

EXHIBITOR APPLICATION

MOSCONE
CONVENTION CENTER
SAN FRANCISCO
CALIFORNIA USA

117th
AES
Convention

October 28-31, 2004



Audio
Engineering
Society

tours • exhibits • exhibitor seminars
• technical papers • educational events • workshops



Dear Exhibitor,

Please join us by exhibiting at the 117th AES Convention, and let the pro audio market and industry come to you. The Audio Engineering Society Conventions feature the only exhibits devoted exclusively to the pro audio industry.

The AES Exhibits share common goals with you:

- to better serve the diverse, rapidly changing and converging audio marketplace;
- to educate AES members;
- and most importantly, to offer the opportunity to increase your products' market penetration.

The AES Exhibits maximize opportunities for success by:

- allowing you to establish relationships with key players in the audio industry;
- staying on top of market trends;
- exposing your products to the realaudio audience;
- taking advantage of the exciting and popular Exhibitor Seminars.

The 117th AES Convention will again feature its prized papers, workshops, tutorials and special events which explore and explain the latest technological advances in the audio world—assuring you an audience of the highest and most qualified caliber. From game audio, macro-machining, low bit-rate audio coding, multi-channel audio, information appliances and internet applications, to the latest in more practical aspects of the pro audio world, the AES will be the source for the most up-to-date information available.

The Technical Tour program offers behind-the-scenes tours of audio production facilities unavailable to an individual. All aspects of the AES Technical Program address issues facing today's audio world while looking ahead to tomorrow's issues.

On the lighter side, with the return of the AES to always popular and exciting San Francisco, you will have a climate that encourages camaraderie, networking and socializing. San Francisco's plethora of event locations give any exhibitor prime opportunities to entertain or be entertained, no matter how large or small in scale. The Moscone Convention Center is an outstanding facility, with a user-friendly design—making all facets of exhibiting uncomplicated and unfettered.

The AES looks forward to your participation in the largest pro audio and industry related convention in the world. Join us and your colleagues at the 117th AES Convention and explore the "Art of Audio".

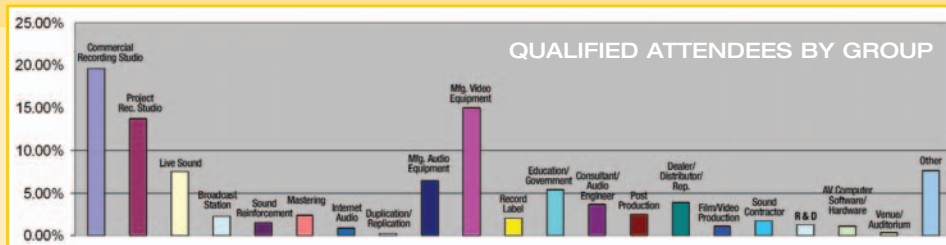
Here is the information from last year's 115TH AES CONVENTION.

Use it to make your decision to participate in the upcoming 117th AES Convention!

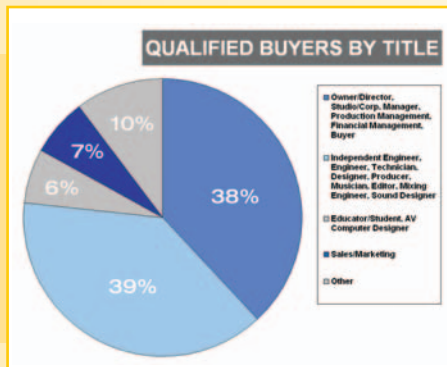
A recovering economy and the excitement of New York City combined to produce an Audio Engineering Society Convention that brought over 360 manufacturers and more than 16,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 115th AES Convention was an invaluable resource for thousands of audio professionals.

