRAFT CONNECTIVITY, eENABLEMENT AND CABIN EVOLUTION

Connectivity in aviation is now a reality, enabling airlines to boost new sources of ancillary revenues by tapping into passenger behaviour data. Although still in its infancy, there are signs of greater collaboration within the industry on effective usage, and examples of innovation and best practice are already emerging, with positive results for airlines.

New hardware solutions, vendors, services, content and business models are being introduced at such a pace that regulatory bodies and standards are hard pressed to keep up with this increasingly dynamic side of the business.

The aircraft cabin is now the main driver for innovation, fuelled by passenger experience personalisation and airlines' multi-faceted approach to product development. Basic seat design is changing, and complex algorithms that predict passenger shopping and buying behaviour are being embraced by forward-thinking airlines eager to get ahead of the competition.

The industry is rich with buzz-words - whether it is big data, IoT, personalisation or densification.

We recognise there are many events addressing some of these themes, but at our 2019 event a major focus will be on how airlines can use new technology to grow and build new ancillary revenue streams, and the power of partnership.

This year's conference will focus on breaking down the rhetoric to help delegates to:

- Gain a full working knowledge of a complex and changing market through educational and interactive sessions
- Learn from leading airlines and industry experts what to look for and how to implement effective solutions
- Plus, vendors have the opportunity to showcase their solutions within the Expo and/or in 10-minute presentation slots
- Dedicated networking breaks and an interactive expo will give delegates the opportunity for one-on-one contact with the industry's most forward thinking leaders



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WHO SHOULD ATTEND?

- All airline connectivity user groups (flightdeck, OPS, passenger experience, cabin OPS, MRO)
- Aircraft OEMs
- Connectivity suppliers (hardware & service providers, neutral connectivity performance analysts)
- IFE & C Manufacturers & suppliers
- Content supply chain participants
- Cyber security solutions
- Cabin interior & seating manufacturers
- Passenger experience experts
- Cabin & passenger solution providers

The event will enable airline delegates to see the latest innovations and possibly disruptive flightdeck and cabin connectivity solutions and concepts.

Aircraft Commerce has been running successful conferences, on numerous aviation subjects for over seventeen years, with a proven track record of providing suppliers prime opportunities to showcase their expert solutions to audiences of potential airline customers.

2019 CONFERENCE AGENDA

The focused two-day agenda of presentations, given by industry experts and airlines, discuss the latest issues and trends in the rapidly developing sectors of connectivity, cabin IFEC and digital innovation.

Case studies, parallel presentation tracks and panel discussions are included to ensure that all delegates receive varied and fresh information within this two-day event format.



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WHY EXHIBIT?

Guaranteed maximum impact for product showcases in one of the solution overview sessions adjacent to the meeting rooms. With multiple refreshment breaks and networking opportunities, exhibitors will gain maximum exposure and engagement with potential customers (airlines and vendors).



Products and services showcased include:

- Connectivity solution to the aircraft for cockpit and cabin
- Connectivity solutions within the aircraft
- Data and content platforms ranging from personalised ancillary revenue to Live TV
- Cyber security solutions
- IFE solutions from high-end embedded to portable WiFi
- EFB and ETL solutions
- Aircraft and Engine health monitoring solutions
- Services to evaluate and measure connectivity

Generous networking time through a mix of longer morning and afternoon refreshment breaks and a one-hour lunch, provide many opportunities to discuss the latest connectivity solutions available from all exhibitors. Enjoy networking time with your peers, interact with airline decision makers from around the world and turn them into your customers.

On average more than 200 attendees, of which at least 50% airline staff - probably the highest ratio of airlines to vendors among related conferences. We guarantee over 50% airline attendees in 2019.

We pride ourselves in providing an event with a majority of airlines as delegates. This is not an event where vendors talk mostly to other vendors.

To reserve your exhibition booth space, or to book your delegate place, please contact Adele Wolstenhulme on:
Tel +44 (0) 1273 697126 or Email adele@aircraft-commerce.com



For further information contact **Adele Wolstenhulme** | **Email** adele@aircraft-commerce.com | **Tel** +44(0) 1273 697 126



EACH EXHIBIT SPACE IS 3M X 2M AND INCLUDES :

The opportunity of a joint speaking slot together with one of your airline clients (title of presentation and speaker to be confirmed by Aircraft Commerce).

