

EXHIBITOR APPLICATION

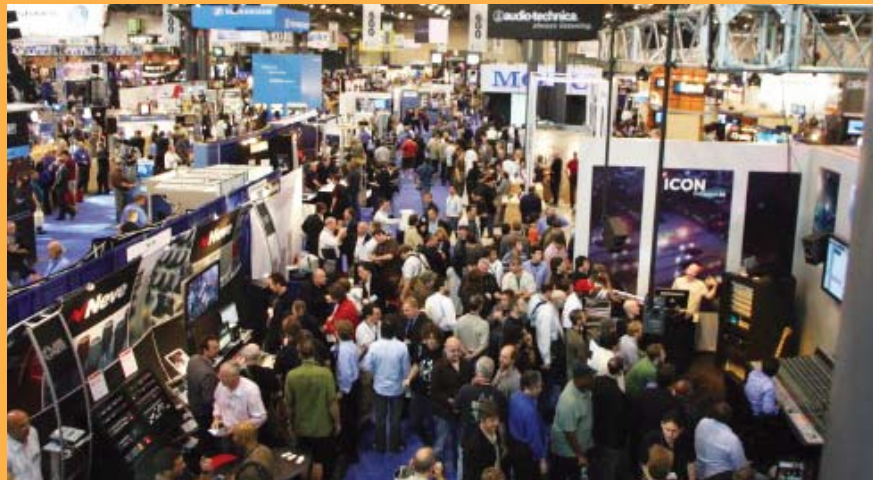
**MAKE THE RIGHT  
CONNECTIONS**

# 125<sup>th</sup> AES CONVENTION

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

Moscone Center  
San Francisco, CA





# 125<sup>th</sup> 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 125<sup>th</sup> 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:

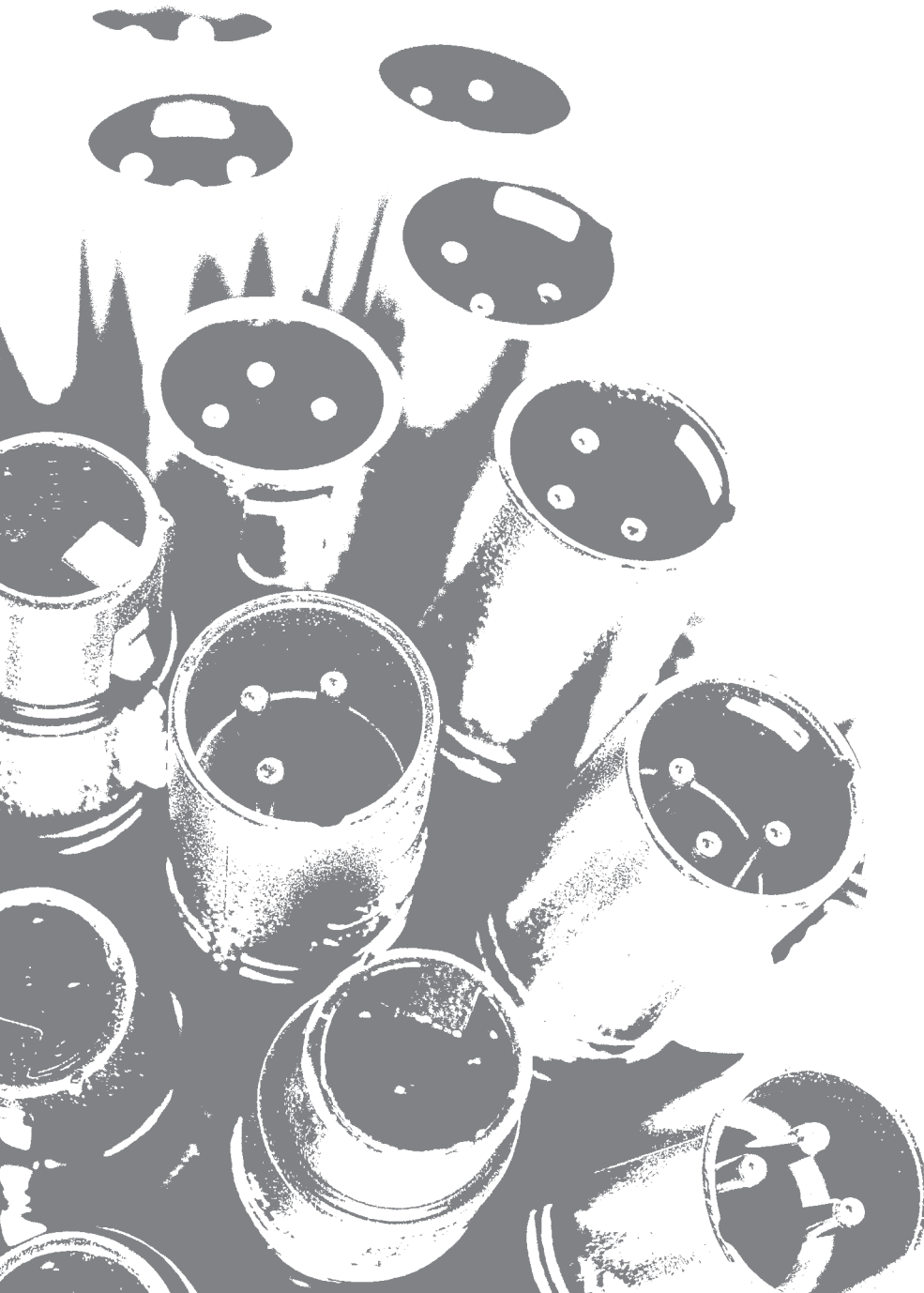
- allowing you to establish relationships with key players in the audio industry;
- staying on top of market trends;
- exposing your products to the real audio audience;
- taking advantage of the exciting and popular Exhibitor Seminars.

