



AEA ORLANDO

NEW HORIZONS AWAIT

20
16

AEA
INTERNATIONAL
CONVENTION &
TRADE SHOW

EXHIBITOR
PROSPECTUS

AIRCRAFT ELECTRONICS
ASSOCIATION

AEA.NET/CONVENTION

APRIL 27-30, 2016 ♦ ORLANDO, FLORIDA

convention dates: April 27-30, 2016

trade show dates: April 28-29, 2016

location: Gaylord Palms Resort
in Orlando, Florida

DEAR PROSPECTIVE EXHIBITOR

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

IMPORTANT DATES

OCT. 1

FIRST PLACEMENT FOR EXHIBIT SPACE

DEC. 22

EXHIBIT SPACE CANCELLATION DEADLINE

APRIL 1

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 2016 convention.

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 the AEA Trade Show.

- a. *Avionics News* magazine – Whether you advertise year-round or in special issues, your message not only reaches your dealers, but pilots, too!
- b. Convention Schedule of Events – This comprehensive show schedule and exhibitor listing is distributed to and referenced repeatedly by AEA convention attendees.
- c. 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 on-site 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 - EXHIBITORS ONLY

The “must-attend” event of the year. The AEA New Product Introductions will take place the day before the trade show opens. Exhibitors with new products to the industry as of Jan. 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-January.

> 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.



HOST SITE

Make your hotel room reservations directly with the hotel. Marriott's Gaylord Palms Resort & Convention Center will serve as the headquarters hotel for the AEA International Convention & Trade Show.

MARRIOTT'S GAYLORD PALMS HOTEL
6000 W Osceola Pkwy
Kissimmee, Fla. 34746
Phone: (407) 586-0000
Direct link on AEA website: aea.net/convention

Room Rate: \$214 per night
Deadline for securing this rate: March 25, 2016.



EXHIBIT HALL



SILENT A

EXHIBIT PRICES

◆ AEA Members

10' X 10' NON-CORNER BOOTH
\$1,975 per space

10' X 10' CORNER BOOTH
\$2,350 per space

Examples of a corner booth include
123/213/311
523/923, etc.

◆ Non-Members

10' X 10' NON-CORNER BOOTH
\$4,000 per space

ASSIGNMENT OF EXHIBIT SPACE

Please read carefully

To be eligible for the first placement on Oct. 1, 2015, your company must meet the following requirements:

1. Be a member of the AEA.
2. Participated as an exhibitor at the 2015 AEA Convention in Dallas, Texas.
3. Return a completed contract with payment in full by Sept. 30, 2015.
4. Membership dues and other invoices must be paid in full.
5. Assignments will be made first to those companies contracting three or more exhibit spaces.

Based on the requirements outlined, the placement drawing is completely random with no exhibitor given priority. Contracts received after the Oct. 1, 2015, 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.

