EXHIBITOR APPLICATION
CONFERENCE
OCTOBER 20-23, 2011

EXHIBITS
OCTOBER 21-23, 2011

TARGETED MOVE-IN
OCTOBER 18-21, 2011

MOVE-OUT
OCTOBER 24-25, 2011

SENIORITY DEADLINE
MAY 27, 2011

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
131st_exhibits@aes.org
DEAR EXHIBITOR

Please join us by exhibiting at the 131st 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 131st AES Convention features its prized papers, workshops, tutorials, master classes, 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 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 Technical Tour program offers behind-the-scenes tours of audio production facilities normally 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 New York market, you will have a climate that encourages camaraderie, networking, and socializing. New York’s plethora of event locations give any exhibitor prime opportunities to entertain or be entertained, no matter how large or small in scale. The Javits Center is an outstanding venue, with world class facilities.

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 131st AES Convention.
AES CONVENTION FACTS

Here is the information from last year’s 129th AES Convention. Use it to make your decision to participate in the upcoming 131st AES Convention in the exciting city of New York.

The excitement of New York will produce an Audio Engineering Society Convention that will bring over 350 manufacturers and more than 18,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 131st AES Convention will be 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/Corporate Manager, Production Management, Financial Management. Independent Engineer, Engineer, Technician, Designer, Producer, Musician, Editor, Mixing Engineer, Sound Designer, A/V Computer Designer 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.

1. California
2. New York
3. Massachusetts
4. New Jersey
5. Illinois
6. Washington
7. Texas
8. Tennessee
9. Florida
10. Oregon
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.

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<th>CORNER</th>
<th>PENINSULA</th>
<th>ISLAND</th>
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BOOTH PACKAGES

Booth Packages will be offered this year directly through Freeman 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 options.

DEMO ROOMS

A limited number of Demonstration Rooms are available, please contact AES for more information.

BOOKING INFORMATION

50% DEPOSIT FOR EACH BOOTH 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
131st_exhibits@aes.org

AES BANK

Wells Fargo Bank
12 East 49th Street, Tower 49, New York, NY 10017
Account Name: Audio Engineering Society
Account Number: 2000059326157
Swift Code: PNBPUS33
ABA Number: 026012881

CANCELLATION POLICY

Deposits are refundable before July 1, 2011; 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 July 1, 2011.
- **75%** cancellation charge of the entire exhibition space price after August 1, 2011.
- **100%** cancellation charge of the entire exhibition space price after September 2, 2011.

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.