



Exhibitor **PROSPECTUS**

57TH ANNUAL
AEA INTERNATIONAL CONVENTION & TRADE SHOW

AIRCRAFT ELECTRONICS
ASSOCIATION

Dear Prospective EXHIBITOR

SHOW DATES: March 12-15, 2014 ★ LOCATION: Nashville, Tenn.

If you offer products or services to the general aviation industry through a dealers' network, don't miss out on reaching hundreds of current and potential dealers all in one place — the AEA International Convention & Trade Show!

The AEA Trade Show gives you the opportunity to:

- Contact new prospects and generate leads.
- Upsell existing customers.
- Promote your company's image and maximize its market exposure.
- Discuss the needs of your customers face-to-face.
- Launch new products or services at the dealer level.
- Network and build relationships with decision-makers and influencers.

In this new world of social media, text messaging, emailing and webinars, one thing remains constant: Our attendees still want to see, touch and talk product...face-to-face!



AEA Executive Vice President

★ Hotel/Convention Center

Make your hotel room reservations directly with the hotel. **The Gaylord Opryland Resort & Convention Center** will serve as the headquarters hotel for the AEA International Convention & Trade Show.

Gaylord Opryland Hotel

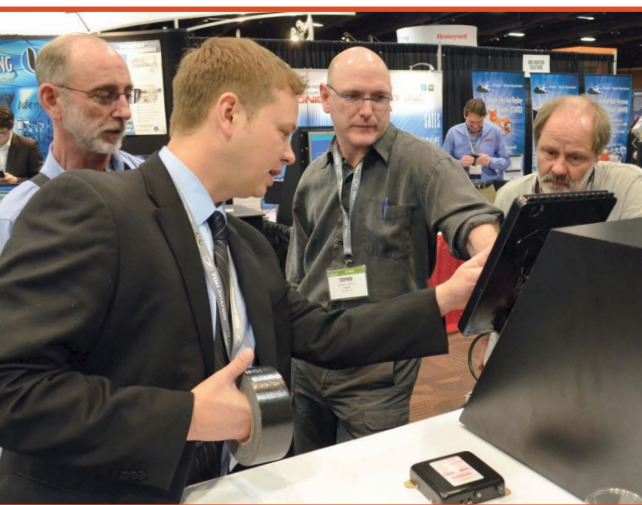
2800 Opryland Drive
Nashville, TN 37214

Phone: 877-491-7397

Direct link on AEA website: aea.net/convention

Room Rate: \$195 per night

Deadline for securing this rate: Feb. 8, 2014.



2013

SEPT.
20

First Placement for Exhibit Space

2013

NOV.
15

Exhibit Space Cancellation Deadline

2014

FEB.
20

Booth Personnel Registration Deadline

See the back of the “Exhibit Contract” inserted into this Exhibitor Prospectus for more general information, and rules and regulations regarding the 2014 convention.

General INFORMATION

★ Maximize Your Investment

> ADVERTISING

Get your message out to your dealers by advertising in the following publications and letting them know you will be exhibiting at AEA Trade Show.

- Avionics News magazine - Whether you advertise year-round or in special issues, your message not only reaches your dealers, but pilots, too!
- Convention Schedule of Events - This comprehensive show schedule and exhibitor listing is distributed to and referenced repeatedly by AEA convention attendees
- AEA website, AEA apps and AEA Wired E-newsletter - Reach the masses of individuals who depend on this type of media for their information!

> PRESS COVERAGE

Each year, the general aviation industry press is onsite to get the latest information regarding avionics and related products. Take advantage of meeting with members of the aviation media during the show.

> NEW PRODUCT INTRODUCTION SESSION

The “must-attend” event of the year. The AEA New Product Introductions take place on the opening day of exhibits. Exhibitors with new products to the industry as of Oct. 1 will be allowed to submit a request to be part of this most talked about session. Space is definitely limited. Information on securing your spot will be sent to exhibiting companies by mid-December.

