



135TH

AES CONVENTION

JACOB JAVITS CENTER
NEW YORK CITY

CONFERENCE

OCTOBER 17-20, 2013

EXHIBITS

OCTOBER 18-20, 2013

TARGETED MOVE-IN

OCTOBER 15-17, 2013

MOVE-OUT

OCTOBER 21, 2013

SENIORITY DEADLINE

APRIL 30, 2013

***EARLY PRICING**

LOCK-IN DEADLINE

FEBRUARY 15, 2013



DEAR AUDIO BUSINESS

Please join us as an exhibitor or sponsor at the **135th AES Convention** in New York and allow us to bring thousands of audio professionals eager to learn about the latest technologies and products directly to you. **Audio Engineering Society Conventions** feature the only exhibition devoted exclusively to the audio industry, complementing four days of workshops, research papers, tutorials, master classes, skills training, and special events exploring the latest advances in the audio field. From sound reinforcement, game audio, audio networking, audio coding, multichannel audio, and internet applications, to the latest workflows for recording and production, the **AES** has been nurturing growth in the worldwide audio industry for over 65 years.

The **AES Exhibition** is carefully designed to serve the unique needs of the audio business. Unlike larger shows that cater to the IT and video industries, **AES** is focused exclusively on leaders and decision makers in the audio field. Specialty audio companies are not lost in the noise, and attendees are able to maximize their experience in a focused setting. Audio businesses, large and small, cover the full breadth of the market -- from boutique microphone and signal processing manufacturers to Fortune 500 companies. The **AES** is known as the place

to find the latest and greatest in audio products and technologies, thought leaders, and a sneak preview of where the audio market is heading.

One of the most exciting additions to the **AES Convention** is the new **Project Studio Expo**. This end-user training event attracts up and coming professionals to the show floor -- your new customers, seeking skills training and leads on the best new products. Free training on workflow and best practices by recognized experts is an offer these attendees can't refuse, and we anticipate a hungry crowd of new customers on the show floor.



The **AES Convention** offers you an array of opportunities to connect with customers, partners, and peers.

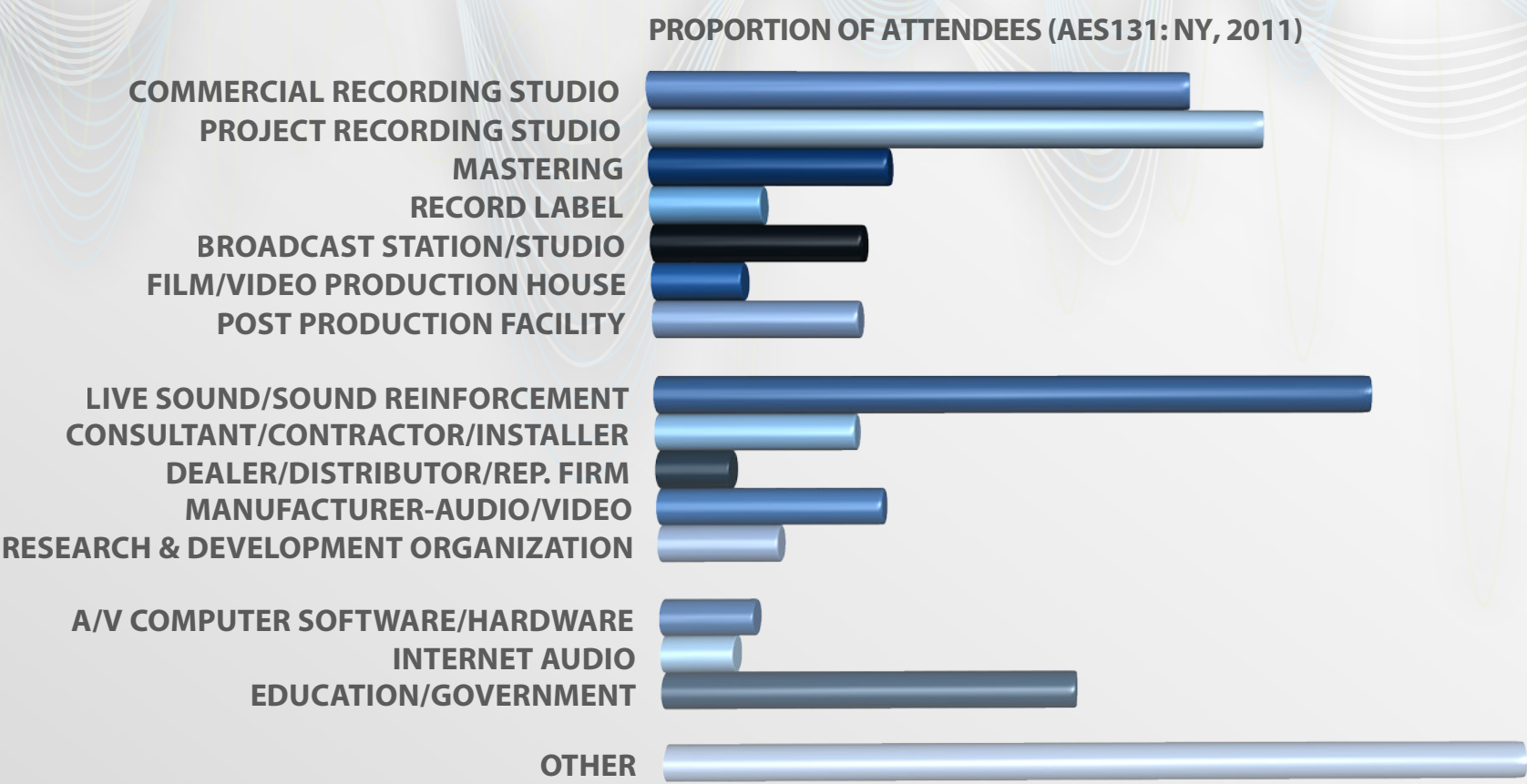
In addition to the exhibition and training expos, the **Knowledge Center** provides a forum for companies to preach their gospel to a room full of customers. Demonstration rooms give companies an intimate environment for auditioning products or training. Sponsorships allow you to associate your brand with a hot topic or event and leverage its visibility. In short, the **AES Convention** is an exciting, valuable, concentrated four days of audio goodness.