115th AES CONVENTION SHOW FACTS

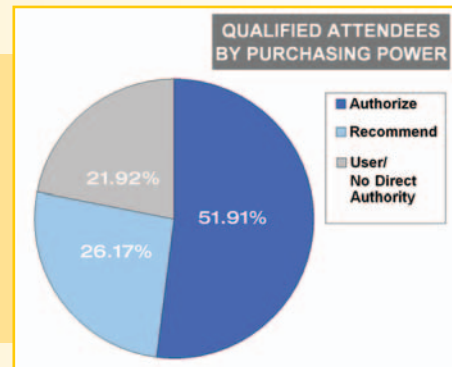
- **16,231** attendees
- **165,000** square feet of exhibit space
- **365** exhibiting companies
- **48** exhibitor seminars
- The debut of **Tutorial Seminars**
- Four days of outstanding programs: **Papers, Workshops, Tutorials**
- **Technical Tours** and **Special Events**



While Commercial and Project Recording Studios, as users of Pro Audio Equipment, remain the largest identifiable segment of qualified attendees, Other has increased to reflect less traditional trade segments which now are looking to the AES and its Exhibitors to supply converging technologies.



More than 38% of qualified attendees have the title of Owner/Director, Studio/Corp. Manager, Management, Buyer and an additional 39% represent the elite, creative arm of audio. These titles indicate that the AES attracts the high-ranking, very influential people within our industry. Students and Education represent audio's bright future and Others our entrepreneurs.



More than 78% of qualified attendees either purchase or recommend purchasing decisions for audio equipment. This means that almost everybody who walks by or into your booth is a potential customer. Attendees' purchasing authority is included in barcode information on badge with a P (Purchase), an R (recommend) or a T (User).

ATTENDEES RANKED BY STATE

1. New York
2. California
3. New Jersey
4. Tennessee
5. Massachusetts
6. Florida

Above listed states were among the top 6, with attendees coming from 47 states and the District of Columbia.

INTERNATIONAL ATTENDEES RANKED BY COUNTRY

1. Canada
2. United Kingdom
3. Japan
4. Germany
5. Denmark

Qualified International were over 10% of attendees and came to the show from 27 countries, including France, Israel, Spain, Singapore, Korea and Russia.

EXHIBITION FEES:

BOOTH TYPE DESCRIPTIONS

Standard booth: An aisle on front side of the booth. Includes a draped back wall 8 feet high and two draped side rails 36 inches high.

Corner booth: An aisle located on the front and side of the booth. Includes a draped back wall 8 feet high and one draped side rail 36 inches high.

Peninsula booth: An aisle located on the front and 2 sides of the booth configuration

Island booth: An aisle located on all four sides of booth configuration.

EXHIBIT FLOOR

Size	Standard	1 Corner	Peninsula	Island
10' x 10'	\$2,500	\$2,700	—	—
10' x 20'	\$5,000	\$5,400	—	—
10' x 30'	\$7,500	\$8,100	—	—
10' x 40'	\$10,000	\$10,800	—	—
10' x 50'	\$12,500	\$13,500	—	—
20' x 20'	—	—	\$11,600	\$12,400
20' x 30'	—	—	\$17,400	\$18,600
20' x 40'	—	—	—	\$24,800
20' x 50'	—	—	—	\$31,000
20' x 60'	—	—	—	\$37,200
20' x 70'	—	—	—	\$43,400
30' x 30'	—	—	—	\$27,900
30' x 40'	—	—	—	\$37,200
40' x 40'	—	—	—	\$49,600
40' x 50'	—	—	—	\$62,000
50' x 60'	—	—	—	\$93,000

DEMO ROOMS

Room #	Size	Ceiling Ht.	Cost
214	15' x 24'	8.5'	\$6,480.00
216	16' x 13'	9'	\$4,160.00
218	25' x 13'	9'	\$6,500.00
220	34' x 22'	15'	\$14,960.00
222	34' x 22'	15'	\$14,960.00
224	34' x 22'	15'	\$14,960.00
226	34' x 22'	15'	\$14,960.00
228	26' x 22'	9'	\$11,440.00
230	26' x 22'	9'	\$11,440.00
232	26' x 25'	9'	\$13,000.00
234	26' x 21'	9'	\$10,920.00
236	32' x 29'	9'	\$18,560.00
238	32' x 28'	9'	\$17,920.00

All room sizes have been rounded down to nearest foot. All room sizes and specifications are provided by the Moscone Convention Center. AES does not attest to the accuracy of these specifications, nor does AES accept responsibility or liability for any inaccuracies in these rooms.