The 125<sup>th</sup> 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 125<sup>th</sup> AES Convention and "Make the Right Connections".



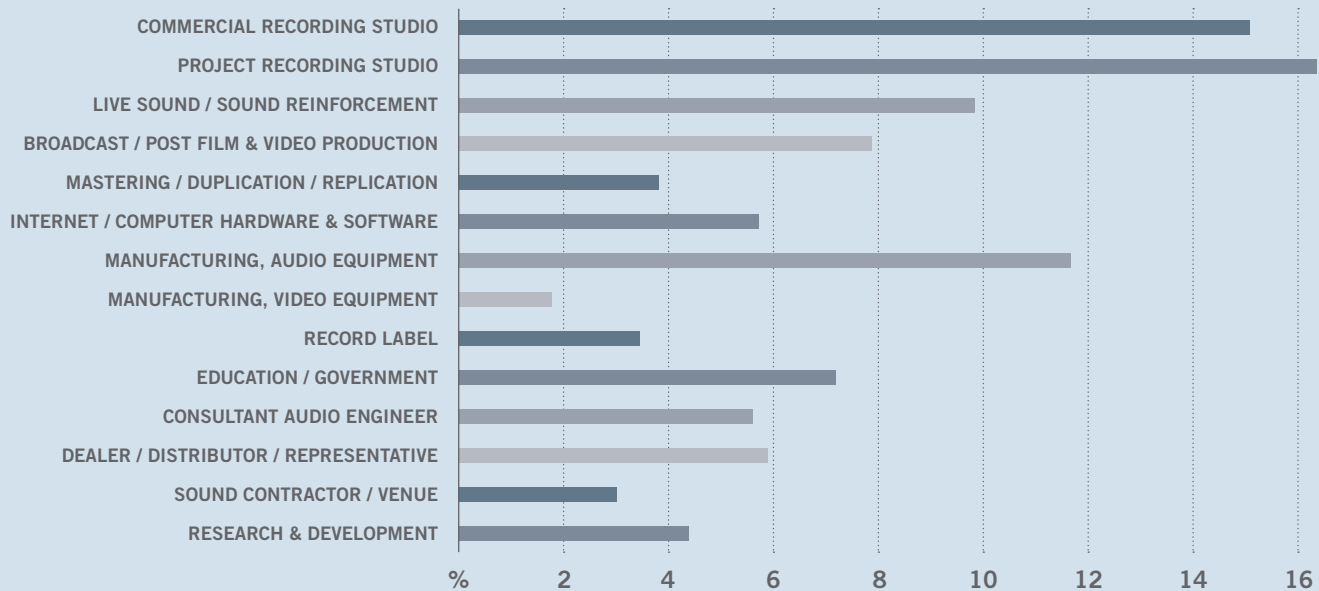
# AES CONVENTION FACTS

HERE IS THE INFORMATION FROM LAST YEAR'S 123<sup>rd</sup> AES CONVENTION. USE IT TO MAKE YOUR DECISION TO PARTICIPATE IN THE UPCOMING 125<sup>th</sup> AES CONVENTION.

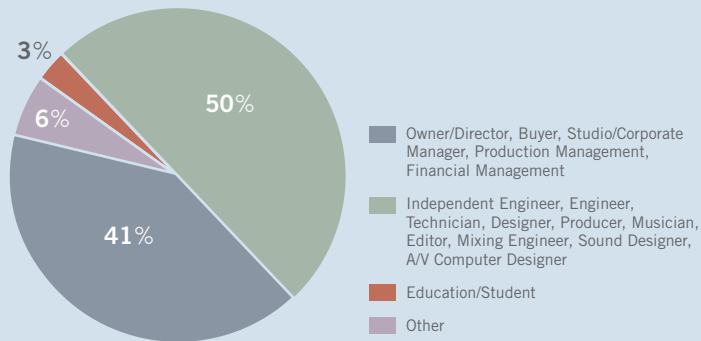
The excitement of New York contributed to produce an Audio Engineering Society Convention that brought over 450 manufacturers and more than 20,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 123<sup>rd</sup> AES Convention was an invaluable 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.

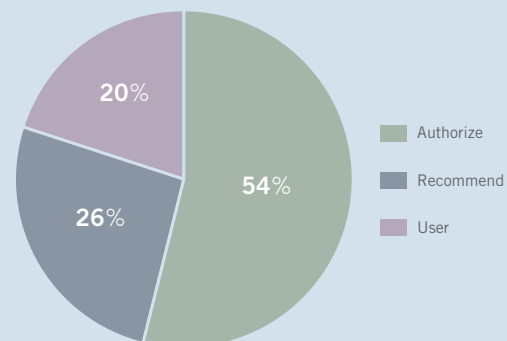


## QUALIFIED ATTENDEES BY TITLE



More than 41% of qualified attendees have the title of Owner/Director, Studio/Corp, Manager, Management, Buyer and an additional 50% 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.

## 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

- |                  |             |
|------------------|-------------|
| 1 Canada         | 7 Australia |
| 2 United Kingdom | 8 Italy     |
| 3 Germany        | 9 Sweden    |
| 4 Japan          | 10 Denmark  |