Please don't miss out - contact us today and allow us to serve you!

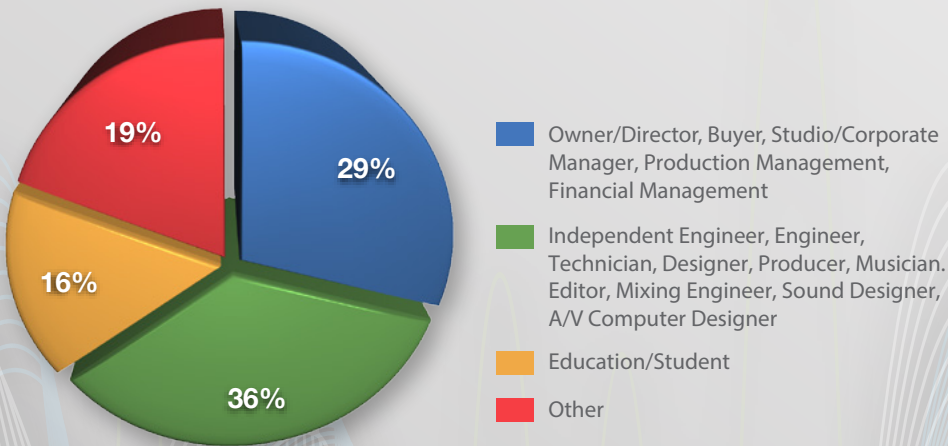
AES CONVENTION DEMOGRAPHICS

OVER 350 BUSINESSES AND 18,000 ATTENDEES COVERING THE FULL RANGE OF AUDIO DISCIPLINES, PRODUCT CATEGORIES, AND PURCHASING AUTHORITY CAME TO THE 131ST AES CONVENTION (OUR MOST RECENT EVENT IN NEW YORK) IN 2011.

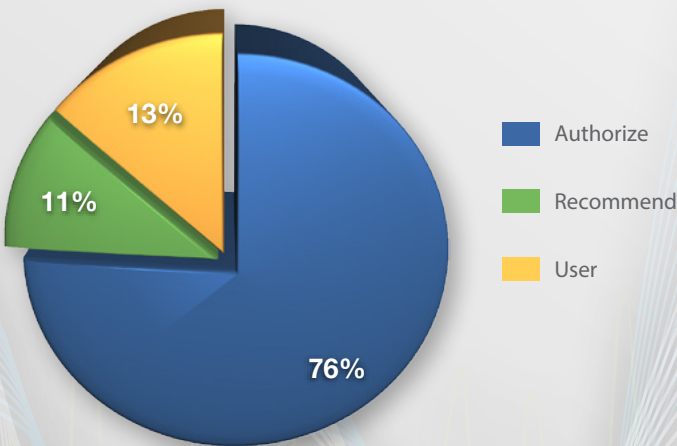
QUALIFIED ATTENDEES BY GROUP



QUALIFIED ATTENDEES BY TITLE



QUALIFIED ATTENDEES BY PURCHASING POWER



ATTENDEES BY COUNTRY

- | | |
|------------------|---------------|
| 1 United States | 6 Japan |
| 2 Canada | 7 Brazil |
| 3 United Kingdom | 8 Mexico |
| 4 Germany | 9 Switzerland |
| 5 France | 10 Denmark |

