

128th AES CONVENTION

www.aes.org

Dear Exhibitor,

We are pleased to send you the Call for Exhibitors for the 128th AES Convention to be held in London, UK, in May 2010 at the Novotel London West Convention Centre.

2009 will no doubt be remembered as a challenging year for all of us. The world's economic climate has put many to the test, challenging us to optimize our existing resources and driving us to finding new ones. Today's world encourages us to put things in perspective, to consider our goals and strengthen our assets for the future.



AES too has made that exercise. Rather than filling these few introductory lines with references to AES's history and past, we want to look to the future. As a professional and scientific society brought forth by the audio community, we owe it to the audio industry to continue to provide a platform that allows scientific research and market development to sit alongside each other and to allow the attendee to see both. At the end of the day, very few products are developed on shop-shelves and there are better markets to be found than science labs.

Exhibits and Conference

It is also a first step into a new future for the AES. This future lies in a tightening of the two worlds that AES represents: the manufacturers of audio equipment and the scientific audio community. By housing both within the pleasant surroundings of the Novotel London West Convention Centre, researchers and manufacturers will be but a few steps away from each other. Whereas academic research is often the basis for innovation, manufacturing and operation often teaches us why and how to improve. A vast experience lies with the AES exhibitors and this experience deserves to be heard. Exhibiting companies are invited to make contributions to the Technical Programme, as many do already. Papers or Posters can be submitted using the "Call for papers" posted on the [128th website](#). Proposals for Tutorials and Workshops can be submitted to 128th_techprog@aes.org. All accepted papers, tutorials and workshops will be published in the Convention programme book.

London, past or future?

On three occasions in the past, the last 23 years ago, London has hosted the AES Convention. Going back to London is not stepping back in time, but taking the opportunity to be in one of the foremost audio cities of the world, with its broadcasting, recording, post production and film industries. It is also hosting the 2012 Olympics with all the infrastructure requirements that this will bring.

By choosing the Novotel London West Convention Centre the Exhibits and the Technical Programme can be placed in close proximity, together with Demo and Meeting Rooms. There is also the benefit of a 600 room hotel in which rooms have been blocked for the convention. There are bars, lounge areas, eating and hospitality options. The venue is easy to get to from Heathrow airport by Underground in forty minutes and from central London in twenty. Transport from all over London and beyond is available only a few minutes away. Shops and entertainment and all that London has to offer are within easy reach.

Exhibition Opening hours

Sunday May 23rd - 10:00 h to 19:00 h

Monday May 24th - 10:00 h to 19:00 h

Tuesday May 25th - 10:00 h to 17:00 h

Technical Programme Opening hours

Saturday May 22nd - 09:00 h to 19:00 h

Sunday May 23rd - 09:00 h to 19:00 h

Monday May 24th - 09:00 h to 19:00 h

Tuesday May 25th - 09:00 h to 17:00 h

(Final opening hours may vary)



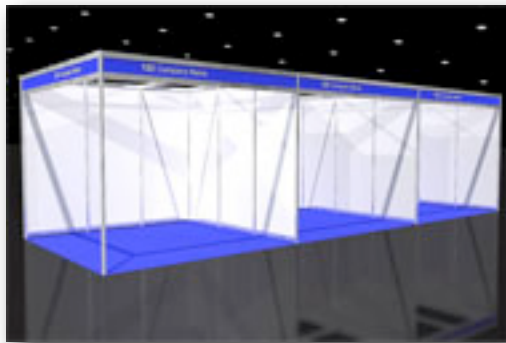
Exhibit space

Exhibit stand-spaces are available from 3m x 3m upwards and may be increased in 1m increments. All rented space is carpeted (blue and grey). All rented stand space includes a 1kW power connection, free listing and product preview in the 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 and the possibility to hold exhibitor seminars.

Space only – Custom design stands

Bring and build your own stand. Building guidelines will be available in the exhibitor manual.

Alternatively, you can use the AES appointed stand builder to design and build your custom designed stand.



Standard Booth

A standard booth construction consisting of white shell scheme walls and carpet (blue and grey) is provided. Also included: 1kW power connection, 3x120W spotlights per 9m² unit, stand fascia with your company name. You can bring your own furniture or rent furniture of your choice from our supplier.

Plug & Play Pack

The easiest way to participate: the Plug and Play Package consists of a standard booth construction and a set of furniture. The Plug & Play furniture pack consists of a welcome desk and barstool, 1 table, 4 chairs. All you need to do is to bring your equipment and you are ready for business!



Demo room

Sound demo-rooms are available and most are approximately 24m². For more detailed information about location and availability, please contact AES Europe office.

Space application

To sign up for exhibit space, please return a duly completed [space application form](#)* before January 22, 2010 to:

AES EUROPE CONVENTIONS,
Kerkstraat 122/1,
BE-1653 Dworp, Belgium
Fax: +32-2-345.3419
Tel: +32-2-345.7971
tb@aes.org

[Click here to download the space application form.](#)

Space applications received after January 22, 2010 may be assigned spaces at the discretion of AES.

(*): 30% deposit to be made when submitting space application form.

Practical information

Venue

Novotel London West
Hotel & Convention Center
One Shortlands
London, W6 8DR
Great Britain

Move-in

Friday May 21st
Saturday May 22nd

Move-out

Tuesday May 25th

AES 128th Convention, London, UK
Exhibition May 23-25, 2010
Technical Programme May 22-25, 2010