Invitation to Exhibitors to Participate in the 114th CONVENTION OF THE AUDIO ENGINEERING SOCIETY

Audio Facts for the Future

Amsterdam
The Netherlands
RAI Congress Center
22-25 March 2003

www.aes.org 114th@aes.org
Since its inception in 1971, the European AES Convention has attracted people from all over the world. The international blend of visitors truly reflects the broad scope of the AES Convention, with visitors and exhibitors coming from over 50 countries and representing every sector of the professional audio industry.

The 114th AES Convention will be held in Hall 8 at the RAI exhibition center in Amsterdam, where high ceilings and the lack of pillars offer ample possibilities for creative custom stand design. In typical European AES tradition, these special stands blend in seamlessly with the standard booths to provide a unified appearance.

The Conference Program is an integral part of the AES Convention and four lecture halls will be running continuously in order to offer visitors the opportunity to discover the latest developments in professional audio.

Visitors may attend the paper sessions or actively participate in the workshops. The high-level paper sessions provide the latest information on cutting edge technology while the workshops offer the opportunity to interact with the members of the panel and the audience in order to further the exchange of knowledge and experience.

**Exhibition**

In excess of 300 exhibitors are expected to participate and you will be among the companies who represent the state-of-the-art in technology for the various areas of professional audio. The exhibition will be open at the following times:

- **Saturday, March 22nd** from 10:00 h to 18:00 h
- **Sunday, March 23rd** from 10:00 h to 18:00 h
- **Monday, March 24th** from 10:00 h to 18:00 h
- **Tuesday, March 25th** from 10:00 h to 17:00 h
Reduced Rental Fees

Stand space reserved before Monday, October 28th is available at the special rate of 285 €/m². Reservations for exhibition space received after this date will be charged at the rate of 320€/m². By reserving early, you will not only benefit from a lower rental fee but you will also be included in the first allocation of stands on the floorplan. We urge you to take advantage of these dual benefits!

A Platform for Innovation

AES is the platform for the presentation of new technologies and products. It is the forum for discussion and improvement that has witnessed the birth of such audio landmarks as the CD – and now SACD and DVD-A; computerized consoles, digital audio and its derivatives such as consoles, workstations, signal processing and distribution; advances in sound reinforcement technology; multichannel sound and a host of other developments.

Quality Visitors

The main reason for exhibiting at a show is to expand one’s business! However, in order to do business, you need to have visitors with purchasing authority. Our statistics show that the majority of AES Convention visitors and participants are people who will either authorize or recommend the purchase of equipment – and these are the people that you will want to see on your stand.

Free Coverage

Being an AES exhibitor means that you will have multiple opportunities to present your company and products to the audio community at no extra charge. Exhibitors are invited to have a product preview or company profile published in the Journal of the AES, and this is sent not only to over 12 000 members but also to companies, recording studios, broadcasters and universities. The product preview will also be added to the AES website and linked to your company website. During the Convention, an Exhibitor Directory with all relevant details about your company will be given out to all attendees.

Advertising Opportunities

All exhibitors have the possibility to advertise in the AES Convention Daily. The Daily is handed out free of charge to all visitors and distributed in the main AES Hotels in Amsterdam, thus providing extra coverage for the event and helping visitors to plan their visits.

Free Admission for Guests

All exhibitors have the possibility to invite visitors to the exhibition free of charge by means of complimentary entrance tickets, thus providing a further incentive for people to attend the Convention. The number of tickets available per exhibitor is dependent on the amount of stand space rented.
Exhibition Stands

Stands are available in a variety of sizes. The minimum stand space is 9 m², with a width of 3 m and a depth of 3 m. The width may be increased by increments of 1 m, up to 24 m. Available depths are 2, 3, 4 and 6 m.