CONTACT ADDRESSES:

Space Application and Payment

Chris Plunkett / Donna Vivero
Audio Engineering Society, Inc.
60 East 42nd Street, Rm. 2520
New York, NY 10165 U.S.A.
Tel: +1 (212) 661-8528
Fax: +1 (212) 682-0477
117th_exhibits@aes.org

AES Bank:

Chase Manhattan
60 East 42nd Street
New York, NY 10165
Account Number: 195-1-126703
ABA Number: 021000021
Swift Code: CHASUS33

117th AES Convention

October 28-31, 2004

Targeted Move-In days:

October 24, 25, 26, 27,
2004

Show days:

October 28, 29, 30, 31,
2004

Move-Out days:

November 1, 2, 2004

Seniority Assignment Deadline

April 30, 2004

Please return application
and deposit to:



**Audio
Engineering
Society**

Convention Services
Rm. 2520
60 East 42nd Street
New York, NY 10165, USA

Tel: +1 212-661-8528

Fax: +1 212-682-0477

Recent AES Exhibitors

A
A.D.A.M. Audio GmbH
A Designs
A & G Soluzioni Digitali
Aardvark
Ableton
ACO Pacific, Inc.
Acoustic Systems
Acoustical Solutions, Inc.
Acoustics First Corporation
Adanson Systems Engineering
ADK Microphones
Advanced Audio
AEA
AEQ, S. A.
AES 114th Convention—
Amsterdam
AES NY Section
AES Standards
Aguilar Amplification LLC
Akai Musical Instrument Corp.
AKG Acoustics, US
AKM Semiconductor, Inc.
Alcorn McBride, Inc.
Alesis Distribution LLC
Allen & Heath USA
AlterMedia
Amek—A Division of Harman
International Industries
Ametron Audio/Video
Amphenol Audio
Analog Devices, Inc.
Anthony DeMaria Labs
Apex N.V.
Aphex Systems
Apogee Electronics, Inc.
Applied Microphone Technology
ART—Applied Research &
Technology
APRS
Arboretum Systems, Inc.
Architectural Acoustics/
MediaMatrix-Peavey
Arkaos
Arturia
ATC Loudspeaker Technology
ATC/Transamerica Audio Group, Inc.
ATI—Audio Technologies, Inc.
The ATI Group
ATR Service Co.
Audio Accessories, Inc.
Audio Amateur Inc.
Audio Developments
Audio Engineering Associates
Audio History Library
Audio, Ltd./MacArthur Group
Audio Media US
Audio Precision
Audio Resources Ltd.
Audio Specialties
Audio-Technica U.S., Inc.
Audio Technology Magazine
Audiex Corporation
Auralex Acoustics
Avalon Design, Inc.
Avery Magnetics Ltd.
Aviom, Inc.
Azden Corporation

B
B & H Photo/Video/Pro Audio
Bader LLC
Bag End Loudspeakers
Bang & Olufsen ICEpower a/s
Belden Electronics Division
Benchmark Media Systems, Inc.
Berklee College of Music
BIAS (Berkley Integrated
Audio Software)
BitHeadz, Inc.
BLUE Microphones
Blue Sky/Group One
Boss
Boston Skyline Studio, LLC
Brainstorm Electronics, Inc.
Brauner
BridgeCo
Brill Electronics
Broadcast-Traffic Concepts, Inc.
Brother International Corporation
Bruehl & Kjaer North America
Brylston Ltd.
BTX

C
Cable Factory
CAD Professional Microphones
Cadac Electronics Ltd.
Cakewalk
Caldwell Bennett Inc.
Calrec Audio Ltd.
CB Electronics
Cedar Audio Limited

Celestion/Group One Ltd.
Chandler Limited
Cherry Lane Magazines, LLC—
Home Recording Magazine
Chevin Research
Production Media
(Church Production Magazine)
Cirrus Logic Inc.
Clarian Musical Instrument
Insurance
Clearsonic Mfg., Inc.
Cliff Electronic Components, Inc.
CLM Dynamics
Club Systems
CM Labs
Coding Technologies
Coleman Audio
Coles Microphones
Coles/AEA
Community Professional
Loudspeakers
Compuplus Inc./Mac Hollywood
Convention TV @ AES
Cooper Sound Systems
Core Sound
Countryman Associates, Inc.
Course Technology
Crane Song Ltd.
Creative Network Design
Crest Audio
Crown International
CSP Mobile Productions
Cube-Tec/Sascom
Curtis Technology
Cycling '74