- 2 complimentary delegate places.
- The opportunity to invite up to 3 airline clients to attend the conference free of charge with 2 nights' accommodation each included.
- Complimentary internet connection throughout the conference.
- A 500-word marketing piece included on the conference App.
- Exhibitor's logo on the Aircraft Commerce website.
- Exhibitor's logo on all advertising and promotional material used by Aircraft Commerce.

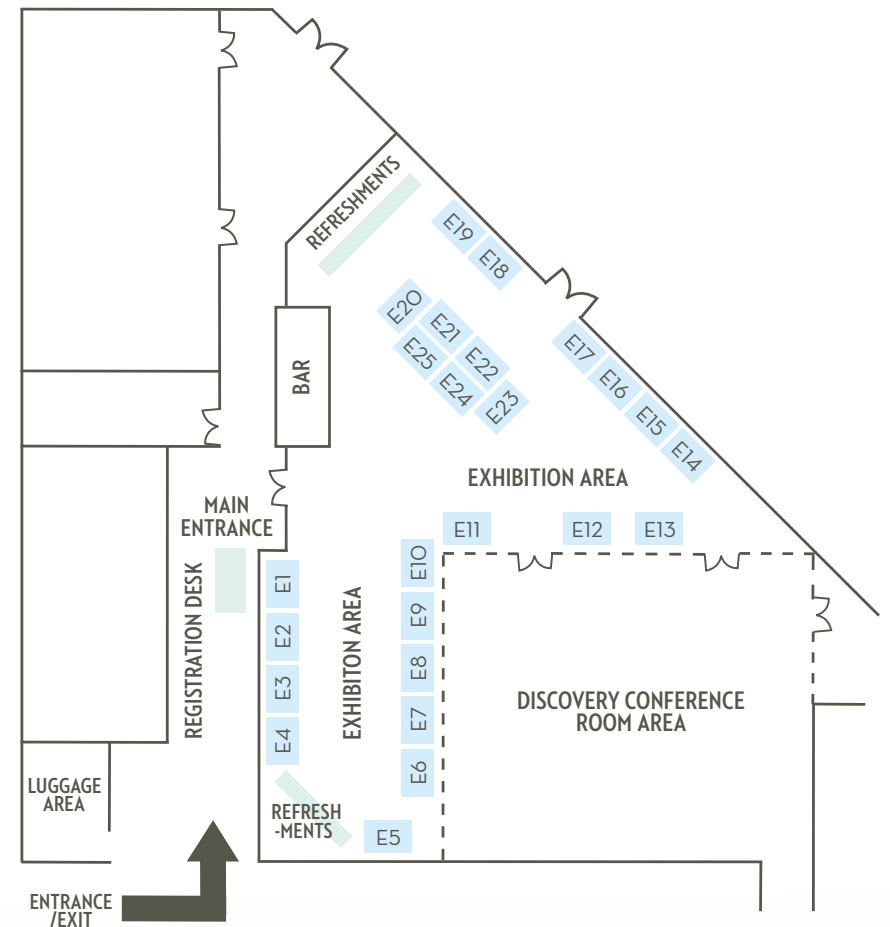
The rate for a single exhibit space is \$7,250 and the rate for a double exhibit space is \$12,500 (includes 4 complimentary delegate places and the opportunity to invite up to 6 airline clients).

