

EXHIBITOR PROSPECTUS



**AEA**  
**NASHVILLE**  
**MARCH 24-27, 2020**

AIRCRAFT ELECTRONICS  
ASSOCIATION

INTERNATIONAL CONVENTION & TRADE SHOW

[AEA.NET/CONVENTION](http://AEA.NET/CONVENTION)



LOCATION: Nashville, Tennessee

CONVENTION DATES: March 24-27, 2020

TRADE SHOW DATES: March 25-26, 2020



## HOST SITE

**MARRIOTT'S GAYLORD OPRYLAND RESORT & CONVENTION CENTER** will serve as the headquarters hotel for the AEA International Convention & Trade Show.

Marriott's Gaylord Opryland Hotel  
2800 Opryland Drive  
Nashville, TN 37214

- **PHONE:**  
866-972-6779 or 615-889-1000
- **DIRECT LINK ON AEA WEBSITE:**  
[aea.net/convention](http://aea.net/convention)
- **ROOM RATE:**  
\$237 (this includes the resort fee.)  
Code for AEA rate is: AEA 2020

*Please note: AEA does not work with any housing agencies to make hotel reservations on your behalf. We strongly suggest you work directly with the hotel when making your room reservations.*

# PROSPECTIVE EXHIBITOR

If you offer products or services to the business and general aviation industry, 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!

**DEBRA MCFARLAND**  
AEA Executive Vice President  
[debbiem@aea.net](mailto:debbiem@aea.net)

## ATTENDEE STATISTICS

by percentage

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

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



# 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.

- *Avionics News* magazine - Whether you advertise year-round or in special issues, your message not only reaches your dealers, but pilots, too!
- *Show Guide* - This comprehensive show schedule and exhibitor listing is distributed to and referenced repeatedly by AEA Convention attendees.
- AEA website 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 invited to submit a request to be part of this most talked about session. Space is definitely limited. Detailed information will be sent to contracted exhibitors by early 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.



## IMPORTANT CONTACTS

### > DEBRA MCFARLAND

Aircraft Electronics Association

[debbiem@aea.net](mailto: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](mailto: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](mailto:lindaa@aea.net)  
816-347-8400

- Convention Sponsorships

### > RACHEL HILL

[rachelh@aea.net](mailto:rachelh@aea.net)  
816-366-5109

Advertising:

- *Avionics News* Magazine
- *Show Guide*

FIRST  
PLACEMENT  
FOR EXHIBIT  
SPACE

SEPTEMBER 27



EXHIBIT  
SPACE  
CANCELLATION  
DEADLINE

DECEMBER 2



BOOTH  
PERSONNEL  
REGISTRATION  
DEADLINE

MARCH 2, 2020



# PRELIMINARY SCHEDULE

## MONDAY / March 23

9 a.m. - 6 p.m. .... Exhibit Hall Setup

## TUESDAY / March 24

7:30 a.m. - 8:15 a.m. .... Regulatory Rise & Shine

8 a.m. - 5 p.m. .... Exhibit Hall Setup

8:30 a.m. - Noon.....Opening, Awards Ceremony & New Product Introductions

1 p.m. - 5 p.m. .... Training Sessions

7 p.m. - 9:30 p.m. .... First-Nighter Party

## WEDNESDAY / March 25

8:30 a.m. - 10:30 a.m. .... Regulatory Session

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 ]

## THURSDAY / March 26

8:30 a.m. - 10:30 a.m. .... Regulatory Session

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 ]

5 p.m. - 11 p.m. .... Exhibit Dismantling

## FRIDAY / March 27

8 a.m. - Noon .....Exhibit Dismantling

8:30 a.m. - 5 p.m. .... Training Sessions

# 2019 EXHIBITORS

The following companies exhibited at the 2019 AEA Convention in Palm Springs.