| 5 France         | 11 Brazil   |
| 6 Mexico         |             |

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

## ATTENDEES BY STATE

- |                 |               |
|-----------------|---------------|
| 1 New York      | 6 Connecticut |
| 2 New Jersey    | 7 Florida     |
| 3 California    | 8 Maryland    |
| 4 Massachusetts | 9 Tennessee   |
| 5 Pennsylvania  | 10 Illinois   |

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

# EXHIBITION FEES

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

**PENINSULA** An aisle located on the front and 2 sides of the booth configuration.

**CORNER** 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.

**ISLAND** An aisle located on all four sides of booth configuration.

EXHIBIT FLOOR

SIZE	STANDARD	CORNER	PENINSULA	ISLAND
10' x 10'	\$2,600	\$2,800	–	–
10' x 20'	\$5,200	\$5,600	–	–
10' x 30'	\$7,800	\$8,400	–	–
10' x 40'	\$10,400	\$11,200	–	–
10' x 50'	\$13,000	\$14,000	–	–
20' x 20'	–	–	\$12,000	\$12,800
20' x 30'	–	–	\$18,000	\$19,200
20' x 40'	–	–	–	\$25,600
20' x 50'	–	–	–	\$32,000
20' x 60'	–	–	–	\$38,400
20' x 70'	–	–	–	\$44,800
30' x 30'	–	–	–	\$28,800
30' x 40'	–	–	–	\$38,400
40' x 50'	–	–	–	\$64,000
50' x 60'	–	–	–	\$96,000