D
D.A.S. Audio
D.W. Fearn
D2Audio Corporation
DACs Ltd
Dale Pro Audio
Dan Dugan Sound Design
DB Engineering Inc.
dbx Pro
DCS
Demeter Tube Amplification
Denon Electronics
Desch Audio GmbH
Design FX Audio
DiGiCo/Soundtracs
Digidesign
Digidesign Development Partners
Digifon
Digigram
Digital Audio Denmark
Digital Music Technologies
Disc Makers
Discrete Drums Inc.
DJ Times
DK Audio A/S
Dolby Laboratories, Inc.
Doremi Labs, Inc.
Dorrough Electronics
DPA Microphones
Drawmer (USA)/Transamerica
Audio Group, Inc.
Digital Theater Systems, Inc.
Dupco
DVD Audio Council
Dynaudio Acoustics

E
Ear Q Technologies
Earth Works Audio Products
Eastern Acoustic Works, Inc.
Ecolecticworx, LLC
Edirol Corporation
ESI (EGO SYS Inc.)
Electro-Harmonix
Electro-Voice
Electronic Musician
Focal Press, An Imprint of
Elsevier Science
Embracing Sound Experience
Emkay Innovative Products
EMM Labs
Empirical Labs, Inc.
Equi-Tech Corporation
ETA Systems
Elani Electronics Co., Ltd.
Euphonix, Inc.
Eventide, Inc.
Ex'pression Center for New Media

F
Fairlight
FAR, Fundamental Acoustic
Research
Ferrotec USA Corporation
Film-Tek & Associates, Inc.
Five Towns College
Focal America
Focusrite Audio Engineering Ltd.

Fostex America
Francis Manzella Design Ltd.
Fraunhofer Institut Fuer Integrierte
Schaltungen
Friend-Chip
Front of House Magazine
Furman Sound
Future Media Concepts, Inc.
FXpansion Audio UK Ltd.

G
G PRIME Limited
G.R.A.S. Sound + Vibration
Gamble DCX Consoles
Gefen Systems
Genelec
Genex Audio
Geoffrey Daking & Co., Inc.
Geppo International, Inc.
Gibson Labs
Glenn Electronics
Glyph Technologies
GML, LLC
Gold Line/TEF
Gordon Instruments
Gotham Audio Cables
Grace Design
Great River Electronics Inc.
Griffin Audio Design
Groove Tubes
Group One Ltd.

H
H.E.A.R.—Hearing Education
& Awareness for Rockers
Hacousto/Sonic Systems, Inc.
Harrison by GLW, Inc.
Hear Technologies
Hegel AS3/17/2003
HHB Communications USA
Hosa Technology, Inc.
House Ear Research Institute
HPV Technologies
Huge Universe—Formally
Live Sound 1 International &
Prosoundweb

I
Ibiquity Digital Corp.
IDX System Technology
iLO Entertainments
Imags Publishing/Audio Media/
Pro Audio Review
Independent Audio
Industrial Acoustics Co.
Infinium Technologies Ltd
Innova-son
Innovative Electronic Designs, Inc.
Institute for Music &
Neurologic Function
Intelligent Audio Systems, Inc.
Inter-M Americas, Inc.
International DJ Expo/
The Club Show
IZ Technology Corp.

J
JBL Professional
Jensen Transformers
JLCooper Electronics
Joemeek
The John Hardy Company
John Lennon Songwriting
Contest Educational Tour Bus
Josephson Engineering
JRF Magnetic Sciences

K
Keen Ocean Industrial Ltd.
Kilo International
KlarK-Teknik
Klein + Hummel North America
Klippel GmbH

L
L-Acoustics US
Lake Technology Limited
LARES Associates
Lavy Engineering
(formerly dB Technologies)
Lawson, Inc.
Lectrosonics, Inc.
Level Control Systems
Lexicon, Inc.
Line 6
Linn Products Ltd
Listen, Inc.
Little Labs
LiveWire Remote Recorders Ltd.
Logitek Electronic Systems, Inc.
Loho Studios
Lundahl Transformers AB
Lynx Studio Technology, Inc.

