

131ST AES CONVENTION

CONFERENCE
October 20-23, 2011

EXHIBITS
October 21-23, 2011

Jacob K. Javits Convention Center
New York, NY

www.aes.org



EXHIBITOR APPLICATION



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131ST AES CONVENTION

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.

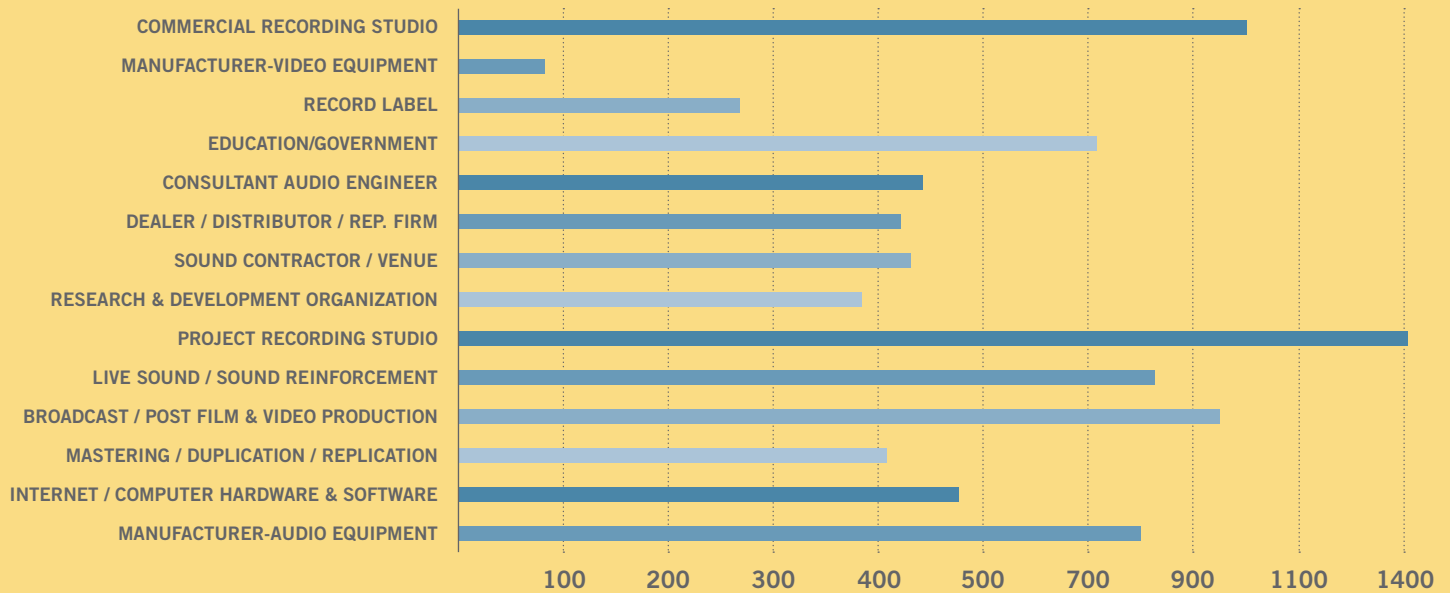
AES CONVENTION FACTS

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.

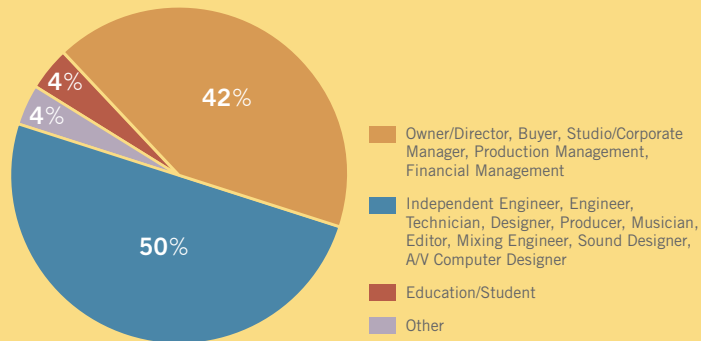
The excitement of New York will produce an Audio Engineering Society Convention that will bring over 350 manufacturers and more than 18,000 attendees together. With its innovative Exhibitor Seminars and the acclaimed AES Technical Program, the 131ST AES Convention will be an invaluable resource for thousands 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.