DEMO ROOMS

ROOM	SIZE	CEILING	COST
110	42' x 25'	14'	\$9,900
111	45' x 24'	14'	\$9,900
112	42' x 24'	14'	\$9,900
113	45' x 24'	14'	\$9,900
114	42' x 25'	14'	\$9,900
120	40' x 46'	14'	\$19,900
121	40' x 46'	14'	\$19,900
122	40' x 46'	14'	\$19,900
123	40' x 46'	14'	\$19,900
124	40' x 46'	14'	\$19,900
125	40' x 46'	14'	\$19,900

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.

## CANCELLATION 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



# RECENT AES EXHIBITORS

A-Designs Audio	BTX Technologies, Inc.	Francis Manzella Design Ltd.	Lawo North America Corp.	Posthorn Recordings	Soundfield
A & G Soluzioni Digitali	Buzz Audio	Fraunhofer IIS	Lectrosonics, Inc.	PowerPhysics	Soundminer, Inc.
A-VOLUTE	Cadac Electronics	Freescale Semiconductor, Inc.	Legendary Audio	Powersoft Audio USA, Inc.	Soundstreak
AATON s.a.	Cakewalk	Friend-Chip	Leo's Professional Audio, Inc.	PRAM Technologies	SoundToys, Inc.
Ableton Inc.	Calrec Audio Ltd.	Front End Audio.com	Lexicon Professional	Precision Laboratories, Inc.	Soundwave Research Laboratories Inc
ACO Pacific, Inc.	Cascade Microphones	Front of House Magazine	Line 6	PreSonus Audio Electronics	Source Elements
Acoustic Systems	Caseworld Corporation	Frontier Design Group	Lipinski Sound Corporation	Primer Technology Inc.	SPARS
Acoustical Solutions, Inc.	CB Electronics	Furman Sound	Listen, Inc.	Prism Media Products, Inc.	Speck Electronics
ADAM Audio GmbH	CEDAR Audio Limited	Future Music	Little Labs	Pro Audio Now	Sound Performance Lab
Adamson Systems Engineering	Celemony Software	FXpansion Audio UK Ltd.	Logitek	Pro Audio Review	SRS Labs, Inc.
ADK Microphones	Celestion / Group One Ltd.	G.R.A.S. Sound + Vibration	Loud Technologies	Pro Show	Stage Directons
AEA	CEntrance, Inc.	G-Force Software Ltd	Lundahl Transformers	Pro Sound News	Stardraw
AETA Audio Systems	Chameleon Labs	Garritan	Lynx Studio Technology	Proac USA - Modern Audio	Steinberg Media Technologies GmbH
AFG Industries, Inc.	Chandler Limited	GearsLutz	M-Audio	Prodigy Engineering	Sterling Modular Systems
AKG Acoustics	CharterOak Acoustic Devices	Genefon	Magix	Professional Audio Design, Inc.	Studer
AKM Semiconductor	Church Production Magazine	Genelec, Inc.	Manhattan Producer's Alliance	Professional Audio Systems	SADiE
Alcorn McBride Inc.	Cirrus Logic Inc.	Genex Audio, Inc.	Manley Laboratories, Inc.	Professional Sound Services, Inc.	Studio Network Solutions
Algorithmix	Club Systems International	Geoffrey Daking & Co., Inc.	Marian Digital Audio Electronics	PSPaudioware.com s.c.	Studio Projects / PMI Audio Group
All Pro Sound	Coding Technologies	Gepeco International	Markertek	Pulsus Technologies Inc.	Studio Technologies, Inc.
Allen & Heath LTD.	Coleman Audio	Gibson Guitar Corporation	Marquette Audio Labs	Purple Audio, Inc.	Summit Audio, Inc.
AlterMedia, Inc.	Coles Microphones	Globalstor Data Corporation	Martin Audio Ltd.	Qualis Audio	Sunrise E.&E. Inc.
Alternate Soundings	Community Professional Loudspeakers	Globe Institute of Recording	Martinsound, Inc.	Quantec Pro Audio	Supacam