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Platinum Sponsor



Sponsors & Exhibitors include

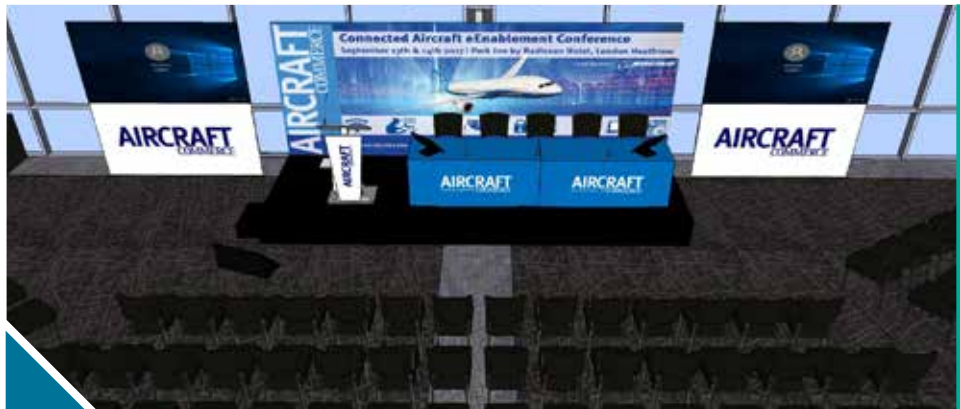


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SPONSORSHIP - BE A LEADER

Sponsoring Aircraft Commerce events provides cost-effective brand exposure to a captive audience of conference attendees (mainly airlines). Sponsorship provides your company with an enhanced profile and puts your company's products, services and brand messages ahead of companies which are less visible. Sponsorship also demonstrates your company's support of key subjects discussed at these events.

Please contact us to discuss the Exclusive Platinum Sponsorship package, which will be customised for the lead sponsor's requirements. Other packages can include elements from the adjacent options, and consultation on further bespoke requirements. We are happy to consult with you personally to ensure your package contains all elements you require to guarantee excellent value for money. The earlier you contact us, the more creative your sponsorship package can be. Contact Adele Wolstenhulme today on the number below to discuss your needs.

SPONSORSHIPS OPTIONS FOR 2019:

SPONSORSHIP AND EXHIBITION SPACE OPTIONS	STANDARD PRICES
Conference App & Wifi	\$10,000 USD
Welcome Reception	\$6,500 USD
Breakfast 1st Day	\$4,350 USD
Breakfast 2nd Day	\$4,000 USD
Refreshment Breaks	\$5,500 USD
Lunch 1st Day (includes whole room branding)	\$6,000 USD
Lunch 2nd Day (includes whole room branding)	\$5,500 USD
Lanyards & Name Badges	\$4,950 USD
3x2 Metre Single Exhibition Booth Space:	\$7,250 USD
6x2 Metre Double Exhibition Booth Space:	\$12,500 USD
Conference lunch sponsor on both days (incl. x2 Push Notifications via Conference App)	\$10,250 USD

NEW FOR 2019: Reach the smartphones of all attendees with Push Notifications to advertise products / invitations to meet at your company's exhibition booth (limited number on a first come, first served basis).



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PROMOTING IN AIRCRAFT COMMERCE MAGAZINE IN 2019

For 21 years Aircraft Commerce has established itself as the leading aviation publication that scrutinises the operating and financial performance of commercial aircraft and engines. Aircraft Commerce has a guaranteed, BPA audited, global circulation of 10,000 readers. This includes: 8,300 senior management personnel working in 800 of the world's airlines.

Aircraft Commerce 2019 Editions

- Airline revenues and connectivity-related topics:

April/May issue

Developments and evolution of IFE&C systems and their potential.

June/July issue

The cabin wireless architecture as infrastructure for multiple applications: IFE, connectivity, IoT, & cabin crew communications.

Bonus Circulation at the Connected Aircraft & Digital Cabin Conference & Expo 2019

August/September issue

Passenger cabin Internet of things: an overview.

October/November issue

Ancillary revenue focus: solutions for the aircraft cabin.

