## AES SPONSORSHIP OPPORTUNITIES

The AES offers an outstanding benefit package with all sponsorship opportunities. Each sponsorship includes a host of branding and advertising, reaching a vital audience of pro-audio recipients, before, during and following events.

### Convention Sponsor – $4,000
- Company logo on [aesshow.com](http://aesshow.com) website
- Company logo and link on convention AES Tech Newsletters
- Logo in Exhibits Plus guide & map (printed and distributed at the convention)
- Sponsorship recognition in AES press, publications and convention wrap-up report
- Enhanced listing in Exhibits guide & map and aesshow.com directory
- Convention on-site branding on screens and sponsorship signage

### Session Track Sponsor - $5,000
- Company logo on [aesshow.com](http://aesshow.com) website & Session Program page, literature & promotions
- Company logo and link on convention AES Tech Newsletters
- Logo in Exhibits Plus guide & map (printed and distributed at the convention)
- Sponsorship recognition in AES press, publications and convention wrap-up report
- Enhanced listing in Exhibits guide & map and aesshow.com directory
- Convention on-site branding on screens and sponsorship signage

### Project Studio Expo Sponsor - $6,000
Includes all Convention Sponsor benefits above plus:
- Branding on [Studio Expo](http://studioexpo.com) sponsor signage
- Branding on Studio Expo press releases, promotions and advertising published post-commitment
- Participation in the Studio Expo sessions! *(limited availability)*

### Live Sound Expo Sponsor - $6,000
Includes all Convention Sponsor benefits above plus:
- Branding on Live Sound Expo sponsor signage
- Branding on Live Sound Expo press releases, promotions and advertising published post-commitment
- Participation in the Live Sound Expo sessions! *(limited availability)*

### Plug-in Pavilion Sponsor - $10,000 *(exclusive – one only!)*
Includes all Convention Sponsor benefits above plus:
- Dominant branding on [PlugFest](http://plugfest.com) sponsor signage
- Branding on PlugFest press releases, promotions and advertising published post-commitment
- 45 minute presentation in the PlugFest Pavilion with first option on day and time slot

### PlugFest Pavilion Presentation - $1,500
- Branding on PlugFest sponsor signage
- Branding on PlugFest press releases, promotions and advertising published post-commitment
- 45 minute presentation in the PlugFest Pavilion *(random timeslot and day)*

### Broadcast Forum - $6,000 *(NY only)*
Includes all Convention Sponsor benefits above plus:
- Branding on Broadcast Forum sponsor signage
- Branding on Broadcast Forum press releases, promotions and advertising published post-commitment
- Participation in the Broadcast Forum sessions! *(Limited availability)*
AES Conventions represent a unique opportunity to maintain and expand branding within a focused market. Opportunities for brand enhancement with key decision-makers at AES conventions include:

**Lanyard Sponsorship - $10,000**
- Logo on Convention Lanyard
- Company logo on aesshow.com website
- Company logo and link on convention AES Tech Newsletters
- Logo in Exhibits Plus guide & map (printed and distributed at the convention)
- Sponsorship recognition in AES press, publications and Journal
- Enhanced listing in Exhibits guide & map, aesshow.com directory, mobile app
- Convention on-site branding on screens and sponsorship signage

**Mobile App Sponsor - $9,000**
- Logo and graphic on Mobile App opening/loading page
- Company logo on aesshow.com website
- Company logo and link on convention AES Tech Newsletters
- Logo in Exhibits Plus guide & map (printed and distributed at the convention)
- Sponsorship recognition in AES press, publications and Journal
- Company logo on all mobile app promotions including onsite

**Hanging Aisle Number Signage - $3,000 (limited to 11) new!**
Company logo and image plus limited lettering on hanging sign. Signs will hang from ceiling next to the Aisle numbers. Includes printing and hanging. Quantity discounts are available, as is an exclusive package for all Aisle Number signs (until the first individual sponsorship is sold).

**Hanging Banners & Pillar Wrap Signage – from $4,500 each**
A very limited number of high impact signage positions are available. Positioning options include the Convention front entrance, four exhibition hall hanging banners and three vertical pillar wraps.

**Recharge Station Sponsorship - $6,000 new!**
Build good will and visibility with the sponsorship of smart phone re-charge points available in conjunction with the Convention’s video-screen session timetable displays. The recharge station sponsor will have a logo/branding screen revolving at the recharge stations, while attendees linger to charge their devices. One additional station will be at the exhibition floor location with the ‘Selfie Spot’ sponsorship outlined below.
AES BRANDING OPPORTUNITIES (continued)

Press Room Sponsor - $5,000
Maximize press visibility by sponsoring the Press Room. The sponsorship includes branding on the inside and outside of the Press Room, with dominant literature space inside. Also included is sponsorship recognition in convention materials and enhanced listing in the exhibits guide/map and the aesshow.com directory.

Student Career & Education Fair Sponsor- $5,000 new!
Align your brand and products with the future of our industry. The AES encourages our partners to bond and network with the Society’s dedicated students. Overall sponsorship of the Student Career and Education Fair represents not only enhanced visibility with the next generation of audio professionals, but also with audio educators.