Advanced Micro Devices (AMD)	Consolidated Audio Technology	+ Production	Matrix Audio Systems	Quantegy Recording Solutions	Sweetwater Sound Inc.
American Music & Sound	Core Sound LLC	Glyph Technologies	Matrix Graphics	Quested Monitoring Systems Ltd.	Switchcraft, Inc.
AMI / TAB-Funkenwerk	Cogswell College	GML LLC	MC2 Audio Ltd. / Group One	Quik Lok	Syncheck.com
AMS / Neve	Course Technology PTR	Gold Line / TEF	McDSP	QUIREtec	Synthax, Inc.
Analog Audio GmbH	Crane Song Ltd.	Gordon Instruments	Media Numerics LTD.	R&D Team	Systems Contractor News
Analog Devices, Inc.	Creative Network Design	Gotham Audio LLC	Media Specialty Resources Inc.	RFPRO / Optocore	Taylor Hohendahl Engineering
AnaMod LLC.	Crookwood	Gotham Sound and Communications	Mercenary Audio	Radial Engineering Ltd.	Tape Op Magazine
Antelope Audio	Crowley and Tripp Microphones	Grace Design	Mercury Recording Equipment Co.	Radio Magazine	TASCAM
APB-DynaSonic, Inc.	Crown International	Great River Electronics	Merging Technologies	Rane Corporation	TC-Helicon
Apex Systems, Ltd.	Custom Electronics, Inc.	Griffin Audio USA LLC	Metric Halo	Real Sound Lab	TeachLogic, Inc.
API - Automated Processes, Inc.	Cutting Edge Audio & Video Group	Grimm Audio	Meyer Sound Laboratories	RealTraps	Technologies for Worship Magazine
API - ATI Group Distribution	CW Sales & Marketing	Groove Tubes LLC	Mic Mate / Independent Audio	Record Plant Remote	Tekserve Corporation
Apogee Electronics	Cycling '74	Group One Ltd.	Mice Technologies, Inc.	The Recording Academy	TELARC INTERNATIONAL CORPORATION
Apple	D.A.S. Audio, S.A.	Guiar Center	Microtech Gefell GmbH	The Recording Studio	Telufunken USA
Apple Pro Audio Applications	D.A.S. Audio of America, Inc.	GC Pro	Millennia Media, Inc.	Insurance Program	Testa Communications
Applied Microphone Technology	D.W. Fearn	Guiar One Magazine	millimeter Magazine	Red Microphones Inc	Texas Instruments
APRS	DACS Ltd	Guitar Player	Minnetonka Audio Software Inc.	Redco Audio, Inc.	THAT Corporation
APT - Audio Processing Technology Ltd.	DAD, Digital Audio Denmark	Guitar World Magazine	Miracle Exports	Redmatica Srl	Thermoionic Culture
Arturia	DakingPlus, Inc.	H.E.A.R. - Hearing Education	Mix Foundation / TEC Awards	Remix	THX Ltd.
Ashly Audio / Camco	Dale Pro Audio	& Awareness for Rockers	Mix	Renkus-Heinz, Inc.	TiMax Audio Imaging
ATC Loudspeaker Technology	Dan Dugan Sound Design	Hacousto International /	MAGMA	ResoAudioIncs	TL Audio
ATI - DaySequera	Dangerous Music, Inc	Sonic Systems, Inc.	Mogami Cable	Resolution	Toft Audio Designs / PMI Audio Group
Atlas Pro Audio	dbx Professional Products	Har-Ken Specialties	Mojave Audio	Retro Instruments, Inc.	Tonelux Designs, Ltd
ATR Magnetics, LLC	dCS	Harman Becker Automotive Systems	MOTU	Rezcom Systems, LLC	Toontrack Music
ATR Services, Inc.	Desch Audio GmbH	Harman Pro Group	mSoft Inc.	RF Pro, Inc.	Toroid Corporation of Maryland
ATTO Technology	DiGiCo Soundtracs	Harmony Central	Muse Research, Inc.	RFPro - Trantec / PRAM Technologies	Torus Power Conditioners