- ACI Jet
- AEA Technology Inc.
- Aero Express Inc.
- AeroLEDs
- Aero-Mach Labs Inc.
- Aircraft Electronics Association (AEA)
- Aircraft Lighting International
- Aircraft Spruce & Specialty
- AirSatOne
- Airtex
- ALTO Aviation
- Anodyne Electronics Manufacturing Corp.
- Appareo
- Applied Avionics Inc.
- Arc-Tronics Inc.
- ARTEX/ ACR Products
- Aspen Avionics Inc.
- ASTM International
- Astro Tool Corp.
- Astronautics Corporation of America
- Astronics Corp.
- ATEQ Aviation
- Av-DEC
- Avidyne Corp.
- Avionic Instruments LLC
- Avionica LLC
- Avionics Specialist, Inc.
- AvionTEq
- Avotek
- Barfield Inc.
- Becker Avionics
- BendixKing
- Blue Avionics Inc.
- Bongiovi Aviation
- Buller Enterprises Inc.
- Butler Avionics
- C&L Aviation Group
- Cal Labs Inc.
- Carlisle Interconnect Technologies
- Castleberry Instruments & Avionics
- CCX Technologies Inc.
- Chicago Jet Group LLC
- CIES Inc.
- Clay Lacy Aviation
- CMD Flight Solutions
- Cobham Aerospace Communications
- Cobham Aerospace Connectivity
- Cobham Antenna Systems
- Cobra Systems Inc.
- Collins Aerospace
- D.L.S. Electronic Systems Inc.
- DAC International
- Dallas Avionics
- Daniels Manufacturing Corp.
- Dayton-Granger Inc.
- DFW Aviation
- Digitran - A unit of Electroswitch
- DMA Aero
- DPI Labs Inc.
- Duncan Aviation
- Eagle Copters Maintenance
- EDMO Distributors Inc.
- Electro Enterprises Inc.
- Electronics International Inc.
- Elliott Aviation
- Emerging Lifesaving Technologies
- Esterline
- Express Calibration Services
- FAA/Automatic Dependent Surveillance-Broadcast
- FDS Avionics Corp.
- Flightcell International
- FlightSafety International
- FreeFlight Systems
- Gables Engineering Inc.
- Garmin USA
- GE/Druck
- Genesys Aerosystems
- Georgian Aerospace Group Inc.
- Gogo Business Aviation
- Gotham Studios
- Guardian Avionics
- Guardian Mobility
- Harris Corp.
- HeliTrak Inc.
- Honeywell Aerospace
- Howell Instruments
- Innovative Advantage
- Innovative Solutions & Support
- JETTECH
- Jupiter Avionics
- Kelly Manufacturing Co.
- KGS Electronics
- L2 Aviation
- L3 Commercial Aviation
- Laselec Inc.
- Latitude Technologies Corp.
- Laversab Inc.
- Luma Technologies
- Marsh & McLennan Agency LLC Co.
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- Momentum Services Corp.
- Nav-Aids Ltd.
- Network Innovations
- One Mile Up Inc.
- Orban Microwave Inc.
- Outerlink Global Solutions
- Pacific Southwest Instruments
- Paramount Panels Inc.
- Peregrine
- PilotSafety.org
- Preferred Payments
- PS Engineering Inc.
- QAI Aerospace
- RAMI (R.A. Miller Industries Inc.)
- Regional Avionics Repair LLC
- Robotic Skies
- Rosen Aviation
- Safran Electronics & Defense, Avionics USA, LLC
- Sandia Aerospace
- Satcom Direct Inc.
- Shadin Avionics
- Sky Definition Aero Systems LLC
- SmartSky Networks LLC
- Southeast Aerospace
- Spectrum Technologies Ltd.
- StandardAero
- Technisonic Industries Ltd.
- TGH Aviation
- The STC Group LLC
- Thommen Aircraft Equipment AG
- Trans-Cal Industries Inc.
- Trig Avionics
- Tri-Star Technologies
- True Blue Power
- TruTrak Flight Systems
- uAvionix Corp.
- Universal Avionics, an Elbit Systems Company
- VIAVI Solutions, formerly Aeroflex
- WBParts Inc.
- Whelen Engineering Co. Inc.



## BEWARE of unauthorized groups offering email lists!

As is common in connection with large conventions and aviation industry events, there often are unauthorized groups contacting AEA Trade Show exhibitors and others, offering email lists of attendees and other contacts. The AEA does not sell or offer its lists of exhibitors and attendees to any such group; these offers are not legitimate. Please beware of these offers if you receive them.