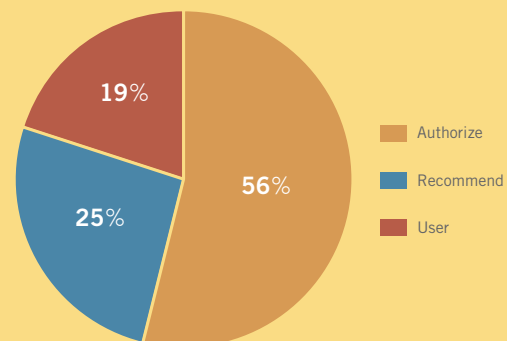


QUALIFIED ATTENDEES BY TITLE



More than 42% of qualified attendees have the title of Owner/Director, Studio/Corp., Manager, Management, Buyer, and an additional 51% 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.

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

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

Qualified International attendees were over 10% of the total attendance from over 74 countries.

ATTENDEES BY STATE

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

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'	\$2,600	\$2,800	—	—
10' x 20'	\$5,200	\$5,600	—	—
10' x 30'	\$7,800	\$8,400	—	—
10' x 40'	\$10,400	\$11,200	—	—
10' x 50'	\$13,000	\$14,000	—	—
20' x 20'	—	—	\$12,000	\$12,800
20' x 30'	—	—	\$18,000	\$19,200
20' x 40'	—	—	—	\$25,600
20' x 50'	—	—	—	\$32,000
20' x 60'	—	—	—	\$38,400
20' x 70'	—	—	—	\$44,800
30' x 30'	—	—	—	\$28,800
30' x 40'	—	—	—	\$38,400
40' x 50'	—	—	—	\$64,000
50' x 60'	—	—	—	\$96,000

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

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: PNBPU33
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.