Audient Consoles & Signal Processing	Digidesign	Harrison	The Museum of Sound Recording	Riedel Communication	Total Production U.S.
Audinate	Digidesign Development Partners	Heil Sound	Music Maker Publications	RME	TransAudio Group
Audio Accessories, Inc.	Digiton	Hermes Music	Music Maker Publications	RMGI North America	Trantec Wireless
Audio Amateur Inc.	Digital Content Producer	HHB	Music Player Network	RODE Microphones LLC	Trid Magnetics
Audio Developments	Digital Media Arts at Touro College	HME	Music & Sales P.E. GmbH	Rogers Nichols Digital, Inc.	Triant - Dram Pro Audio
Audio Engineering Associates	Disc Makers	Holophone	The Music & Sound Retailer	Rohde & Schwarz, Inc	Trinnov Audio
AXI Distribution	DJ Times	Horch GBR	MusiCares	Roland Systems Group	True Systems
Audio Graph	DK - Technologies America	Mercenary Audio	Musician's Friend	Roll Music Systems, Inc.	Tube - Tech
Audio History Library	Dolby Laboratories, Inc.	Hosa Technology, Inc.	Musikelektronik Geithain GmbH	Rosendahl	Turbosound Professional Loudspeakers
Audio Images Corporation	Doremi Labs, Inc.	House Ear Institute	MXL Microphones	Ross Video Limited	Timphany Corporation
of San Francisco	Dorough Electronics, Inc.	Huge Universe	Mytek Digital	Royer Labs	Ultrasonics of America LLC
Audio, Ltd.	DPA Microphones, Inc.	Hypex Electronics B.V.	NABS, Inc.	RPG Diffuser Systems, Inc.	Under Cover
Audio Media Worldwide	Drawer	i3 S.r.l.	Nady Systems, Inc.	Rupert Neve Designs	Thermoionic Culture & TFPro
Audio Precision	DTS, Inc.	iK Multimedia	Nagra USA, Inc.	S.E.A. Distribution	Vancouver Film School
Audio-Technica U.S., Inc.	DymoÆ DiscPainterø	Overloud	National Instruments	Sabra-som / PAK Global	Vestax
Audiomatica SRL	Dynaudio Acoustics	Imas Publishing Group	National Semiconductor	SAE Institute of Technology	Vintage King
Audiotis Flight Case Systems	E.A.R.	Independent Audio Inc.	NetCIRA	Saint Claire Recording Company	Violet Design & JZ Microphones
Audix Corporation	E-mu Systems	Industrial Acoustics Company	Neumann	Salzbrenner StageTec Mediagroup, Inc.	Violet Audio
Auralex Acoustics	E.A.R. Inc.	Infinium Technologies Ltd	Neutrik USA, Inc.	Sanken Microphones	Virtual Katy
Aurora Audio International	Ear Peace Technologies, Inc.	InnovaSON	The Art Institutes	Schoeps Microphones	VocalBooth.com, Inc.
Australian Monitor	Antelope Audio	Innovative Electronic Designs, Inc.	New Bay Media	SE Electronics	VOVOX Sound Conductors
Avalon Design	Earthworks Inc.	Intel Corporation	Neyrinc	SEK'D	Walters-Stork Design Group
Avedis Audio	Eckel Industries Acoustic Div.	Intelligent Acoustics	Noren Products, Inc.	Selenium Loudspeakers	Ward-Beck Systems Ltd.
Avenson Audio	Edirol	International Music Software Trade	Norris-Whitney Communications	Seltron Components / Sellmark	Washington Pro
Avlex Corporation	Electro - Harmonix	Association (IMSTA)	Novation	Senore, Inc.	Wave Distribution
Axis, A Telos Company	Electronic Musician	Inward Connections	NPNG, Inc.	Sennheiser Electronic Corp.	Waves Inc.
Bag End Loudspeakers	Elysia GmbH	ITI Audio, LLC	NSCA - National Systems Contractors	Serato Audio Research	Way Out Ware