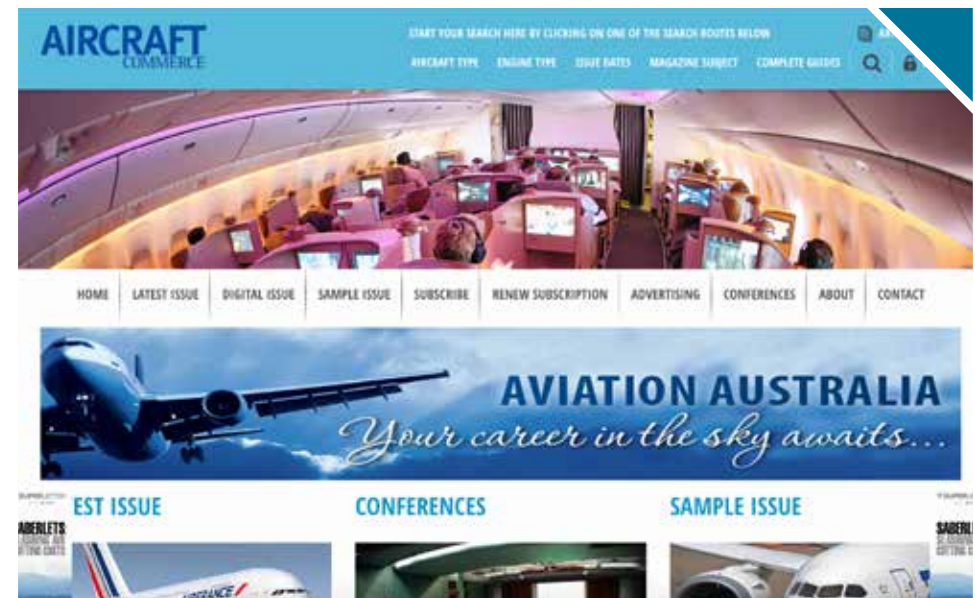


For more detailed information about promoting in Aircraft Commerce Magazine, or about bespoke combined packages for conference and print, please contact:

For print or digital only - Kat Ronaldson kat@aircraft-commerce.com

For conference & print/digital customised packages - Adele Wolstenhulme

adele@aircraft-commerce.com



AIRCRAFT COMMERCE DIGITAL:

- Enhanced search function with 21 years' archived material from every single issue since our inception in September 1998.
- A unique advertising platform from the market leading magazine serving the commercial airline business.
- Combine your print and digital advertising plans in one place. Contact us for special offers available.



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DAY 1 THEME/TOPIC:

0900-0915 **CHAIRMAN'S OPENING**

DATA CENTRIC AIRCRAFT OPERATION: SOLUTION UPDATES

0915-0945 **THE CONNECTED AIRCRAFT ECOSYSTEM: INSIGHTS TO OPERATIONAL EFFICIENCY**

Syed Bilal, Regional Marketing Director, Boeing

A connected aircraft provides an ecosystem with the potential to help airlines realise substantial operational efficiencies for the entire fleet. The Boeing connected aircraft ecosystem is designed to ensure the aircraft is seamlessly connected to airline operations while ensuring the right information is available to the right people at the right time. By utilising a guided methodology approach, Boeing helps airlines to leverage data analytics driven solutions to proactively target aspects of their operations that will have the biggest impact on reducing operational risks and vulnerabilities. This presentation will provide examples of how data analytics helps airlines to take advantage of the connected aircraft ecosystem, along with a look at future opportunities to gain additional operations efficiency.

0945-1015 **CONNECTING THE DATA ECOSYSTEM**

Joel Otto, Head of Connected Airplane Digital Strategy and Business Development, Collins Aerospace

The connected aviation ecosystem is evolving with the aim to bring about frictionless travel. Within that seamless connectivity should empower this frictionless operation from the aircraft that share the airspace to the passenger seeking to get to and through the airport as quickly as possible. This educational session offers various scenarios and approaches - fusing big data, broadband and analytics, via evolving technologies that help the Internet of Things- on how to streamline process to create this frictionless travel experience whilst generating measurable business returns.

1015-1045 **COCKPIT ENVIRONMENT AS AN OPEN INFORMATION SYSTEM**

Alexandre Huynh-Belanger, Product Manager, Connectivity Solutions, CMC Electronics

This presentation addresses the increasing requirements for information sharing associated with cockpit, cabin and aircraft maintenance systems. It outlines the complexities - whether technological or regulatory - and values of an integrated aircraft information platform that enables a wide range of cockpit and other applications.

1045-1115 **COFFEE BREAK**

THE EVOLVING CABIN AS A DRIVER FOR INNOVATION

1115-1145 **CONNECTING MULTIPLE SERVICES THROUGH ONE PLATFORM**

Julia Jiggins, Head of Avionics Strategy, Thales

In this educational session Thales will describe the vision for a passenger engagement platform that is being delivered through an open in-flight entertainment environment. The purpose of this digital experience platform is to surprise and engage passengers, offering content, targeted advertising and shopping, all available through a state-of-the-art graphic user interface whilst enabling app developers to integrate their new solutions easily through the help of a software development kit.

1145-1215 **MONETISING IN-SEAT POWER**

David Thomas, Senior Advisory Consultant, IFPL

With the advent of the wireless networks as the major infrastructure to deliver inflight entertainment and connectivity, in-seat power is becoming a similarly critical element of the passenger experience. Because of the value of charging devices during the idle time in flight, airlines should think about how to monetise on this service that is essential to passengers.