Standard Booth Construction

A standard package for booths is available for the rented exhibition surface. This package consists of the following items:

- White wall panels, 2.5 m high
- Medium blue carpet
- 1 Halogen spotlight per 3 square meters rented
- 1 standard power socket per stand
- Signboard with the company name

Custom designed booth

The exhibitor is also free to design and build his own stand. When a custom-designed stand is applied for, the floorspace required is allocated. Upon request, the official stand builder for the Convention may assist the exhibitor in designing and building a stand on the rented surface. Alternatively, you may use a standbuilder of your own choice. All custom design costs are at the charge of the exhibitor.

Demo Rooms

A limited number of demonstration rooms are available. For complete details concerning the demo rooms, please contact the AES Europe Convention office for more information.

Space Reservation

The closing date for exhibition space at the reduced rate of 285 €/m² is Monday, October 28th, 2002. All applications received after this date will be charged at the rate of 320 €/m².

The stand application form must be an original document and sent to the AES Europe Convention office in Brussels. It is understood that the space application will not bind the AES until the original, duly signed Space Application form, together with the 50% deposit payment plus applicable 19% VAT has been received by the AES.

Space application sent by fax or e-mail must be confirmed by mailing the original form and deposit payment to the AES Europe Convention office in order to become officially registered.
Allocation of Stand Space

Exhibitors may indicate their preferences concerning the stand placement on their application form and contract. Wherever possible, these preferences will be taken into account. These preferences cannot be regarded as conditions for participation. The AES reserves the right to be the sole arbitrator to assign exhibition space.

The position of the stand space assigned to an exhibitor is based on both the exhibitor’s seniority at past European AES Conventions and upon the date of receipt of the rental deposit. Exhibitors applying for exhibition space will become eligible for stand allocation from the date of receipt of payment of the rental deposit by the AES.

Cancellations

Cancellations must be made to the AES Europe Convention office in writing. The fees are refundable as follows:

- Until November 20th, 2002: 60% refund of the payments received
- Until December 20th, 2002: 40% refund of the payments received
- Until January 20th, 2003: 20% refund of the payments received

Useful Addresses

Space Application and Payment

AES Europe Convention Office
Attn. Thierry Bergmans
Zevenbunderslaan 144 / 1
BE – 1190 Brussels, Belgium
Tel +32-2-345.7971
Fax +32-2-345.3419
114th_exhibits@aes.org

Official Freight Forwarding Agent

TNT Showfreight
Attn. B. Wiendels
Europaplein 8
NL – 1078 GZ Amsterdam, The Netherlands
Tel +31-20-549.2700
Fax +31-20-644.0603
ingrid.lafleur@tntsf.nl

Freight Forwarder from the USA

TWI Global Exhibition Logistics
Attn. Ty Warren
2725 E. Desert Inn Rd, Suite 230
Las Vegas, NV 89121 – 3613
Tel +1-702.691.9006
Fax +1-702.691.9065
twarren@twiglobal.com

Project Support

Promotion Projects
Attn. Rob Simoons
Hogeheiweg 10
NL – 1101 CC Amsterdam ZO, The Netherlands
Tel +31-20-697.7677
Fax +31-20-697.2774
info@promotionprojects.com

Promotion at the AES

Gisèle R. Clark
Crêt de St Tombet 14
CH-2022 Bevaix, Switzerland
Tel +41-32-846.1729
Fax +41-32-846.1732
grc@aes.org

USA-Exhibitors (information only)

AES Headquarters Office
Attn. Chris W. Plunkett
Lincoln Building, Room 2520
60 East 42nd Street
New York, NY-10165, USA
Tel +1-212.661.8528
Fax +1-212.682.0477
hq@aes.org

114th Convention Chairman

Peter Swarte
Graaf Adolfstraat 85
NL – 5616 BV Eindhoven, The Netherlands
Tel +31-40-255.0889
114th_chair@aes.org

Bank details

Berliner Sparkasse
Theodor Heuss Platz 8
DE – 14052 Berlin, Germany
Bank Code (BLZ): 100.500.00
AES Account No: 77.000.6256
IBAN: DE74.1005.0000.0770.06256

www.aes.org