129th AES Convention

Your Bridge to the Future
129TH AES CONVENTION

CONFERENCE
NOVEMBER 4-7, 2010

EXHIBITS
NOVEMBER 5-7, 2010

TARGETED MOVE-IN
NOVEMBER 2-4, 2010

MOVE-OUT
NOVEMBER 8-9, 2010

SENIORITY DEADLINE
JUNE 1, 2010

PLEASE RETURN APPLICATION AND DEPOSIT TO:
Audio Engineering Society Convention Services
60 East 42nd Street, Room 2520
New York, NY 10165 USA

TEL +1 212-661-8528
FAX +1 212-682-0477
129th_exhibits@aes.org
DEAR EXHIBITOR

Please join us by exhibiting at the 129th 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 129th 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 sound reinforcement, game audio, macro-machining, low bit-rate audio coding, multichannel audio, live sound, 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 129th AES Convention and follow Your Bridge to the Future!
AES CONVENTION FACTS

HERE IS THE INFORMATION FROM LAST YEAR’S 127TH AES CONVENTION. USE IT TO MAKE YOUR DECISION TO PARTICIPATE IN THE UPCOMING 129TH AES CONVENTION IN THE BEAUTIFUL CITY OF SAN FRANCISCO.

The excitement of New York contributed to produce an Audio Engineering Society Convention that brought over 350 manufacturers and more than 18,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 127th 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 42% of qualified attendees have the title of Owner/Director, Studio/Corpor, 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 attendee badges.

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

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

<table>
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<tr>
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<th>STANDARD</th>
<th>CORNER</th>
<th>PENINSULA</th>
<th>ISLAND</th>
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DEMO ROOMS

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<td>40' x 46'</td>
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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.

BOOKING INFORMATION

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

SEND SPACE APPLICATION AND DEPOSIT TO
Audio Engineering Society
Convention Services
60 East 42nd Street, Room 2520
New York, NY 10165 USA

AES CONTACT INFORMATION
Audio Engineering Society
Chris Plunkett / Donna Vivero
60 East 42nd Street, Room 2520
New York, NY 10165 USA
TEL +1 212-661-8528  FAX +1 212-682-0477
129th_exhibits@aes.org

AES BANK
Chase Manhattan
60 East 42nd Street, New York, NY 10165
Account Number: 830892600
ABA Number: 021000021
Swift Code: CHASUS33

CANCELLATION POLICY
Deposits are refundable before June 30, 2010 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 for the entire Exhibit Space originally applied for as follows:

50% cancellation charge of the entire exhibition space price after June 30, 2010.
75% cancellation charge of the entire exhibition space price after July 30, 2010.
100% cancellation charge of the entire exhibition space price after August 31, 2010.

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.

BOOTH PACKAGES

Booth Packages will be offered this year directly through GES and may be ordered from the Exhibitor Manual, which is due out in late June to registered Exhibitors. The packages will include standard and upgrade packages, including furniture, carpet and 500 lbs of material handling per 10’ x 10’ booth package.