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DAY 1 THEME/TOPIC:

1215-1245 INTEGRATED VIDEO NETWORK - THE FUTURE OF ONBOARD SURVEILLANCE

Mike Horne, General Manager, Latecoere IS UK Ltd

This educational gives no less than a glimpse into the future of the passenger experience and the ability for airlines to offer additional value above and beyond what the current typical cabin layouts allow for. Safran and its partners are developing lower-deck modules that offer a variety of flexible passenger solutions in the cargo hold, such as beds, and stretching, playground or business areas that offer new opportunities for additional services to passengers, improving their experience while enabling airlines to differentiate and add value for their commercial operations.

1245-1415 LUNCH

COLLABORATIVE CORNER: WAYS OF ACHIEVING SUCCESS FOR ALL

1415-1500 CONNECTED OPERATIONS AND DATA ANALYTICS: ENABLING THE WORKFORCE OF THE FUTURE

David Okrent, Marketing Manager - Boeing Analytix

Aircraft connectivity in the air and on the ground enables a system where data and information can be shared across an airline's operations, including its business partners, data analytics tools and applications, and workforce. This session will explore possible ways in which airlines can prepare the workforce of the future to adapt to continuing advancements in connectivity and data analytics technologies, with a focus on both the skills and infrastructure needed to enable success for each individual, team, and the broader enterprise as a whole.

1500-1545 CONNECTING AIRPORT, AIRLINE AND PASSENGER

Mark Bergsrud, CEO, Grab; Peter Dingle, Product and Innovation Director, Collinson Group.

This case study from American Airlines and Grab outlines how an overarching open platform can leverage data from and benefits for everybody in the travel experience environment. Whether its apps for customer facing engagements, for concessions in airports, point of sale events, or the wayfinding around the airport, all of these elements empower the passenger to have a highly personalised passenger experience throughout the journey in the palm of their hands and it enables the service to maximise passenger touch points and profits.

1545-1615 COFFEE BREAK

1615-1700 DETERMINING THE PASSENGER CONNECTIVITY EXPERIENCE

Rich Evans, CEO, NetForecast

As a member of the APEX Connectivity Working Group Rich will present the results of this industry collaboration to define meaningful values to understand the Quality of Experience and Quality of Service in the provision of connectivity in the aircraft.

1700-1800 RECEPTION



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DAY 2 THEME/TOPIC:

0900 INTRODUCTION: CONNECTING FOR AND WITH THE PASSENGER

EMERGING TECHNOLOGIES AND ANCILLARY BENEFIT INNOVATIONS

0915-0945 NEXT GENERATION CABIN COMMUNICATION INFRASTRUCTURE

Antoine Laborde, VP Innovation, Customer Experience, Air France; Serge Berenger, Senior VP Innovation and R&T, Latecoere CTO

In this educational session, Latecoere will outline the technological and operational topics and benefits for the utilisation of LiFi as a transport mechanism for data in the aircraft cabin – alongside airline partner Air France. While most airlines and system houses are still only getting their heads around WiFi, this ground breaking next generation technology is just around the corner.

0945-1015 MAXIMISING PERSONALISATION THROUGH BIG DATA

Jon Norris, Vice-President Marketing, Flightpath 3D

This overview addresses the power of location-based information through mobile and context-aware technologies, esp. when looking at in-flight maps that leverage geo-location data. It shows opportunities for engaging with passengers and creating a seamless passenger experience on a level that has not been seen before.

1015-1045 CONNECTING THE GROUND OPERATION BEYOND THE AIRCRAFT: HOW ARTIFICIAL INTELLIGENCE WILL REVOLUTIONIZE AIRLINE GROUND OPERATIONS

Michael Muzik, Airline Consultant, Lufthansa Systems; Marc Herzog, Senior Business Data Analyst, Luftansa Systems

After the industry is starting to get to grips with connectivity in and around the aircraft, this presentation will outline the new possibilities for efficiency generation, friction reduction, and information consistency that result by using artificial intelligence as connectivity solution around the airport operation. It describes case studies for the optimisation of processes that are empowered by connectivity.

1045-1115 COFFEE BREAK

MEASURING PASSENGER HAPPINESS

1115-1145 ARTIFICIAL INTELLIGENCE-BASED CONSUMER INTELLIGENCE IN AVIATION

James Mitchell, Technology Director, Black Swan Data

This educational presentation describes how to turn raw data into profits by enabling a much more personalised passenger experience. It relays how the combination of connectivity, data, predictive analytics and digital intelligence can power technologies and build applications that inform every touch point throughout the passenger experience. With that, IFE systems can be transformed from pure entertainment into a retail enabled platform with customer touchpoints that are more interactive, engaging and measurable.

