

JACOB K. JAVITS  
CONVENTION CENTER  
NEW YORK, NY, USA

# 119<sup>th</sup> AES Convention



Audio  
Engineering  
Society

October 7-10, 2005

exhibitor seminars

technical papers

educational events

tutorials • special events

workshops • exhibits • tours

EXHIBITOR APPLICATION

## Dear Exhibitor,

Please join us by exhibiting at the 119th 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 AES members;
- 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 119th 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 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 Convention 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 119th AES Convention and explore the "Art of Audio."

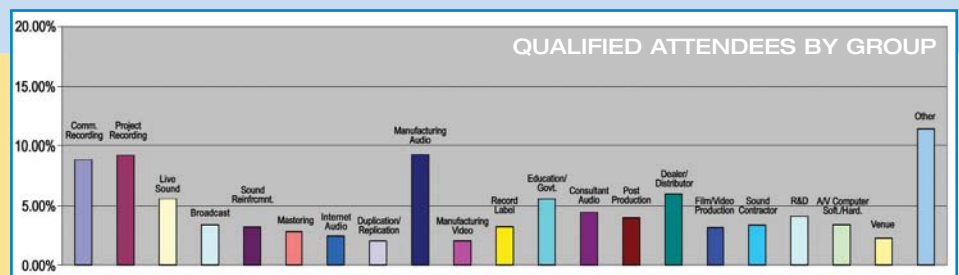
## Here is the information from last year's 117TH AES CONVENTION.

Use it to make your decision to participate in the upcoming 119th AES Convention!

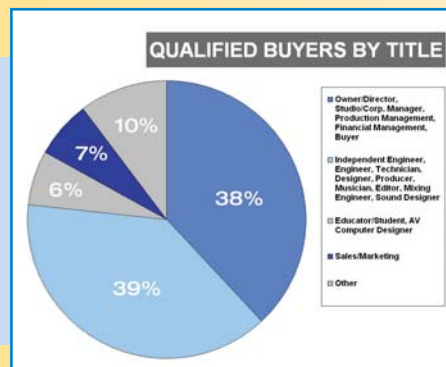
A thriving economy and the excitement of San Francisco combined to produce an Audio Engineering Society Convention that brought over 400 manufacturers and more than 16,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 117th AES Convention was an invaluable resource for thousands of audio professionals.

### 117th AES CONVENTION SHOW FACTS

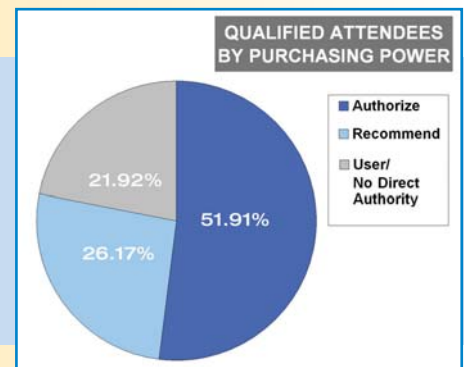
- 16,153 Attendees
- 165,000 Sq. Feet of Exhibit Space
- 415 Exhibiting Companies
- 24 Exhibitor Seminars
- 25 Tutorial Seminars
- Papers, Workshops, Technical Tours and Special Events



While Commercial and Project Recording Studios, as users of Pro Audio Equipment, remain the largest identifiable segment of qualified attendees, Other has increased to reflect less traditional trade segments which now are looking to the AES and its Exhibitors to supply converging technologies.



More than 38% of qualified attendees have the title of Owner/Director, Studio/Corp. Manager, Management, Buyer and an additional 39% 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.



More than 78% 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).

### ATTENDEES RANKED BY STATE

1. California
2. New York
3. Massachusetts
4. Washington
5. New Jersey
6. Tennessee

Above listed states were among the top 6, with attendees coming from 50 states, the District of Columbia and Puerto Rico.

### INTERNATIONAL ATTENDEES RANKED BY COUNTRY

1. Canada
2. United Kingdom
3. Japan
4. Germany
5. Australia
6. France

Qualified International were over 10% of attendees and came to the show from 62 countries, including Denmark, Israel, Spain, Singapore, Korea, and Russia.

# 119th AES Convention

## October 7-10, 2005

### Targeted Move-In Days:

October 3, 4, 5, 6,  
2005

### Show Days:

October 7, 8, 9, 10,  
2005

### Move-Out Days:

October 11, 12, 2005

### Seniority Assignment Deadline

May 6, 2005

Please return application  
and deposit to:



### Audio Engineering Society

Convention Services  
Rm. 2520  
60 East 42nd Street  
New York, NY 10165, USA

**Tel:** +1 212-661-8528  
**Fax:** +1 212-682-0477

## EXHIBITION FEES:

### BOOTH TYPE DESCRIPTIONS

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

**Corner booth:** 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.

**Peninsula booth:** An aisle located on the front and 2 sides of the booth configuration

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

EXHIBIT FLOOR	Size	Standard	1 Corner	Peninsula	Island
	10' x 10'	\$2,500	\$2,700	—	—
	10' x 20'	\$5,000	\$5,400	—	—
	10' x 30'	\$7,500	\$8,100	—	—
	10' x 40'	\$10,000	\$10,800	—	—
	10' x 50'	\$12,500	\$13,500	—	—
	20' x 20'	—	—	\$11,600	\$12,400
	20' x 30'	—	—	\$17,400	\$18,600
	20' x 40'	—	—	—	\$24,800
	20' x 50'	—	—	—	\$31,000
	20' x 60'	—	—	—	\$37,200
	20' x 70'	—	—	—	\$43,400
	30' x 30'	—	—	—	\$27,900
	30' x 40'	—	—	—	\$37,200
	40' x 40'	—	—	—	\$49,600
	40' x 50'	—	—	—	\$62,000
50' x 60'	—	—	—	\$93,000	

DEMO ROOMS	Room #	Size	Ceiling Ht.	Cost
	2D08	18' x 28'	8.5'	\$8,568.00
	2D09	18' x 25'	8.5'	\$7,650.00
	2D10	18' x 18'	8.5'	\$5,508.00
	2D11	18' x 18'	8.5'	\$5,508.00
	2D12	18' x 18'	8.5'	\$5,508.00
	2D13	18' x 18'	8.5'	\$5,508.00
	2D14	18' x 18'	8.5'	\$5,508.00
	2D15	18' x 18'	8.5'	\$5,508.00
	2D16	18' x 25'	8.5'	\$7,650.00
	3D01	30' x 33'	14'	\$22,770.00
	3D02	45' x 33'	14'	\$34,155.00
	3D03	45' x 33'	14'	\$34,155.00
	3D04	45' x 33'	14'	\$34,155.00
	3D05	45' x 33'	14'	\$34,155.00
	3D06	30' x 33'	14'	\$22,770.00

All room sizes have been rounded down to nearest foot. All room sizes and specifications are provided by the Javits Convention Center. AES does not attest to the accuracy of these specifications, nor does AES accept responsibility or liability for any inaccuracies in these rooms.

## CONTACT ADDRESSES:

### Space Application and Payment

Chris Plunkett / Donna Vivero  
Audio Engineering Society, Inc.  
60 East 42nd Street, Rm. 2520  
New York, NY 10165 U.S.A.  
Tel: +1 (212) 661-8528  
Fax: +1 (212) 682-0477  
119th\_exhibits@aes.org

### AES Bank:

Chase Manhattan  
60 East 42nd Street  
New York, NY 10165  
Account Number: 195-1-126703  
ABA Number: 021000021  
Swift Code: CHASUS33