RECENT AES EXHIBITORS

A-Designs Audio	BSS Audio	Ferrotec (USA) Corporation	KV2 Audio	Penton Media, Inc.	Testa Communications
A-VOLUTE	BSW	Fink Analog Audio	L-Acoustics	Pendulum Audio, Inc.	Sound Devices, LLC
Abbey Road Studios	BTX Technologies, Inc.	FirstCom Music	LA Audio	Penny and Giles Control Inc.	Sound Ideas
Ableton Inc.	Burgin McDaniel Design	Five Towns College	Lab.gruppen	Pentec	Sound on Sound
Accu-Sound Cable Co.	Burl Audio	Flex Acoustics	LaChapell Audio	Penton / ATEIS	S & VC Magazine
ACO Pacific, Inc.	Cable Up	Flux	Latch Lake Music	Performer Magazine	Soundcraft
acoUsaCorp	CAD Professional Microphones	Focal Press	Lavry Engineering	Peterson Strobe Tuners	Soundfield
Acoustical Solutions, Inc.	Cakewalk	Focal Professional	Lawo North America Corp	Phoenix Audio LLC	Soundminer, Inc.
AcoustX LLC	Calrec Audio Ltd.	Focusrite	Lectrosonics, Inc.	Pioneer Hill Software	Soundproof Windows
ADAM Audio USA	Cascade Microphones	Footec Control Systems	Legendary Audio	Planet Waves	Soundstreak
Adamson Systems Engineering	CB Electronics	Fostex	Leo's Professional Audio, Inc.	PLITRON Manufacturing, Inc.	SoundToys, Inc.
A Designs Audio	CEDAR Audio Limited	Francis Manzella Design Ltd.	Lexicon Professional	plus24	Sontronics
ADK - 3 Zigma Audio	Celemony Software	Fraunhofer IIS	Line 6	PMC Monitors	Source Elements
AEA - Audio Engineering Associates	Chameleon Labs	Freescale Semiconductor, Inc.	Linear Audio	PMI Audio Group	SPARS.COM
AETA Audio Systems	Chandler Limited	Front of House / Stage Directions	Lipinski Sound Corporation	Post Magazine	Speck Electronics
Airfield Audio	CharterOak Acoustic Devices	Full Compass	Listen, Inc.	PowerPhysics	Spectrasonics
AKG	Church Production Magazine	Furman Sound	Little Labs	Powersoft Advanced Technologies, LLC	SPL
AKM Semiconductor	Cirrus Logic Inc.	FXpansion Audio UK Ltd.	LOUD Technologies	Powersoft Audio USA, Inc.	Stage Directions
Alcorn McBride Inc.	Coleman Audio	G.R.A.S. Sound + Vibration	Lundahl Transformers	PreSonus	Stagetec
Algorithmix	Coles Electroacoustics	Gabriel Sound	Lynx Studio Technology, Inc.	Primacoustic	Stanford Research Systems
Allen & Heath Ltd.	Coles / AEA	Gearstutz.com	M-Audio	Primaera Technology Inc.	Steinberg Media Technologies GmbH
AlterMedia, Inc.	Community Professional Loudspeakers	Gefen Inc.	Mackie	Prism Media Products, Inc.	Sterling Modular Systems
American Express OPEN	K & M America	Genelec, Inc.	MAGIX AG	ProAudio Heaven	StreamOn
American Music & Sound	Kordell Audio	General Cable	Majestic Music Factory	Pro Audio Review	Studer
AMI /TAB Funkenwerk	Core Sound LLC	Geoffrey Daking & Co., Inc. / DakingPlus, Inc.	Manhattan Producer's Alliance	Pro Sound News	Studio Ekonomik
AMS / Neve	Course Technology PTR	George Massenbourg Labs	Manley Laboratories, Inc.	Proac USA	Studio Share
Amtec Audio	Crane Song Ltd.	Gepco, a General Cable company	Markertek	Prodigy Engineering	Studio Six Digital LLC
Analog Audio GmbH	Creative Edge	Gibson Guitar Corporation	MEDIA NUMERICS LTD.	Professional Audio Systems	Studio Technologies, Inc.
Analog Devices, Inc.	Crookwood	Globalstor Data Corporation	Mercury Recording Equipment Co.	Professional Audio Design, Inc.	Sweetwater Sound Inc.
Analogtube Ltd.	Crowley and Tripp Microphones	Globe Composites	Massey Plugins, Inc.	Professional Sound Services, Inc.	Switchcraft, Inc.
AnaMod LLC.	Crown International	Glyph Technologies	Matrix Audio Systems	Protech Audio Corp.	Synthax, Inc.
Antares Systems	CSR	GML, LLC	McGraw-Hill	PSPaudioware.com s.c.	Tac System, Inc.