1145-1215 CREATING THE INFRASTRUCTURE FOR PERSONALISED PASSENGER EXPERIENCE

Ralph Wagner, CEO, Axinom

The key to the optimal infrastructure for a personalised passenger experience lies first and foremost in the integration of the content-related processes. The underlying hardware is also essential, but most of the utility value to the passenger and the airline is created through the software elements. Axinom will educate the audience by mapping out the process steps and their handling by airlines system houses as well as the touch-points they offer with the passenger.

1215-1300 PANEL DISCUSSION: AUTOMATION V. PERSONALISATION

Chair: Bernd Knobe, Managing Director, P3 Aero Systems

Panel: Stuart Seeney, Managing Director, Panasonic UK; James Mitchell, Technology Director, Black Swan Data; Jon Norris, Vice-President Marketing, Flightpath 3D; David Parry, Managing Director, Joint-Venture Gate Group & Black Swan Data; Peter Dingle, Product and Innovation Director, Collinson Group; Ralph Wagner, CEO, Axinom

This panel discussion will address the relation between the increase of automated passenger facing processes and the exponential growth for the need for a personalised travel experience. Are these objectives independent of each other? Are they contradicting each other? Are they complementary? Is the industry losing its touch through automation or are we gaining it by developing different, more impactful touch points?





DAY 2 THEME/TOPIC:

1300-1400 LUNCH

CYBER SECURITY: FROM ELEPHANT-IN-THE-ROOM TO OPEN NECESSITY

1400-1430 **MAPPING OUT AEROSPACE CYBER SECURITY**

Florent Rizzo, Founder and CEO, Cyberinflight

Over the last few years, the number of cyber-attacks soared and disruptions have been witnessed at all levels of the aviation value chain. Airlines, airports, ANSPs, OEMs, suppliers, passengers and even trusted regulatory bodies suffered from cyber-attacks in the past and are dealing with cybersecurity issues on a daily basis. Addressing the growing cybersecurity threat requires aerospace stakeholders to think differently and to adapt to an uncertain, complex and changing world.

This educational session provides a broad picture of cybersecurity in aerospace. It aims to raise awareness among stakeholders about the current level of threat, to anticipate potential upcoming scenarios and to propose some takeaways to the industry.

1430-1500 **ENSURING CYBER SECURITY IN A DIGITAL AVIATION WORLD**

Zoltan Madarassy, Senior Security Consultant

The session aims to provide insights on real-life experiences gathered from the security engineering tasks and assessments of modern aircraft systems.

Particular focus is placed on explaining how the interaction between safety and security is assessed and how responsible teams can interact and combine their diverse set of skills. Examples and technical overviews of the classes of systems, interfaces and audit methodologies are given to precisely demonstrate how work in this area is laid out and executed.

1500-1530 **HOW SECURE ARE CABIN WI-FI NETWORKS?**

Alex Cowan, CEO, RazorSecure

High profile cyber-attacks against airlines and aviation companies repeatedly make headlines

around the world and damage the reputation of those companies affected as well as the bottom line. This presentation focuses on how you can better prepare your company to face cyber-attacks by outlining industry best practices and by running through a check-list of key focus areas that will limit the impact of cyber-attacks.

1530-1600 COFFEE BREAK

PREDICTIVE TECHNOLOGIES AND ANALYTICS THROUGHOUT THE OPERATION

1600-1630 **TECHNOLOGIES FOR THE DIGITAL TRANSFORMATION OF THE AIRCRAFT**

Charles Smith, Product Manager for satcom and integrated modular communications, Thales

There are four “deep technologies” which are of strategic importance to achieve the digital transformation for the aircraft. Connectivity, Big Data, Cybersecurity and Artificial Intelligence (AI). This presentation addresses the interrelation of these technologies and how they can be used most effectively to achieve the smoothest possible digital transformation. The presentations offers various examples of how this transformation has been achieved successfully.