M
M-Audio Inc.
Mackie Designs
MAGMA
Magtrax
MAM America
Manifold Labs
Manley Laboratories, Inc.
Marian Digital Audio Electronics
Mark of the Unicorn (MOTU)
Marquette Audio Labs/Mercury
Martin Audio
Martin Professional, Inc.
Martinsound, Inc.
Masque Sound and Recording
Master Recording Supply
MBHO—
Hau Microphones Germany
MC2 Audio Ltd./Group One
McCauley Sound, Inc.
McCave International
Mediaform
Media Specialty Resources
Mediatechnics Systems Inc.
Audio Underground/Mercenary
Edition Lounge
Mercury Recording
Equipment Co.
Merging Technologies
Metric Halo Distribution, Inc.
Meyer Sound Laboratories, Inc.
Mia Press
Microboards Technology, LLC
Microtech Gefell GmbH
Midas
Midiman
Millennia Media, Inc.
Mix
Mixed Logic Studio Electronics
Modulation Sciences
Mogami Cables
Motorola, Inc.
mSoft Inc.
Muse Research, Inc.
The Museum of Sound Recording
Music And More (MAM)
Music Connection Magazine
Music Maker Publications/
Recording Magazine
Musikelektronik Geithain GmbH
MXL Microphones

N
Nagra USA, Inc.
National Academy of
Recording Arts and Science
National Instruments
Native Instruments gmbh
Nemal Electronics Int., Inc.
Netcira by Fostex
Networksound, Inc.
Neumann
Neumann/USA
Neutrik USA, Inc.
NTI—Neutrik Test Instrument
New Sensor Corp.
New Transducers Ltd.
Nexo USA
NHT Pro
Noren Products, Inc.
Norris-Whitney Communications
National Systems Contractors
Association

O
OKM Microphones
Opticom
Orban/CRL
Otari Corporation

P
Pacific Radio Electronics
Panasonic Automotive Systems
Company of America
Parsons Audio:
Center for Audio Studies
Pearl Microphones
Peloris Sound and Acoustics, Inc.
Pendulum Audio, Inc.
Penn Fabrication, Inc.
Penny and Giles Control Inc.
Performance Devices
Philips Electronics—
Super Audio CD
Phoenix Audio International/
Transamerica
Plichner Schoustal Inc.
Plangent Processes
Plus24
PMC Monitors
PMI Audio Group
Polar Focus Inc.
Post Magazine
(AdvanStar Communications)

Posthorn Recordings
Powerphysics
Precision Laboratories
PreSonus Audio Electronics
Prime LED
Primedia Business
Primerica Technology Inc.
Princeton Digital
Prism Media Products, Inc.
Pro Sound Web
Proac—Modern Audio
Professional Audio Design, Inc.
Professional Sound Services, Inc.
Propellerhead
Purple Audio, Inc.
PWM Systems

Q
Quiet Control Associates

R
Radial Engineering
(A Division of CableTek)
RADIAN Audio Engineering, Inc.
Radikal Technologies
RDL Radio Design Labs
Rane Corporation
Rapco Pro USA
RCSS Enterprises
RealTraps
The Recording Studio Insurance
Program
Redco Audio, Inc.
Renkus-Heinz, Inc.
Resolution (S2 Publications Ltd.)
RODE Microphones
Rohde & Schwarz
GmbH & Co. KG
Roland Corporation
Rolls Corporation
Royer Labs
RPG Diffusor Systems, Inc.
RTS