WiFi Sponsor- $10,000
Be the hero of the Convention and increase the performance of the WiFi at the AES Convention. WiFi sponsorship includes the full benefits of a Convention Sponsorship as outlined above, plus branding in signage, literature and the AES Mobile App.

‘Selfie Stand’ Sponsor- $5,000
Take social media by storm and be included in selfie pictures taken in front of the convention's specially designed backdrop. The sponsor's logo will be paired in a step-and-repeat backdrop for visibility by tens of thousands online.

Attendee Show Bag Sponsor- $8,000
The bag sponsor’s brand will be bonded to the Convention in an exclusive pairing with event dates and location on the official show bag. Show bags are captured in many photos and carried home for reuse.

Start-Up Pavilion Sponsor- $10,000 new!
Support audio innovation with as Sponsor the ‘Start-Up Pavilion’. The pavilion contains turnkey pods allowing new companies to exhibit economically. New companies are those which have been in business three 3 years or less. The Start-up Pavilion sponsorship includes the full benefits of a Convention Sponsorship as outlined above.
AES ADVERTISING OPPORTUNITIES

Reach your target pro-audio audience through the AES and its dedicated resources, combining the ultimate blend of reach, open rate and longevity

Aesshow.com Website Banner Ads – (MARKETING Partners Only)

SEE AES GLOBAL SPONSOR PARTNERS (Below)

AES Tech Newsletter email – Reach over 75,000!

Outside of exhibiting at AES Conventions, the most effective way of reaching AES members and audio professionals worldwide is via the AES Tech Newsletter and via dedicated emails. AES email campaigns have a fantastic open rate of over 28%.

We offer two newsletter advertising opportunities:

- **Banner ads** – Three issue (minimum) banner ad campaigns start from just $2,100.
  Five or more banner adverts are $500 each.

- **Box ads** – Three issue (minimum) banner ad campaigns start from just $1,500.
  Five or more banner ads are $300 each.

Partner Email Blasts - $3,500 new!

Strictly limited availabilities exclusively for select AES partners for maximum impact.

New for 2016, reach our select opt-in data list of over 30,000 with a dedicated partner email. Early booking highly recommended.

Exhibit Plus Guide & Map - $400 each

A very limited number of ads are available in the Event Guide & Map, seen by every convention attendee, is a printed fold out hand-out, that contains the following:

- Exhibition floor map
- Demo room map
- Exhibitor directory
- Live Sound Expo session schedule
- Project Studio Expo session schedule
- PlugFest session schedule
- Special Events schedule

Each ad measures 4cms deep x 8.5 cms wide (1.57 x 3.34 inches) at 300 dpi, full color.

AES Mobile App

The AES Mobile APP is the ultimate tool for keeping Convention attendees informed.

The app contains all of the vital information for the event, including session and track schedules, floor plans, theater schedules, enhanced directory listings, social networking and event reminders. Use of the app increased three-fold at the 2015 NY Convention

Please enquire for full package details, starting from just $399 and including banner ads, PDF downloads, videos and much more.
The AES offer an outstanding benefit package with all sponsorship opportunities. Each sponsorship includes a host of branding and advertising, reaching your vital pro-audio recipients, before, during and following events. Global Partners benefit from the highest and largest branding on all convention and conference signage.

**PEAK - $25,000**

Includes the following:
- Sponsorship of European & USA Conventions, plus two conferences with the following benefits:
  - Top sponsorship branding on website, printed and signage at Conventions & Conferences
  - Logo and ad in printed *Convention Event Guide & Map*
  - Sponsorship logo on Convention advertising and suitable releases
  - Complimentary passes for Conventions and Conference
- Year long Banner and Box ad in the AES Tech Newsletter reaching over 75,000 subscribers
- Sponsorship branding in AES Member email newsletter (exclusive to partners)
- Top-level AES mobile App advertising package with banner, PDF download, video & enhanced listing
- One Dedicated Partner email blast

**GAIN - $15,000**

Includes the following:
- Sponsorship of European & USA Conventions & one Conference with the following benefits:
  - Top sponsorship branding on website, printed and signage at Conventions & Conference
  - Logo and ad in printed *Convention Event Guide & Map*
  - Sponsorship logo on Convention advertising and suitable releases
  - Complimentary passes for Conventions and Conference
- Year long Banner ad in the AES Tech Newsletter reaching over 75,000 subscribers
- Sponsorship branding in AES Member email newsletter (exclusive to partners)
- Top-level AES mobile App advertising package with banner, PDF download, video & enhanced listing
- Website banner on *aesshow.com* (exclusive to partners)

**BALANCED - $10,000**

Includes the following:
- Sponsorship of European & USA Conventions (or one conference) with the following benefits:
  - Top Sponsorship branding on website, printed and signage at Conventions
  - Logo and ad in printed *Convention Event Guide & Map*
  - Sponsorship logo on Convention advertising and suitable releases
  - Complimentary passes for Conventions
- Year long Banner ad in the AES Tech Newsletter reaching over 75,000 subscribers
- Sponsorship branding in AES Member email newsletter (exclusive to partners)
- Top-level AES mobile App advertising package with banner, PDF download, video & enhanced listing
- Website banner on *aesshow.com* (exclusive to partners)
FOR ALL OF THESE OPTIONS, PLEASE CONTACT
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