Bang & Olufsen ICEpower a/s	EM Acoustics US, LLC	iZ Technology Corporation	Association	Servoreeler Systems	Weiss Engineering / Trans Audio Group
BanPiracy, Inc.	EMES	iZotope	NTI Americas Inc.	Shadow Hill Industries	West Penn Wire
Barefoot Sound	EMI / Abbey Road Studios	Jan-AI Cases	NWAA Labs	Shaxon Industries, Inc.	Westone Laboratories, Inc.
Bass Player	Empirical Labs	Janson Design Group	Odds On Recording	ShinyBox	Whirlwind
Belden	Empirical Labs, Inc.	Jazzmutant	OKM Microphones	Show Distribution Group Inc.	Wireworks Corporation
Benchmark Media Systems, Inc.	Encos Systems, Inc.	JBL Professional	I/One Connects	Shure Incorporated	WK Audio
Beyerdynamic - USA	Energy Transformation Systems, Inc.	JLM Audio	Open Labs, Inc.	SIA Acoustics	Wohler Technologies, Inc.
BIAS, Inc.	EQ Magazine	JOCAVI Acoustic Panels Lda.	Open Studio Networks	Signex	Wolfson Microelectronics PLC
Blackbird Studio & Audio Rentals	Equator Audio Research	Joemeek / PMI Audio Group	Optocore	SLS Loudspeakers	Women's Audio Mission
Blackmer Sound	Equi=Tech Corporation	The John Hardy Co.	Opus Audio Technologies Ltd.	Smart AV PTY LTD	Worship Facilities Magazine
BLUE Microphones	eSession.com Ltd.	Josephson Engineering	Orange Hill Audio, Inc.	Solid State Logic	Wroclaw Audio Force
Blue Sky / Group One	Essential Sound Products, Inc.	K & M America	Panphonics Oy	Solutions Radio	Wunder Audio
BMS Elektronik GmbH	ETRI	Keyboard Magazine	Paul Friedman	Sommer Cable	Xedit Corporation (Servoreeler Systems)
Bock Audio	Euphonix, Inc.	KeyToSound	Paul Reed Smith Guitars	Sonic Distribution USA LLC	Xilica Audio Design
Bourns Inc.	Event Electronics	Klein + Hummel	Pearl Microphones	Sonic Studio LLC	XTA Electronics / Group One Ltd.
Brainstorm Electronics	Eventide, Inc.	Klippel GmbH	Pearlman Microphones	Sonifex	Yamaha Commercial Audio Systems, Inc.
BRAINWORX	Ex'pression College for Digital Arts	Korby Audio Technologies, Inc.	Pelonis Sound and Acoustics, Inc.	Sonnox Ltd.	Yamaha mLAN Licensing Office
Brauner Microphones	Fairlight	Korg USA, Inc.	Penton Media, Inc.	Sonopak	Yamakeli Electronic Corporation
Brent Averill Enterprises	FaitalPRO	KSC Industries, Inc	Pendulum Audio, Inc.	Sony Electronics, Inc.	Yellow Tools
Bricasti Design Ltd.	FDW Worldwide	KVZ Audio	Penny and Giles Control Inc.	Sony Pro-Audio Lab - Audio Networking	Z-Systems
BridgeCo	Five Towns College	L-Acoustics	Philips Applied Technologies	Sound & Communications Magazine /	Zaxcom Audio
Bricasti Design	Flex Acoustics	LA Audio	Phoenix Audio / Independent Audio	Testa Comm.	Zeph Studios, Inc.
Broadcast Engineering Magazine	Flux	Lab.gruppen	Pioneer Hill Software	Sound Devices, LLC	Zonal Media Ltd
Broadcasters General Store	Focal Press / Elsevier	LaChapell Audio	PLTRON Manufacturing, Inc.	Sound Ideas	
Bruel & Kjaer	Focal Professional North America	Laser Turntable, Ltd.	Plus24	Sound on Sound	
Bryston Ltd.	Focusrite	Latch Lake Music	PMC Monitors	Sound & Video Contractor Magazine	
BSS Audio	Fostex	Lauten Audio	PMI Audio Group	Soundcraft	
BSW	Fostex America	Lavry Engineering	Post Magazine	Soundelux Microphones	