★ Sponsorships

Sponsoring items for the annual AEA International Convention & Trade Show is always a good way to say “thank you” to your dealers and customers. If you have a sponsorship idea, please let us know. As always, the items available for sponsorship are on a first-come, first-served basis.

★ Policy on ‘Suit-Casing’

Suit-casing: Any activity designed to solicit or sell products or services to delegates attending a meeting, conference or event without the proper authorization from the event sponsor or in ways violating the rules of the event or exhibition.

While all meeting attendees are invited to the AEA Exhibit Hall, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth or in violation of any portion of the AEA Exhibitor Rules & Regulations will be asked to leave immediately. Additional penalties may be applied. Please report any violations you observe to show management.



★ Attendee STATISTICS

Avionics/Instrument Shops	55%
Manufacturers	25%
International Attendees	5%
Distributors	2%
Academic	2%
Other	11%

Other includes FAA & government agencies, commuters, associations, press, fleet operators and used-equipment dealers.

Exhibit HALL

First placement for booth space takes place **SEPT. 20.**



Silent Auction



Entrance to Ryman Exhibit Halls, B3-B6

★ Assignment of Exhibit Space

Please Read Carefully

To be eligible for the first placement on Sept. 20, 2013, your company must meet the following requirements:

1. Be a member of the AEA.
2. Participated as an exhibitor at the 2013 AEA Convention in Las Vegas, Nev.
3. Return a completed contract with payment in full by Sept. 19, 2013.
4. Membership dues and other invoices must be paid in full.
5. Assignments will be made first to those companies contracting three or more booth spaces.

Based on the requirements outlined, the placement drawing is completely random with no exhibitor given priority. Contracts received after the Sept. 20, 2013, deadline will be assigned space in the order they are received.

The AEA reserves the right to assign and/or reassign the exhibitor to exhibit space other than that requested by the exhibitor and to rearrange the layout of the exhibit hall if deemed necessary.

No exhibitor will assign, sublet or share the whole or any part of purchased exhibit space.

★ Exhibit Space Prices

► **AEA Members**
10' X 10' NON-CORNER BOOTH
\$1,875 per space

10' X 10' CORNER BOOTH
\$2,250 per space

► **Non-Members**
10' X 10' NON-CORNER BOOTH
\$3,500 per space

Exhibit fee includes:

- Space rental, pipe and drape in Exhibit Hall.
- Company identification sign in booth.
- Four "Exhibits-Only" badges.
- Listing in Schedule of Events program with up to 30 words describing your company, products or services.
- Free Internet links directly to your company's website and a company description on the AEA Convention website.
- An AEA Convention logo, including your name and booth number, to post on your website, which can link directly to the AEA Convention website.
- Security when the Exhibit Hall is closed.

** Booth space fee does not include carpet, furniture, electricity or communications needs.*

★ 'Exhibits-Only' Badges

- All booth personnel must be registered to gain entrance into the Exhibit Hall.
- You are provided four "EXHIBITS-ONLY" badges free of charge for each 10' x 10' exhibit space contracted.
- Four additional badges are \$40 per person. Any badges after those are \$80 per person per day.

***Deadline to register booth personnel is Feb. 20, 2014.**

LAUREN MCFARLAND, AEA
 laurenm@aea.net
 816-347-8400
 Advertising:
 ★ Avionics News Magazine

LINDA ADAMS, AEA
 lindaa@aea.net
 816-347-8400
 Advertising:
 ★ Convention Sponsorships
 ★ Convention Schedule of Events

APRIL W. BUSH, SS&G Management
 awbush@earthlink.net
 985-377-8800
 fax: 888-722-3067
 ★ Booth Setup
 ★ Ordering Items
 ★ Shipping Information

DEBRA MCFARLAND, AEA
 debbiem@aea.net
 816-347-8400
 ★ Exhibit Space
 ★ Name Badges
 ★ Meeting Registration
 ★ Hosted Functions

2013 EXHIBITORS

The following companies exhibited at the 2013 AEA Convention in Las Vegas, Nev.