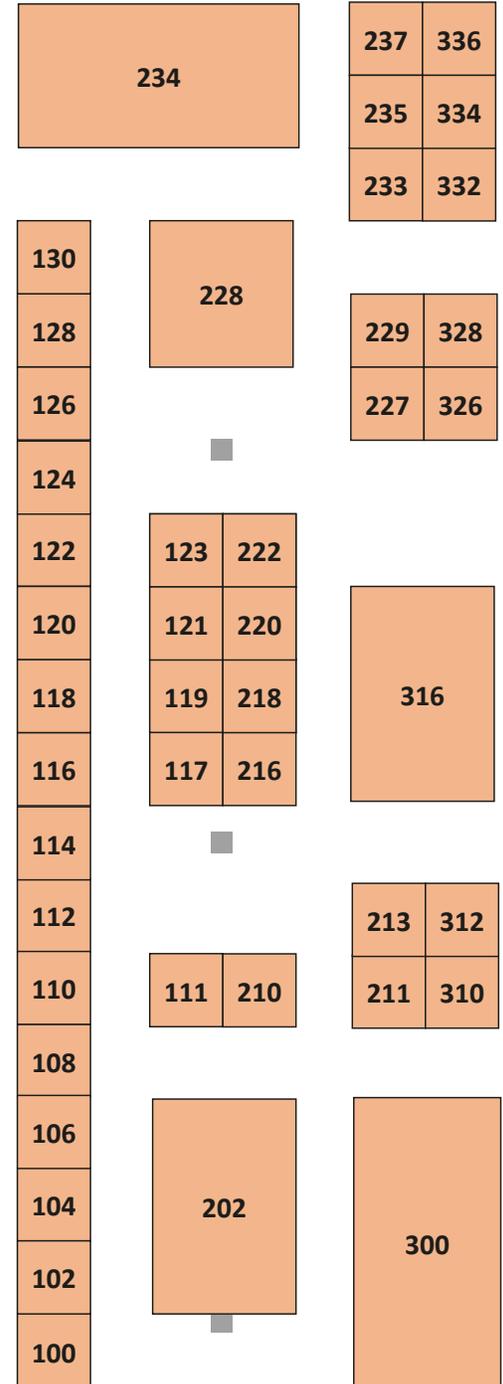


EXHIBIT FEE INCLUDES:

- Space rental, pipe and drape in Exhibit Hall.
- Company identification sign in booth.
- Four exhibits-only badges for company personnel.
- Listing in Schedule of Events program with up to 50 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.

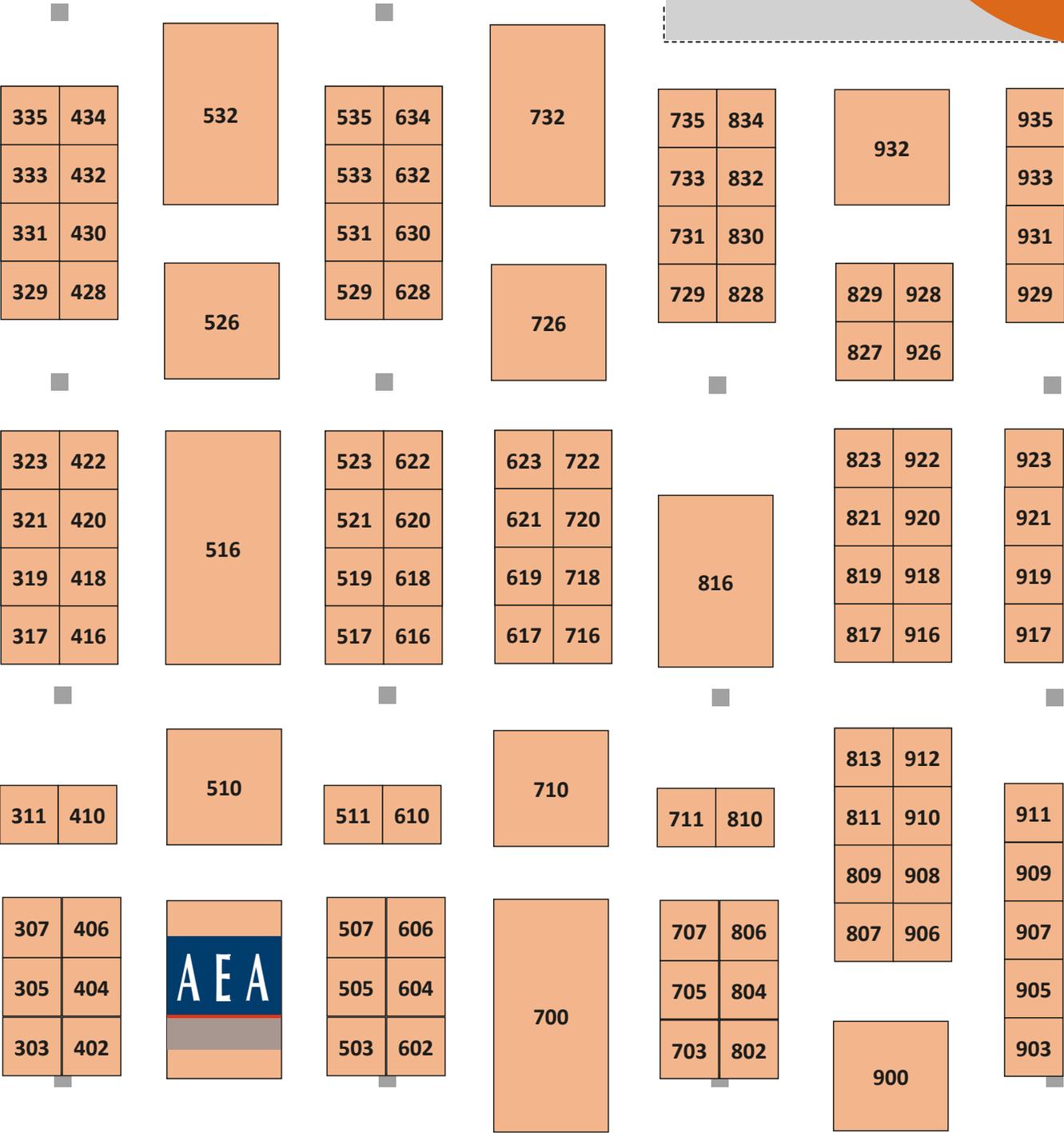
** Exhibit space fee does not include carpet, furniture, electricity, communications needs or material handling charges.*