S
Sabine, Inc.
Sabra-som Ltd. (K-IV Enterprises)
SADIE UK
SAE Institute of Technology
Sam Ash Professional Audio Group
Sanken Microphones
Schoeps Mikrofone
SE Electronics
SEKD
Seltron Components Ltd.
Semmehiser Electronics Corp.
The Serafine Collection
Seven Woods Audio, Inc.
Shure Incorporated
Signal Transport
Signex
SLS Loudspeakers
SMPTe
Snakepro
Solid State Logic
Sommer Cable
Sonic Circus Inc.
Sonic Studio LLC
Sonicraft
Sonifex
Sonicom
Sonosax
Sony Electronics, Inc.
Sony Super Audio CD
Sound Construction & Supply Inc.
Sound Devices, LLC
Sound Ideas
Sound on Sound Magazine
Sound & Video Contractor Magazine
Soundcraft
Soundlux—Hollywood Edge
Soundlux Microphones
Soundfield Research/
Transamerica Audio Group
Sovtek
SPARS
Speck Electronics
Spectronics
SPL Electronics GmbH
SPL Electronics
SRS Labs, Inc.
Stage Accompany
Stardraw.com, Inc.
Steinberg—The Audio Group of
Pinnaclle Systems
StorCase Technology
STUDER
Studio Network Solutions
Studio Projects
Studio Technologies, Inc.
Summit Audio, Inc.
Sunrise E. & E. Inc.
Swissonic

Switchcraft, Inc.
Symetrix, Inc.
Syntrillium Software Corp.
Sypha

T
TAD—Technical Audio Devices/
Pioneer
Tamura Corporation
Tannoy North America Inc.
TASCAM
TC Electronic Inc.
TC Helicon
TC Works
TECA Spa
Tekserve Corporation
Telefunken North America, LLC
Telex Communications, Inc.
TerraSonde
Sound & Communication Magazine
Testa Communications
Texas Instruments
THAT Corporation
The Music & Sound Retailer
Theater 99
Third Wave Media
Threshold Music
THX Ltd.
Toft Audio Designs
Tonian Laboratories
Total Production U.S.
ToteVision
Tour Guide/Session Guide
Magazines
Transamerica Audio Group
Trian Electronics/Quested
Monitoring Systems/Shep
Associates
Trident Audio
True Systems
Truth Audio Inc.
Tube Tech
Turbo Sound
Turbosound Ltd.

U
Uclik, Inc. (dba SEK'D America)
Ultrason AG
Under Cover
Unique Recording Software
United Entertainment Media
UNITED RECORDING OF N.Y.
Universal Audio

V
Videotek
VidiPax
Vienna Symphonic Library GmbH
Vimex International
Vintage Studio Rentals
Vintech Audio
Vistek Electronics

W
Wacom Technology
Walters-Storyk Design Group
Ward-Beck Systems Ltd.
Wave Distribution
Wave:Space, Inc.
Wave Arts, Inc.
Wave Digital Systems
Wave Mechanics
WaveFrame
Wavefront Semiconductor
Waves, Inc.
Webber Tapes LTD
Weiss Engineering Ltd
Wenger Corporation
West Penn Wire/CDT
Westlake Audio
Whirlwind
Wireworks Corporation
Wohler Technologies, Inc.
World Link Digital
Wunder Audio

X
X-Vision Audio US Ltd.
Xedit Corporation
(Servoreeler Systems)
Xilica Audio Design
XTA Electronics/Group One Ltd

Y
Yamaha Corporation of America
Yamaha mLAN Licensing Office
Your Audio Studio Resources

Z
Z-Systems, Inc.
Zaxcom Audio
Zetex

Cancellation Policy

**50% DEPOSIT FOR
EACH BOOTH OR
DEMONSTRATION
ROOM IS REQUIRED
FOR VALIDATION OF
SPACE APPLICATION.**

Deposits are refundable before July 28th, 2004. After that date, exhibitors are subject to a cancellation charge as follows:

50% cancellation charge of the entire exhibition space price after July 28th, 2004 and on or before August 28th, 2004.

75% cancellation charge of the entire exhibition space price after August 28th, 2004 and on or before September 28th, 2004.

100% cancellation charge of the entire exhibition space price after September 28th, 2004

It is understood that the space application will not bind the AES until your space contract is signed by you, the exhibitor, and the AES, and the original is in receipt of the AES.

The AES reserves the final and exclusive right to assign exhibit space. For height and line of sight regulations, sound level regulations, as well as other regulations, please contact AES.

Noise Levels for All Exhibits

The maximum A-Weighted Sound Pressure Level permitted for any of the Exhibits, measured at any exterior boundary of the Exhibit, shall not exceed 80dB.

The foregoing specifications notwithstanding, no exhibit or demonstration shall be conducted in any manner or at a sound pressure level such that, in the opinion of the Convention Chairman, creates undue disturbance to the Convention or its participants.