- Accord Technology LLC
- ACR/ARTEX
- Aero Dynamix Inc.
- Aero Express Inc.
- Aero-Mach Labs Inc.
- Aeroflex
- AeroMech Inc.
- Aerosonic Corp.
- Aerospace Optics Inc.
- Aerotex International
- Aircell
- AIS Inc.
- Alto Aviation
- Anodyne Electronics Manufacturing Corp.
- Appareo Systems LLC
- ARINC
- Aspen Avionics Inc.
- Astronics Corp.
- ATEQ-Omicron
- Austin Aerotech Inc.
- Av-Dec
- Avgroup
- Avidyne Corp.
- Avionic Industries Inc.
- Avionic Instruments LLC
- Avionics Specialist Inc.
- Avionteq
- Avotek
- Barfield Inc.
- Becker Avionics Inc.
- Bendix/King
- BOSE Corp.
- Cal Labs Inc.
- Capital Avionics Inc.
- Carlisle Interconnect Technologies
- Century Flight Systems Inc.
- Cirris Systems Corp.
- Cobham Aerospace Communications, Prescott
- Cobham Antenna Systems, Lewisville
- Cobham Antenna Systems, Fullerton
- Cobham Commercial Systems
- Cobra Systems Inc.
- CommInnovations Inc.
- Cool City Avionics
- D.L.S. Electronic Systems Inc.
- DAC International Inc.
- Dallas Avionics
- Daniels Manufacturing Corp. (DMC)
- Dayton-Granger Inc.
- DFW Instrument Corporation
- DPI Labs
- Duncan Aviation
- Eagle Avionics Systems
- EDMO Distributors Inc.
- Electros witch - Digitran Unit
- Emerging Lifesaving Technologies
- EMTEQ Inc.
- Express Calibration Services
- FAA Surveillance and Broadcast Services
- Flight Display Systems
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- GlobalParts.aero
- Greenwich Aerogroup
- Guardian Avionics
- Heads Up Technologies
- Honeywell Aerospace
- ICG (International Communications Group)
- Innovative Advantage
- Innovative Solutions & Support
- ITT Exelis
- Jetcraft Avionics LLC
- Jettech
- Jupiter Avionics
- Kannad Aviation
- Kelly Manufacturing Co.
- KGS Electronics
- L-3 Aviation Products
- Laselec
- Latitude Technologies Corp.
- Laversab Inc.
- Lexavia Integrated Systems
- Lightspeed Aviation
- Matrix Aviation Inc.
- MET Laboratories
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- Nav-Aids Ltd.
- NCATT
- Niagara Thermal Products
- Otonomy Aviation
- Otto Instrument Service Inc.
- Pacific Southwest Instruments
- Paramount Panels Inc.
- Patriot Taxiway Industries
- PATS Aircraft
- PIC Wire & Cable
- *Pilot's Guide to Avionics*
- Precision Accessories & Instruments
- PS Engineering Inc.
- PWI Inc.
- Revue Thommen AG
- Rosen Aviation
- Sagem Avionics
- Sandel Avionics
- Sandia Aerospace
- Satcom Direct
- Shadin Avionics
- SkyTrac Systems
- Specmat Technologies
- Staco Systems
- Sun Aviation Inc.
- Taica North America Corp.
- Technisonic Industries Ltd.
- TGH Aviation
- Trans-Cal Industries
- Tri-Star Technologies
- Trig Avionics
- Triumph Instruments - Ft. Lauderdale
- True Blue Power
- Ultra Electronics Flightline Systems
- Universal Air Repair
- Universal Avionics Systems Corp.
- UTC Aerospace Systems - Cabin Electronics
- WireMasters Inc.
- XMWX Satellite Weather