First placement for exhibit space takes place

OCT. 1

EXHIBITION



LUNCHEON AREA

Entrance to Exhibit Hall

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.
- Any additional name badges are \$75 per person.

**Deadline to register booth personnel is April 1, 2016.*



2015 EXHIBITORS

The following companies exhibited at the 2015 AEA Convention in Dallas, Texas.

- Accord Technology LLC
- ACR Electronics ARTEX
- Aero Express Inc.
- AeroLEDs
- Aero-Mach Labs
- Aerospace Optics Inc.
- Aerospace Products International
- Aerotex International
- Alto Aviation
- Aluma Graphics LP
- Anodyne Electronics Manufacturing Corp.
- Appareo Systems LLC
- ARINCDirect (Rockwell Collins)
- Aspen Avionics Inc.
- ASTM International
- Astronics Corp.
- A-TEQ Aviation
- Austin Aerotech
- Av-DEC
- Avgroup
- Aviation Solutions LLC
- Avidyne Corp.
- Avionic Industries Inc.
- Avionic Instruments LLC
- Avionics Specialist Inc.
- AvionTEq
- Avotek
- B/E Aerospace Lighting & Engineered Solutions
(formerly EMTEQ)
- Barfield Inc.
- Becker Avionics Inc.
- BendixKing by Honeywell
- Blue Avionics LLC
- BOSE Corp.
- Cal Labs Inc.
- Calibration Specialty Inc.
- Capital Avionics Inc.
- Century Flight Systems Inc.
- Cobham
- Cobra Systems Inc.
- Comlux America LLC
- Connector Microtooling Systems
- Cool City Avionics
- D.L.S. Electronic Systems Inc.
- DAC International Inc.
- Dallas Avionics
- Daniels Manufacturing Corp.
- Dayton-Granger Inc.
- DFW Instrument Corporation
- Digitran
- DMA Aero
- Duncan Aviation
- EDMO Distributors Inc.
- Electro Enterprises Inc.
- Elliott Aviation
- Esterline
- Express Calibration Services
- FAA NextGen
- FAA Surveillance and Broadcast Services
- Flame Enterprises Inc.
- Flight Display Systems
- FlightSafety International
- Freedom Aero Services
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- Genesys Aerosystems
- Georgian Aerospace
- GlobalParts.aero
- Gogo Business Aviation
- Greenwich AeroGroup
- Heads Up Technologies
- HeliTrak Inc.
- Honeywell Aerospace
- ICG (International Communications Group)
- IEWC
- Innovative Advantage
- Intertrade, A Rockwell Collins Company
- JETTECH
- Jupiter Avionics
- Kelly Manufacturing Co.
- KGS Electronics
- Korea Aerospace Industries Association
- L-3 Aviation Products
- Laselec
- Latitude Technologies Corp.
- Laversab Inc.
- Lexavia Integrated Systems
- MAX Technologies USA
- McMurdo Group
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- NATA Compliance Services
- Nav-Aids Ltd.
- NavWorx
- NCATT
- NextGen GA Fund
- NOAA/SARSAT
- Otto Instrument Service
- Pacific Southwest Instruments
- Paramount Panels Inc.
- Precision Assembly Technologies Inc.
- Preston Pressure
- Professional Aviation Associates Inc.
- *Professional Pilot Magazine*
- PS Engineering Inc.
- Revue Thommen AG
- Rockwell Collins
- Rosen Aviation
- Safran Engineering Services
- Sandel Avionics
- Sandia Aerospace
- Satcom Direct
- Shadin Avionics
- SmartSky Networks
- Southeast Aerospace
- Spider Tracks Ltd.
- Staco Systems
- STRONG Aero Engineering
- Sun Aviation Inc.
- Teal Electronics Corp.
- Technisonic Industries Ltd.
- Teledyne Reynolds Inc.
- TGH Aviation
- Thomas Global Systems
- TKM Inc.
- Trig Avionics
- Tri-Star Technologies
- True Blue Power
- TrueNorth Avionics
- Universal Avionics Systems Corp.
- Velocity - Fort Lauderdale
- Whelen Engineering Co. Inc.
- WireMasters Inc.