Antelope Audio	Cutting Edge Audio & Video Group	Gold Line / TEF	Media Assistance	Pulse Techniques, LLC	TAPCO
APB-DynaSonics, Inc.	CW Sales & Marketing	Gordon Instruments	Mercenary Audio	Purple Audio, Inc.	Tape Op Magazine
Apogee Electronics	Cycling '74	Gotham Sound and Communications	Mercury Recording Equipment Co.	Qualis Audio, Inc.	TASCAM
Apple Pro Audio Applications	D.A.S. Audio of America, Inc.	Grace Design	Merging Technologies	QUANTEC	Taytrix Productions
Applied Microphone Technology	D.W. Fearn	Great River Electronics	Metric Halo	Quested Monitoring Systems Ltd.	TC Electronic
APRS	D&M Professional	Griffin Audio USA LLC	Meyer Sound	Quik Lok	Teaboy Audio
APTX	Da-Cappo Micro Microphones	Grimm Audio	mh acoustics, LLC	R&D Team Software Development	Tekserve Corporation
Arturia	DACS Ltd	Groove Tubes LLC	AMP Alliance	Radial Engineering Ltd.	TELEFUNKEN Elektroakustik
ATC Loudspeaker Technology	DAD - Digital Audio Denmark	Guitar Center	Microtech Gefell GmbH	Radio	Texas Instruments
Audio Technologies Inc.	DAD, Digital Audio Denmark	Guitar Player	Miktek	Rane Corporation	THAT Corporation
ATR Services, Inc. - ATR Magnetics, LLC	Daking Audio	H.E.A.R. - Hearing Education & Awareness for Rockers	Milab	Rational Acoustics LLC	Thermionic Culture
ATTO Technology	Dale Pro Audio	H. Sheldon - Servicos de Marketing Ltda	Millennia Media, Inc.	Real Sound Lab	THX Ltd.
Audient	Dan Dugan Sound Design	Hal Leonard Corporation	millimeter Magazine	RealTraps	TiMax Audio Imaging
Audient Consoles & Signal Processing	Dangerous Music, Inc	Har-Ken Specialties	Minnnetonka Audio Software Inc.	The Recording Academy	TK Audio
Audinate	Danish Sound Technology Network	John Hardy Co.	Mix / Electronic Musician	The Recording Studio Insurance Program	TL Audio
Audio Accessories, Inc.	DaySequerra	Harman International	MixSense LLC	Redco Audio, Inc.	Tonelux Designs, Ltd
Audio Amateur Inc.	dbx Professional Products	Harmony Central	MK Sound	Redmatica Srl	Toontrack Music
Audio Developments	Dialog Semiconductor	Hear Technologies	Mogami Cable	Redwood Coast Music	TransAudio Group
Audio Media Worldwide	Digidesign	Heil Sound Ltd	Mojave Audio	Remix	Triad Magnetics
Focal Professional	Digital Audio Denmark	Helios	Monster	Renkus-Heinz, Inc.	Trident - Gram Pro Audio
Audio Precision	Digital Content Producer	Hermes Music	MOTU	Resolution	Trinnov Audio
Audio StudioShare.org™	Direct Sound Headphones LLC	HhB	mSoft Inc.	Retro Instruments, Inc.	True Systems
ALSO - Alternate Soundings	DirectOut GmbH	High Resolution Technologies, LLC	Muse Research & Development	RF Pro, Inc.	TRUE Systems
Audio-Technica U.S., Inc.	Disc Makers	HME	The Museum of Sound Recording	Riedel Communications Inc.	Tube-Tech
AudioGraph AB	DK -Technologies	Holophone	Music Maker Publications	RME	Turbosound
Audiomatica SRL	Dolby Laboratories, Inc.	Hosa Technology, Inc.	Music Marketing, Inc.	RMGI North America	Ultrason Inc
AudioScience, Inc.	Doremi Labs, Inc.	House Ear Institute	Music Player Network	Rode Microphones, LLC	Undertone Audio
Audix Corporation	Dorough Electronics, Inc.	Hypex Electronics B.V.	MusciDish LLC	Rohde & Schwarz, Inc.	Unity Audio Ltd.
Auralex Acoustics	DPA Microphones, Inc.	IK Multimedia	MXL Microphones	Roland Systems Group	Universal Audio, Inc.
Aurora Audio International	Dramatic Audio Corp.	Overloud	MyOnlineDrummer	Roll Music Systems, Inc.	Vancouver Film School
API - Automated Processes, Inc.	Drawmer	Imas Publishing Group	Mytek Digital	Royce Labs	Vintage King Audio