AIRCRAFT ELECTRONICS ASSOCIATION

3570 NE Ralph Powell Road

Lee's Summit, MO 64064

Phone: 816-347-8400

Fax: 816-347-8405

info@aea.net ★ www.aea.net

#AEA ★ #AEA14

Preliminary CONVENTION SCHEDULE

MARCH

11

TUESDAY

9 A.M. - 6 P.M. Exhibit Hall Setup
4 P.M. - 6 P.M. AEA Committee Meetings

12

WEDNESDAY

8 A.M. - 5 P.M. Exhibit Hall Setup
8 A.M. - 5 P.M. Fast Trak Training
1 P.M. - 5 P.M. Technical Training
7 P.M. AEA First-Nighter Party

13

THURSDAY

8 A.M. - 11 A.M. Exhibit Hall Setup
8 A.M. - NOON Opening/New Product Intros
11 A.M. - 12:15 P.M. **Exhibit Hall Closed**
NOON - 1 P.M. Open Lunch
1:15 P.M. - 6 P.M. Exhibit Hall Open

14

FRIDAY

8 A.M. - 11 A.M. Regulatory Panels
10 A.M. - 11 A.M. Technical Training
11:15 A.M. - 1:15 P.M. AEA Awards Luncheon
1:30 P.M. - 6:30 P.M. Exhibit Hall Open
3:30 P.M. - 4:30 P.M. Technical Training

15

SATURDAY

8:30 A.M. - 9:30 A.M. Technical Training
9:30 A.M. - 12:30 P.M. Exhibit Hall Open
12:30 P.M. - 10 P.M. Exhibit Hall Dismantle
12:30 P.M. - 1 P.M. Open Lunch
1 P.M. - 5 P.M. Technical Training
5 P.M. - 6:15 P.M. Farewell Reception



CONTINUOUS CONVENTION UPDATES AT

www.aea.net/convention

AIRCRAFT ELECTRONICS ASSOCIATION

3570 NE Ralph Powell Road ★ Lee's Summit, MO 64064

Phone: 816-347-8400 ★ Fax: 816-347-8405

info@aea.net ★ www.aea.net ★ #AEA ★ #AEA14



Exhibit Contract

March 12-15, 2014 ★ Nashville, Tenn.

Please return contract to:

AEA—Debra McFarland
3570 NE Ralph Powell Road
Lee's Summit, MO 64064
Tel: 816-347-8400

One copy will be returned with your acknowledgement.

AIRCRAFT ELECTRONICS ASSOCIATION

57th Annual International Convention & Trade Show ★ Gaylord Opryland Resort & Convention Center

Application is hereby made for exhibit space at the 57th annual Aircraft Electronics Association International Convention & Trade Show to take place from March 12-15, 2014, at the Gaylord Opryland Resort & Convention Center. This application and contract for exhibit space is based upon the terms set forth below and in the 2014 Exhibitor Prospectus. The signing of this document constitutes a lawful and binding contract between the undersigned, the undersigned's firm, company or corporation and the Aircraft Electronics Association. The undersigned has read and understands the 2014 Exhibit **Rules & Regulations** and agrees to abide by them and any additional regulations deemed necessary by the Aircraft Electronics Association for the good of the 2014 AEA Trade Show. Actual trade show dates: March 13-14-15.

EXHIBIT SPACE INFORMATION

Please reserve _____ 10' x 10' Exhibit Space(s) at:

AEA Members

- 10 x 10 Non-Corner \$1,875 per space
- 10 x 10 Corner \$2,250 per space

Move-in Dates: March 11-12, 2014

Non-Members

- 10 x 10 Non-Corner \$3,500 per space

Location Preference: 1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____ 5th choice _____

Exhibitor does not wish to be located adjacent to: _____

Although the AEA's intent is to place exhibitors in their requested space, it may not always be possible due to high demand.

