



## CALL FOR EXHIBITORS

**Dear Exhibitor,**

With the AES Amsterdam convention behind us, we are looking towards the next European AES Convention. By popular demand from both exhibitors and visitors, the AES returns to Munich in 2009. To facilitate communication and contribute to the preservation of forests and wildlife, this Call for Exhibitors is sent to you in an electronic format.

I look forward to welcoming you at the AES Show and wish you a happy and prosperous new year.

Best regards,

Thierry Bergmans  
Exhibition Manager

### **Welcome to Munich!**

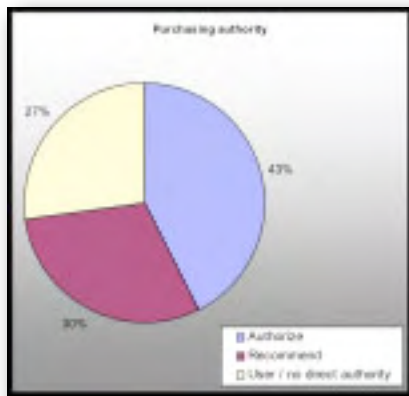
For over 35 years the European AES has visited a selection of major cities in Europe. Not just large cities with a population of millions or historical locations but cities that have the facilities to host an international event like the AES.

Munich, Germany, located in the southern center of Europe, with excellent transport links and affordable hotels, will host the 2009 AES Convention. This city came out in first place in the latest Exhibitor survey of the European exhibitors held last year.



## New Format

Responding to requests expressed by the exhibitors, there will be a three-day Exhibit with a four day Technical program at the 126th. This pattern has been tried at the AES in San Francisco with great effect. Benefits for the exhibitor include more efficient use of time at the show, less hotel and hospitality costs and less downtime from the office. Visitors to the exhibition prefer it too as they are more likely to meet the people they want to network with, when more visitors are onsite at the same time.



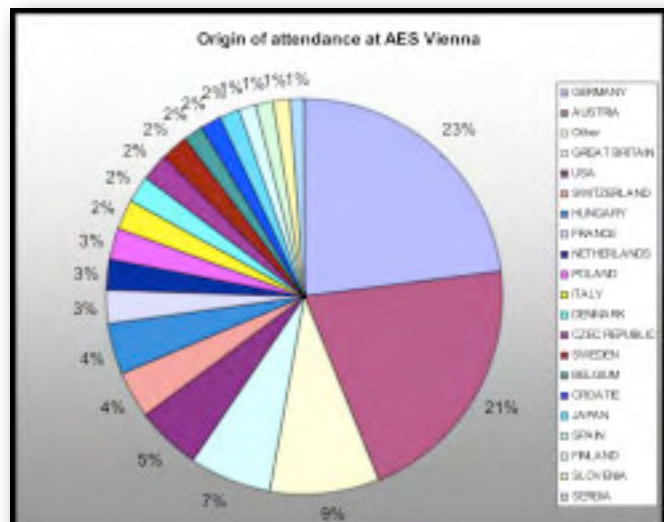
## Professionals, decision-makers and enthusiasts

The pro-audio exhibition, technical sessions, exhibitor and application seminars are but a few of the assets that our visitors and participants benefit from.

This combination attracts key people from the audio industry.

## International scope

For over 50 years, the AES has been the largest gathering of audio professionals and enthusiasts on the globe, attracting delegates from countless countries. Traditionally, about 20 to 25% of the visitors worldwide are residents of the host country. In visiting different countries AES assures that new contacts can be made at every show.



## **Benefits for the audio community: Shaping the world of audio.**

AES is the one event that combines exhibits with high-profile technical sessions and user seminars. In doing so, we bring together the pro-audio scientific elite, the leading manufacturers, the decision-makers and users and enthusiasts from around the world.

### **Exhibition Opening hours**

Friday	May 8th	from 10:00 h to 18:00 h.
Saturday	May 9th	from 10:00 h to 18:00 h.
Sunday	May 10th	from 10:00 h to 17:00 h.

