MAKE THE RIGHT
CONNECTIONS

125th AES CONVENTION

Conference: October 2-5, 2008
Exhibits: October 3-5, 2008

Moscone Center
San Francisco, CA
125th AES CONVENTION

CONFERENCE
OCTOBER 2 - 5, 2008

EXHIBITS
OCTOBER 3 - 5, 2008

TARGETED MOVE-IN
SEPTEMBER 29 - OCTOBER 2, 2008

MOVE-OUT
OCTOBER 6, 7, 2008

SENIORITY DEADLINE
MAY 2, 2008

PLEASE RETURN APPLICATION AND DEPOSIT TO:
Audio Engineering Society
Convention Services
60 East 42nd Street, Suite 2520
New York, NY 10165 USA
TEL +1 212-661-8528
FAX +1 212-682-0477
DEAR EXHIBITOR

Please join us by exhibiting at the 125th 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 the Pro Audio Industry;
- 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 real audio audience;
- taking advantage of the exciting and popular Exhibitor Seminars.

The 125th 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 live sound, game audio, macro-machining, low bit-rate audio coding, multichannel 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 market, 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 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 125th AES Convention and “Make the Right Connections”.
THE EXCITEMENT OF NEW YORK CONTRIBUTED TO PRODUCE AN AUDIO ENGINEERING SOCIETY CONVENTION THAT BROUGHT OVER 450 MANUFACTURERS AND MORE THAN 20,000 ATTENDEES TOGETHER. WITH ITS INNOVATIVE EXHIBITOR SEMINARS AND THE ACCLAIMED AES TECHNICAL PROGRAM, THE 123rd AES CONVENTION WAS AN INVALUABLE RESOURCE FOR THOUSANDS OF AUDIO PROFESSIONALS.

QUALIFIED ATTENDEES BY GROUP

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

QUALIFIED ATTENDEES BY TITLE

More than 41% of qualified attendees have the title of Owner/Director, Studio/Corporate Manager, Production Management, Financial Management. Independent Engineer, Engineer, Technician, Designer, Producer, Musician, Editor, Mixing Engineer, Sound Designer, A/V Computer Designer. Education/Student and Other.

QUALIFIED ATTENDEES BY PURCHASING POWER

More than 80% 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).

INTERNATIONAL ATTENDEES BY COUNTRY

Qualified International attendees were over 10% of the total attendance from over 74 countries.

ATTENDEES BY STATE

List is of the top ranking states by attendees. Attendees came from all 50 states, the District of Columbia and Puerto Rico.
**EXHIBITION FEES**

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

**CANCELATION POLICY**

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

Deposits are refundable before July 2, 2008, provided that a 10% cancellation fee will be imposed to cover AES administrative expenses. Any reduction in exhibit space as requested on the Exhibitor Application shall incur a 10% fee of the entire exhibit price to cover AES administrative expenses.

Exhibitors are subject to a cancellation charge as follows:

- **50% cancellation charge** of the entire exhibition space price after July 2, 2008 and on or before August 2, 2008.
- **75% cancellation charge** of the entire exhibition space price after August 2, 2008 and on or before September 2, 2008.
- **100% cancellation charge** of the entire exhibition space price after September 2, 2008.

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**

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.

**CONTACT**

**Space Application and Payment**

Chris Plunkett / Donna Vivero  
Audio Engineering Society  
60 East 42nd Street, Suite 2520  
New York, NY 10165 USA  
TEL +1 212-661-8528  FAX +1 212-682-0477  
125th_exhibits@aes.org

**AES Bank**

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