COMPANY INFORMATION

Company Name _____

Primary Contact Name For Exhibits _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Country _____

Contact's Email (required) _____ Mobile _____

Website _____

PUBLIC RELATIONS INFORMATION

PR Contact Name _____

PR Contact Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Same mailing address as above

Email _____

We understand that no space will be confirmed without this signed contract and payment in full. We further understand in the event that none of the space requested is available, we may be assigned to other space comparable in location. Any breach of the 2014 Rules & Regulations constitutes a breach of this contract.

Signature _____ Date _____

PAYMENT METHOD

Enclosed is a check in the amount of \$ _____

Charge my credit card in the amount of \$ _____ Cardholder's name _____

Card Type: American Express MasterCard Visa Discover

Credit Card Number _____ Expiration Date _____ Security Code _____ Signature (for credit card) _____

Once your booth space is confirmed, you will receive information on registering your exhibit booth personnel.

• TOTAL PAYMENT MUST ACCOMPANY CONTRACT FOR SPACE •
Make check payable to: Aircraft Electronics Association

▼ FOR AEA USE ▼

Exhibit Space Assigned

Authorized by **Debra McFarland**, AEA Executive Vice President, debbiem@aea.net

Date Recd. _____	Amount \$ _____
Payment _____	Confirmation Sent: _____

EXHIBITION LOCATION

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, Tennessee 37214
Telephone: 1-615-889-1000

EXHIBITION DATES

Thursday	March 13, 2014
Friday	March 14, 2014
Saturday	March 15, 2014

EXHIBIT HOURS

Thursday	1:15 p.m. – 6 p.m.
Friday	1:30 p.m. – 6:30 p.m.
Saturday	9:30 a.m. – 12:30 p.m.

EXHIBIT SPACE SPECIFICATIONS

All exhibit space for the AEA Trade Show is sold in 10' x 10' increments. The booth price in this agreement includes standard framing materials, a flameproof back-wall drape 8' in height and side rail drapes 3' in height, and a standard 7" x 44" identification sign bearing the exhibitor's name.

All decorations used by the exhibitor must be of non-flammable material or treated for fire protection by an approved method. Federal, state and local fire laws must be strictly observed. Wiring must comply with fire department and underwriters rules. No decoration of paper, pine boughs, leafy adornments or tree branches will be allowed. All muslin, velvets or other cloth decorations must withstand a flameproof test.

CANCELLATION AND REFUND

Exhibitors may reduce or cancel space by submission of written notice to the AEA International Headquarters no later than **Nov. 1, 2013**, for a full refund, less a \$200 service charge. Cancellations of contracted space received between Nov. 1, 2013, and Dec. 1, 2013, will receive a 50 percent refund. Understandably, after **Dec. 1, 2013**, no refunds will be made. Please plan accordingly.

INSTALLATION AND DISMANTLING OF EXHIBITS

Installation

Tuesday, March 11	9 a.m. – 6 p.m.
Wednesday, March 12	8 a.m. – 5 p.m.
Thursday, March 13	8 a.m. – 11 a.m.

Exhibits must be completely installed and ready for display to visitors by 11 a.m. Thursday, March 13.

Dismantling

Saturday, March 15, 2014 12:30 p.m. – 10 p.m. Exhibitors will not be permitted to dismantle and/or remove any part of an exhibit, equipment or material prior to 12:30 p.m. Saturday, March 15, 2014. All materials must be totally removed from the exhibit hall no later than 10 p.m. March 15, 2014. Your booth must be cleared of all trash. Booths may not be dismantled before 12:30 p.m. March 15, 2014, without affecting participation in future AEA trade shows.

Loading and Unloading

Loading or unloading is permitted only through the designated loading dock. No loading or unloading is permitted through the front doors of the Gaylord Opryland Resort & Convention Center. Absolutely no exceptions!