ATTENDEES BY STATE

- | | |
|-----------------|----------------|
| 1 New York | 6 Pennsylvania |
| 2 New Jersey | 7 Florida |
| 3 California | 8 Maryland |
| 4 Massachusetts | 9 Tennessee |
| 5 Connecticut | 10 Illinois |

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

SIZE	STANDARD	CORNER	PENINSULA	ISLAND
10' x 10'	\$2,800	\$3,000	—	—
10' x 20'	\$5,600	\$6,000	—	—
10' x 30'	\$8,400	\$9,000	—	—
10' x 40'	\$11,200	\$12,000	—	—
10' x 50'	\$14,000	\$15,000	—	—
20' x 20'	—	—	\$12,800	\$13,600
20' x 30'	—	—	\$19,200	\$20,400
20' x 40'	—	—	—	\$27,200
20' x 50'	—	—	—	\$34,000
20' x 60'	—	—	—	\$40,800
20' x 70'	—	—	—	\$47,600
30' x 30'	—	—	—	\$30,600
30' x 40'	—	—	—	\$40,800
40' x 50'	—	—	—	\$68,000
50' x 60'	—	—	—	\$102,000

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 AND THE KNOWLEDGE CENTER

A limited number of Demo Rooms and Knowledge Center Seminars 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
60 East 42nd Street, Room 2520
New York, NY 10165 USA
TEL +1 212-661-8528 FAX +1 212-682-0477
135th_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: 9246931506
Swift Code: PNBPU33
ABA Number: 026012881

CANCELLATION POLICY

Deposits are refundable before July 1, 2013; 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 as follows:

50% cancellation charge of the entire exhibition space price after July 1, 2013.

75% cancellation charge of the entire exhibition space price after August 5, 2013.

100% cancellation charge of the entire exhibition space price after September 3, 2013.

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.



Audio Engineering Society

SPONSORSHIPS

Project Studio Expo Sponsor \$6250

- Preferential exhibition space location near the PSE stage
- Exhibitor pricing for *The Knowledge Center*
- Complimentary 135th Mobile Convention App *Blue Package* sponsorship
- Your company logo and hyperlink
 - On the rotating sponsorship banner on the AES 135th Convention homepage
 - On the rotating sponsorship banner on the PSE homepage
 - On each issue of the AES Tech-News through November 2013
- Sponsorship recognition with your company logo
 - Prominently displayed on the PSE Brochure
 - On two onsite meter board PSE promotional signs
 - On other printed convention materials where appropriate
- Your logo cycling on the PSE screen, with other PSE sponsors, between sessions throughout the day
- Banner ad on four AES Tech-News email newsletters
- Sponsorship recognition in the September and Convention wrap-up issues of the AES Journal
- Contributed blurb and ad/hyper-link in wrap-up e-newsletter to PSE attendees.
- Distribute your company's brochure/literature via an official Sponsor Literature Rack, strategically located at the entrance to the PSE stage.
- The AES will provide a banner for sponsors to promote their sponsorship on their websites.



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Track Sponsorship - \$10,000

- Exclusive, only one available for each Track
- Exhibitor pricing for The Knowledge Center
- Complimentary 135th Mobile Convention App Blue Package sponsorship
- Your company logo and hyperlink
 - On the rotating sponsorship banner on the AES 135th Convention homepage
 - Prominently positioned on the appropriate 135th Convention Track homepage
 - On each issue of the AES Tech-News through November 2013
- Sponsorship recognition with your company logo
 - Prominently displayed on the Track Brochure
 - On two onsite meter board Track promotional signs
 - On other printed convention materials where appropriate
- Banner ad on four AES Tech-News email newsletters
- Complimentary full-page advertisement in two issues of the AES Journal
- Sponsorship recognition in the September and Convention wrap-up issues of the AES Journal
- The AES will provide a banner for sponsors to promote their sponsorship on their websites.



Audio Engineering Society

**Please contact AES Sales
with any questions**

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