### **Technical Programme Opening hours**

Thursday	May 7th	from 10:00 h to 18:00 h.
Friday	May 8th	from 10:00 h to 18:00 h.
Saturday	May 9th	from 10:00 h to 18:00 h.
Sunday	May 10th	from 10:00 h to 17:00 h.

(Final opening hours may vary)



## **Exhibition**

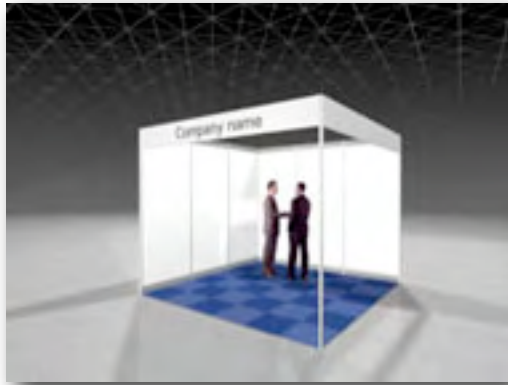
The AES exhibition is the perfect place for companies to showcase new product, innovations and applications. Each edition of the European AES sees the launch of new products. The variety of products and innovative techniques on display make a visit worthwhile for any one involved or interested in audio. Whether a visitor or manufacturer, all who visit the AES find themselves learning and gathering new knowledge, all in a pleasant atmosphere that allows attendees to expand their network of friends and colleagues in the audio community.

## **Exhibit space**

Exhibit space is available from 3x3m upward. Dimensions may be increased in 1m increments. All rented stand space and demo rooms include free listing and product preview in exhibitor directory, free listing and product preview in the Journal of the AES Convention issue, free listing on the AES website, free guest invitations, free staff badges, access to sponsoring opportunities, possibility to hold exhibitor seminars.

## **Custom Design stands**

Creating and building your own stand to reflect your company identity gives you the opportunity to stand out.

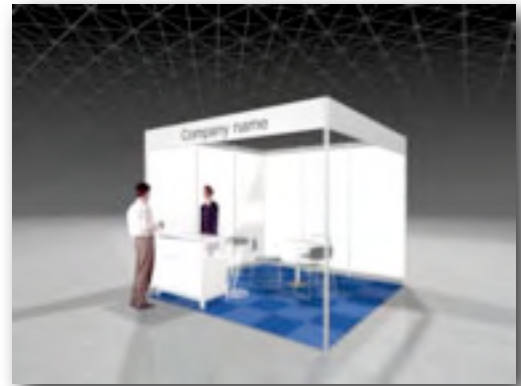


### **Standard Booth Construction**

Combine convenience with your company identity. We provide a standard booth construction with the dimensions you choose, you can decorate and equip it with your gear, furniture and decorative elements.

### **Plug & Play Pack**

The easiest way to participate: the Plug and Play Package consists of a standard booth construction and a set of furniture. All you need to do is to bring your equipment and you are ready for business! More details about the Plug & Play Pack can be found on the space application form.



### **Space application**

To sign up for exhibit space, please return a [duly completed space application form](#)\* before January 16<sup>th</sup> to:

AES EUROPE CONVENTIONS,  
Kerkstraat 122/1,  
BE-1653 Dworp, Belgium  
Fax: +32-2-345.3419

Space applications received after January 16<sup>th</sup>, 2009 may be assigned spaces at the discretion of AES. [Click here to download the space application form.](#)

(\*): 30% deposit received before January 16<sup>th</sup>.

### **Move-in days**

Tuesday May 5<sup>th</sup>  
Wednesday May 6<sup>th</sup>  
Thursday May 7<sup>th</sup>

### **Move-out**

Monday May 11<sup>th</sup>

**[AES 126th Convention, Munich, Germany](#)**  
**[Exhibition May 8-10, 2009 - Technical Programme May 7-10, 2009](#)**