SECURITY

The Aircraft Electronics Association will provide 24-hour guard service for the duration of the trade show. However, in doing so, the AEA assumes no liability for providing this service. It remains the ultimate responsibility of exhibitors to protect their property as noted under the liability section. Beyond this, the Aircraft Electronics Association and the Gaylord Opryland, its officers, employees, directors and membership, separately or collectively, cannot accept responsibility for any damage to or for the loss or destruction of an exhibit, or for the property of an exhibitor, the exhibitor's agents or employees from fire, theft, accidents or other causes for any such loss, damage or injury being expressly waived by the exhibitor.

While every precaution will be taken, the Aircraft Electronics Association and Gaylord Opryland do not assume any financial responsibility for damaged or stolen equipment. The ultimate and final responsibility for security and protection of persons, displays, equipment and materials shall be with the exhibitor, who should arrange for appropriate insurance protection.

Exhibitors are encouraged to secure any valuable exhibit material prior to leaving the show floor.

LIMITATION OF LIABILITY

The Aircraft Electronics Association, its officers, directors, members, agents, and all organizations and individuals employed by the Association in conjunction with its 57th annual International Convention & Trade Show will not be responsible and shall be held harmless for any loss or injury resulting from accident, fire, theft or injury to exhibitors' property, their employees, guests or others during or subsequent to this convention and trade show.

The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's displays, equipment and other property while on Gaylord Opryland premises, and hereby waives any claim or demand it may have against Gaylord Opryland or its affiliates arising from such loss, theft or damage. In addition, the exhibitor agrees to defend (if requested), indemnify and hold harmless the Aircraft Electronics Association and Gaylord Opryland and their respective parent, subsidiary and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorneys' fees and costs arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.

In addition, the exhibitor acknowledges the Aircraft Electronics Association, its officers, directors, agents and employees nor Gaylord Opryland maintain insurance coverage for exhibitor property or person, nor will any of the above named be responsible for providing or arranging for such insurance. It is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

The rules outlined in the 2014 Exhibitor Prospectus and the Exhibit Space Contract, signed by both the AEA and the exhibitor representative, constitutes the complete agreement for the exhibitor's right to use the allocated space. In the event fire, flood, earthquake, strike or other circumstances beyond the control of the AEA prevent the use of the exhibitor's space inside the exhibit hall, the AEA is not liable for any resultant expenses or loss of revenue.

Upon acceptance by the AEA of the exhibitor's contract for space, the exhibitor agrees to be bound by the Rules & Regulations contained in this prospectus and subsequent exhibitor bulletins. Violations of the 2014 Rules & Regulations by the exhibitor may constitute a breach of this contract.

The AEA's remedy for any breach by an exhibitor may include termination of any and all rights to the exhibit space assigned by the AEA to the exhibitor and forfeiture of all fees paid.

EXHIBITION SERVICES AND MANAGEMENT

The AEA, at its discretion, may make amendments or additions to the Rules & Regulations of the contract between the AEA and the exhibitor. Any amendments or additions shall be binding on the exhibitor.

The ruling of the AEA shall be final in all instances with regard to use of any exhibit space. Upon receipt of an executed contract and payment in full, Exhibit Service Information will be mailed to the exhibitor at the address listed on the contract. This packet includes information regarding shipping, utility services, furniture, rental equipment and more.

CO-EXHIBITORS

The AEA must give prior approval for any company/companies sharing space. All companies must be members in good standing of the AEA.

OFFICIAL EXHIBITION DECORATOR

For more information regarding exhibit installation, dismantling, services, freight, etc., contact:

SS&G Management, LLC — April Bush
PO Box 8587
Mandeville, LA 70471
Telephone: 985-377-8800
Fax: 888-722-3067
Email: awbush@earthlink.net

EXHIBITION ORGANIZER

For more information regarding exhibit space, meetings or other general inquiries regarding the 57th annual AEA International Convention & Trade Show, please contact:

Debra McFarland
Aircraft Electronics Association
3570 NE Ralph Powell Road
Lee's Summit, MO 64064
Telephone: 816-347-8400
Fax: 816-347-8405
Email: debbiem@aea.net
www.aea.net