IMPORTANT CONTACTS

DEBRA McFARLAND
Aircraft Electronics Association

debbiem@aea.net
816-347-8400

- Exhibit Space
- Name Badge Registrations
- Meeting Registration
- Hosted Functions
- New Product Introductions

APRIL B. MOODY
SS&G Management

April.Moody@ssgmanagement.net
985-377-8800
fax: 888-722-3067

- Booth Setup
- Ordering Items for Booth
- Shipping Information

LINDA ADAMS
Aircraft Electronics Association

lindaa@aea.net
816-347-8400

- Advertising:
- Convention Sponsorships

LAUREN McFARLAND
Aircraft Electronics Association

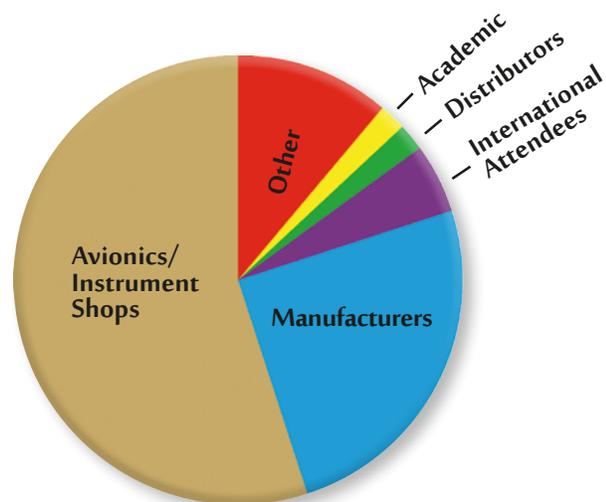
laurenm@aea.net
816-347-8400

- Advertising:
- *Avionics News Magazine*
 - Convention Schedule of Events



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.

EXHIBITORS

Take note of the EXHIBIT HALL SCHEDULE for 2016

Thursday, April 28.....10:30 a.m. - 5 p.m.

Friday, April 29.....10:30 a.m. - 5 p.m.

AIRCRAFT ELECTRONICS
ASSOCIATION

**Complimentary light lunch will be served both days inside a designated area in the Exhibit Hall for all exhibitors and attendees!*



PRELIMINARY SCHEDULE

WEDNESDAY, APRIL 27

7:30 a.m. - 8:15 a.m. Regulatory Rise & Shine
8 a.m. - 8:30 a.m. Membership Java Jumpstart
8:30 a.m. - 9:30 a.m. Opening & Awards Ceremony
9:30 a.m. - Noon New Product Introductions
Noon - 1 p.m. Media Luncheon (by invitation only)
Noon - 1 p.m. Open Lunch
1 p.m. - 5 p.m. Technical Training / Regulatory
7 p.m. - 10 p.m. First-Nighter Party

THURSDAY, APRIL 28

7:30 a.m. - 8:15 a.m. Regulatory Rise & Shine
8 a.m. - 8:30 a.m. Membership Java Jumpstart
8:30 a.m. - 9:45 a.m. FAA Leadership Forum
9:45 a.m. - 10:30 a.m. General Session Keynote Speaker
10:30 a.m. - 5 p.m. Exhibit Hall open with light lunch in hall

FRIDAY, APRIL 29

7:30 a.m. - 8:15 a.m. AEA Regulatory Rise & Shine
8 a.m. - 8:30 a.m. Membership Java Jumpstart
8:30 a.m. - 10:30 a.m. Training Sessions
10:30 a.m. - 5 p.m. Exhibit Hall open with light lunch in hall
1:30 p.m. - 5 p.m. Pilot's Day in Exhibit Hall

SATURDAY, APRIL 30

8 a.m. - Noon Training Sessions
8 a.m. - 3 p.m. Training Sessions
Noon - 12:30 p.m. Open Lunch
12:30 p.m. - 3 p.m. Training Sessions
3 p.m. - 4:15 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 | #AEA16

AIRCRAFT ELECTRONICS
ASSOCIATION