**➤ AEA MEMBERS**

**10 x 10 Non-Corner**

- \$2,050 per space (paid by check)
- \$2,125 per space (paid by credit card)

**10 x 10 Corner**

- \$2,475 per space (paid by check)
- \$2,550 per space (paid by credit card)

**➤ NON-MEMBERS**

**10 x 10 Non-Corner**

- \$4,000 per space (paid by check)
- \$4,150 per space (paid by credit card)

**◆ 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 *AEA Show Guide* 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.*

**◆ ASSIGNMENT OF EXHIBIT SPACE**

To be eligible for the first placement on Sept. 27, 2019, your company must meet the following requirements:

1. Be a member of the AEA.
2. Participated as an exhibitor at the 2019 AEA Convention in Palm Springs.
3. Return a completed contract with payment in full by Sept. 18, 2019.
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 Sept. 18, 2019, 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.

**◆ EXHIBITS-ONLY BADGES**

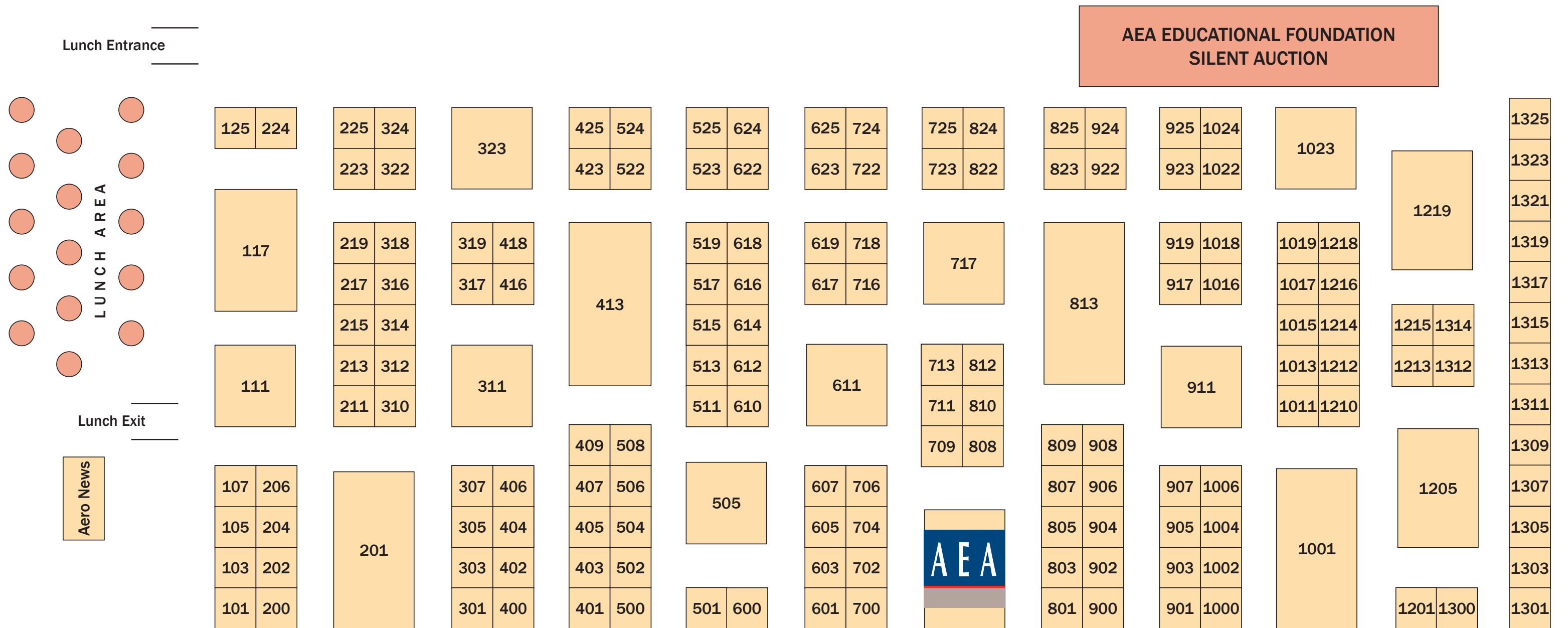
- All booth personnel must be registered to gain entrance into the Exhibit Hall.
- You are provided four exhibits-only badges free of charge for each 10' x 10' exhibit space contracted.
- Any additional name badges are \$75 per person.

*\*Deadline to register booth personnel is March 2, 2020.*

**◆ EXHIBIT HALL HOURS**

- Wednesday, March 25..... 10:30 a.m. - 5 p.m.
- Thursday, March 26..... 10:30 a.m. - 5 p.m.

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



**NOTE: Examples of corner booths include 107, 511, 917, etc.**

**ENTRANCE  
TO EXHIBITS**