1630-1700 **ENABLING PREDICTIVE MAINTENANCE**

Rob Saunders, Digital Transformation Specialist, Air2MRO / Ultramain

This educational session outlines how the key to the efficient monitoring and managing of any major MRO operation is real-time data collection. The intelligent use of smart phones and tablets enables and simplifies data collections in both the paper-based and paperless environments. Well refined and mature software modules allow to remove complexity of the data entry, and result in a paperless system of records that is integrated and comprehensive.

1700 CHAIRMAN'S CLOSING REMARKS



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SUPPLIERS/VENDORS (NON-AIRLINES) BOOKING FORM

SUPPLIERS/VENDORS (NON-AIRLINES)

Suppliers Two-Day Conference Delegate Pass EURO €950 / \$950 USD per person

Suppliers One-Day Conference Delegate Pass EURO €475 / \$475 USD per person

(Includes: delegate place, lunches and refreshments but not accommodation)

I wish to register: (number of delegates) TOTAL € EURO \$ USD

Aircraft Commerce has reserved a block of rooms at the Park Inn by Radisson Hotel at a reduced rate of £120 per room per night, excluding breakfast. Buffet breakfast will be served in the exhibition hall on both days of the conference.

Contact us to submit your **BOOKING FORM**, or for more information please contact:

Adele Wolstenhulme
adele@aircraft-commerce.com
Tel: +44 (0)1273 697126
Fax: +44 (0)1403 230 525

For our **CANCELLATION & REFUND** policy, please see our **Terms & Conditions**. By completing this form, it is assumed that you accept these **Terms & Conditions**.

DELEGATE 1

Company: Name:

Job Title: Email: Tel:

DELEGATE 2

Company: Name:

Job Title: Email: Tel:

DELEGATE 3

Company: Name:

Job Title: Email: Tel:

Invoice me Visa Mastercard

Address for invoice Cardholder's name

..... Card No

Company VAT No.

(EU companies only) Expiry Date Security Code

To register further delegates please complete and return an additional form.



For further information contact Adele Wolstenhulme | Email adele@aircraft-commerce.com | Tel +44(0) 1273 697 126



AIRLINE & AIRCRAFT OPERATORS BOOKING FORM

There is currently a VIP registration package for airlines to benefit from, set out in this booking form. Please reserve at your earliest convenience in order to secure your place.

Contact us to submit your **BOOKING FORM**, or for more information please contact:

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Fax: +44 (0)1403 230 525

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VIP package includes 2 nights' accommodation at the Park Inn by Radisson, one airline delegate place, lunches and refreshments

I wish to register: (number of Airline delegates)

Please indicate which two nights you require: 30th September 1st October 2nd October

Please email Susie Kendon at susie@aircraft-commerce.com if you require MORE than two nights of accommodation, or have any questions.

DELEGATE 1

Company: Name:
Job Title: Email: Tel:

DELEGATE 2

Company: Name:
Job Title: Email: Tel:

To register further delegates please complete and return an additional form.

We are also running a Pre-Conference Workshop for airline VIP guests, entitled: 'Creating the Future of Aviation Analytics Together', followed by a private dinner, hosted and sponsored by Boeing.

Places are strictly limited still, so please contact Susie Kendon at susie@aircraft-commerce.com ASAP to register your place.



BOOKING FORM

EACH EXHIBITION SPACE INCLUDES:

- The opportunity of a speaking slot for your company / one of your airline clients.
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- Complimentary internet access throughout the conference.
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- Exhibitor's logo on the brand new Aircraft Commerce website (launching in April, 2019).
Logo to be visible on the current website prior to this date.
- Exhibitor's logo on all advertising and promotional materials used by Aircraft Commerce.
- The opportunity to invite up to 3 airline clients to attend the conference free of charge with 2 nights' accommodation included.

YOUR DETAILS

Name Company

Email Job Title

Signature Telephone

METHOD OF PAYMENT

Invoice me/Bank transfer

CANCELLATION POLICY

If cancellation is received 60 days or more prior to each event then 25% of the full rate is payable. If cancellation is received 59 days or less prior to each event then 80% of the full rate is payable.

Please return by fax to: **+44 1403 230525**

Email: adele@aircraft-commerce.com

Call: **+44 (0)1273 697126**

Our Exhibition rates are as follows:

3x2 Metre Single Exhibition Booth Space	\$7,250
6x2 Metre Double Exhibition Booth Space	\$12,500

SPONSORSHIPS OPTIONS FOR 2019:

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