Avalon Design	DTS, Inc.	Independent Audio, Inc.	NAC GROUP, INC.	RPG Diffusor Systems, Inc.	Violet Design
Avedis Audio	Dymo® DiscPainter™	Industrial Acoustics Co. Inc.	Nagra USA, Inc.	RTW GmbH & Co KG	Virtual Katy
Avenson Audio	Dynaudio Acoustics	InnerTUBE Audio	National Hearing Conservation Assoc.	Rupert Neve Designs, LLC	VocalBooth.com
AVID	E.A.R. Inc.	IED	National Semiconductor	Vovox	VOVOX
Avlex Corporation	Ear Peace Technologies, Inc.	IMSTA	NetCIRA	Sabra-som Comercial LTDA.	VRSONIC, Inc.
AVnu Alliance	Earthworks Inc.	Inward Connections	Neumann	SAE Institute of Technology	Walters-Storky Design Group
B & H Photo Video & Pro Audio	Eckel Industries Acoustic Div.	Isostem	Neural Audio Corp.	Sanken Microphones	Washington Pro
BAE Audio	Ecstatic Electric	ITI Audio, LLC	Neutrik USA, Inc.	Savannah College of Art and Design	WaveMachine Labs, Inc.
Bag End Loudspeakers & Acoustics	EE Times	IVIE Technologies Inc.	Nevation	Schoeps Microphones	Waves Inc.
BanPiracy, Inc.	Live Sound	IZ Technology Corporation	Neve Classic Series	Schwartz Engineering & Design	Wave Distribution
Barefoot Sound	Electronic Musician	iZotope	The New England Institute of Art	SE Electronics	Webster University Audio Production Program
Bass Player	Electroswitch	J-Lab Stuido Electronics	NewBay Media	SEK'D	Weiss Engineering
BeesNez Microphones	Elysia GmbH	Janson Design Group	Neyrinck	Seltron Components/Sellmark	Wharfedale Pro
Belden	EMES	Jazzmutant	NKK Switches	Sencore, Inc.	WhisperRoom, Inc.
Benchmark Media Systems, Inc.	Eminent Technology, Inc.	JBL Professional	Noren Products, Inc	Sennheiser Electronic Corp.	Wireworks Corporation
Berkley Integrated Audio Software, Inc.	Empirical Labs	JCF Audio	Norris-Whitney Communications	Serato Audio Research	Wohler Technologies, Inc.
Beyerdynamic	Enco Systems, Inc.	JDK	American Music & Sound	Servoreeler Systems	Women's Audio Mission
Blackbird Studio & Audio Rentals	Endless Analog, Inc.	JLM Audio	Novation	Shadow Hills Industries	Wunder Audio
Blackmer Sound	EQ Magazine	JOCAMI Acoustic Panels Lda.	NPNG, Inc.	ShinyBox	Xedit Corporation
Blastwave FX	Equi=Tech Corporation	JoeCo Limited	NSCA - National Systems Contractors Association	Shoreview Distribution	XMOS
Blue Microphones	eSession.com Ltd.	Josephson Engineering	NTI Americas Inc.	Show Distribution Group Inc.	XQP Audio
BMC1	Essential Sound Products, Inc.	JZ Microphones	NTP	Shure Incorporated	Yamaha Commercial Audio Systems, Inc.
BMS Elektronik GmbH	Elect. & Telecomm. Research Inst.	K-array	Odeon A/S	SIA Acoustics	Yellow Matter Entertainment
Bob Moog Foundation	Euphonix	Keen Ocean Industrial Ltd.	I/One Connects	Signex	Yellow Tools
Bock Audio	Event Electronics	Keyboard	Open Studio Networks	Slate Pro Audio	Z-Systems
Bourns Inc.	Eventide, Inc.	KeyToSound	OTOCORE	Solid State Logic	Zaola Silverline
Brainstorm Electronics	Evol Audio	Klein + Hummel	Orange Hill Audio, Inc.	SKP Pro Audio	Zaxcom Audio
SPL - BRAINWORX	Extreme Isolation Headphones	Klippel GmbH	Two Notes Audio Engineering - OROSYS	Sommer Cable	ZIP Engineering srl
Brandt Audio Devices	FaitalPRO	KMF Audio, Inc.	Overloud	SE Electronic	
Brauner Microphones	FAR Fundamental Acoustic Research	Korby Audio Technologies, Inc.	PACSYS Limited	Sonic Studio LLC	
Bricasti Design		Korg USA, Inc.	Paul Friedman	Sonifex	
Broadcast Engineering Magazine		KSC Industries, Inc	Payton America Inc.	Sonnox Ltd.	
Broadcasters General Store		Kush Audio	Pearl Microphones	Sony	
Bruel & Kjaer			Pelonis Sound and Acoustics, Inc.		
Brush Wellman Electrofusion Products					

