

EXHIBITOR PROSPECTUS



March 26-29, 2018



AIRCRAFT ELECTRONICS
ASSOCIATION

2018 AEA INTERNATIONAL
CONVENTION & TRADE SHOW

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!

Debra McFarland

Debra McFarland
AEA Executive Vice President
debbiem@aea.net

CONVENTION
DATES:

March 26-29, 2018

TRADE SHOW
DATES:

March 27-28, 2018

LOCATION:

MGM Grand; Las Vegas, Nevada

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!
- *Convention Schedule of Events* - 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 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.



HOST SITE

Make your hotel room reservations directly with the hotel. MGM GRAND LAS VEGAS will serve as the headquarters hotel for the AEA International Convention & Trade Show.

MGM GRAND LAS VEGAS
3799 S. Las Vegas Blvd
Las Vegas, NV 89109

Phone: (800) 929-1111
Direct link on AEA website:
aea.net/convention

Room Rate: \$145

Use code **SAAE0318MGM** when making reservations to receive the special AEA rate of \$145.

First placement for exhibit space

September 29



Exhibit space cancellation deadline

December 1



Booth personnel registration deadline

March 2, 2018



EXHIBIT HALL

The MGM GRAND LAS VEGAS will be the site of the Exhibit Hall and all meetings/training sessions.

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.*

> EXHIBIT PRICES



AEA Members

10 x 10 Non-Corner

- \$1,975 per space (paid by check)
- \$2,045 per space (paid by credit card)

10 x 10 Corner

- \$2,375 per space (paid by check)
- \$2,460 per space (paid by credit card)

Examples of a corner booth include

246/312/438
537/701, etc.

Non-Members

10 x 10 Non-Corner

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

> ASSIGNMENT OF EXHIBIT SPACE

Please read carefully

To be eligible for the first placement on Sept. 29, 2017, your company must meet the following requirements:

1. Be a member of the AEA.
2. Participated as an exhibitor at the 2017 AEA Convention in New Orleans.
3. Return a completed contract with payment in full by Sept. 28, 2017.
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. 28, 2017, 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, 2018.*



ENTRANCE

SILENT AUCTION

LUNCH COURT AREA

EXIT

246	247 346	347 446		547 642	647 746	747
244		345 444	443	545 644	645 744	745
242	237	343 442		543 642	643 742	743
240						741
238			339 438	437	539 638	637
236		337 436		537 636		
234						735
232	233 332	329	433 532	529	633 732	733
230	231 330		431 530		631 730	731
228	229 328		429 528		629 728	729
						727
224	225 324	325 424	419	525 624	623	725
222	223 322	323 422		523 622		723
220		321 420				
218	217	319 418		517	619 718	719
216		317 416			617 716	717
			411			715
212	213 312	311		513 612	611	
210	211 310			511 610		
208						709
206	201	307 406		507 606		707
204		305 404		505 604		705
202		303 402		503 602	601	703
200		301 400		501 600		701
				AEA		

ENTRANCE TO EXHIBITS

2017 EXHIBITORS

The following companies
exhibited at the 2017
AEA Convention in
New Orleans.



- ACR Electronics ARTEX
- Aero Express Inc.
- AeroLEDs
- Aero-Mach Labs
- Aero-News Network
- Aircraft Electronics Association
- ALTO Aviation
- Anodyne Electronics Manufacturing Corp.
- Appareo
- Applied Avionics Inc.
- Arc-Tronics Inc.
- Aspen Avionics Inc.
- Astronautics Corporation of America
- Astronics Corp.
- ATEQ Aviation
- Av-DEC
- Aviation Solutions,
A Marsh & McLennan Agency LLC Co.
- Avidyne Corp.
- Avionic Instruments LLC
- Avionica Inc.
- Avionics News
- Avionics Specialist Inc.
- AvionTEq
- Avotek
- B/E Aerospace
- Barfield Inc.
- Becker Avionics Inc.
- BendixKing
- Blue Avionics LLC
- Buller Enterprises Inc.
- Cal Labs Inc.
- Capital Avionics Inc.
- CMD Flight Solutions
- Cobham Aerospace Communications
- Cobham Antenna Systems
- Cobham AvComm
- Cobham SATCOM
- Cobra Systems Inc.
- Comm Innovations
- Component Control
- Connector Microtooling Systems
- Connell Aviation Group
- D.L.S. Electronic Systems Inc.
- DAC International Inc.1
- Dallas Avionics
- Daniels Manufacturing Corp.
- Dayton-Granger Inc.
- DFW Instrument LLC
- Digitran
- DIT-MCO International
- DMA Aero
- DPI Labs Inc.
- Duncan Aviation
- Eagle Copters Maintenance
- EDMO Distributors Inc.
- Electro Enterprises Inc.
- Elliott Aviation
- Emerging Lifesaving Technologies
- Esterline
- Express Calibration Services
- FAA Surveillance and Broadcast Services
- FDS Avionics Corp.
- Flamingo Air/Airline Ground Schools
- Flight Data Systems
- Flightcell International
- FlightSafety International
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- Genesys Aerosystems
- Georgian Aerospace
- GlobalParts.aero
- Globalstar
- Gogo Business Aviation
- Guardian Avionics
- Harris Corp.
- Heads Up Technologies
- HeliTrak Inc.
- Honeywell Aerospace
- Innovative Advantage
- Intertrade, A Rockwell Collins Company
- JETTECH
- Jupiter Avionics
- Kelly Manufacturing Co.
- KGS Electronics
- Kuerzi Avionics AG
- L3 Aviation Products
- LASELEC
- Latitude Technologies Corp.
- Laversab Inc.
- Lexavia Integrated Systems
- LoPresti Aviation
- Luma Technologies
- Madison Capital
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- MyGoFlight
- Nav-Aids Ltd.
- One Mile Up Inc.
- Orban Microwave Inc.
- Otto Instrument Service
- Outerlink Global Solutions
- Pacific Southwest Instruments
- Paramount Panels Inc.
- Patriot Taxiway Industries
- Precision Assembly Technologies Inc.
- Professional Pilot Magazine
- PS Engineering Inc.
- PWI Inc.
- RAMI (R.A. Miller industries Inc.)
- Robotic Skies
- Rockwell Collins
- Rosen Aviation
- Safran Electronics & Defense Avionics USA LLC
- Sandia Aerospace
- Satcom Direct
- Send Solutions
- Shadin Avionics
- Signature TechnicAir
- Sky Definition Aero Systems LLC
- SmartSky Networks LLC
- Southeast Aerospace
- SpaceTEC Partners Inc.
- S-TEC
- Sun Aviation Inc.
- Technisonic Industries Ltd.
- TGH Aviation
- Thommen Aircraft Equipment AG
- Trans-Cal Industries Inc.
- Trig Avionics
- Tri-Star Technologies
- True Blue Power
- Universal Avionics Systems Corp.
- WBPARTS Inc.

ATTENDEE STATISTICS

by percentage

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

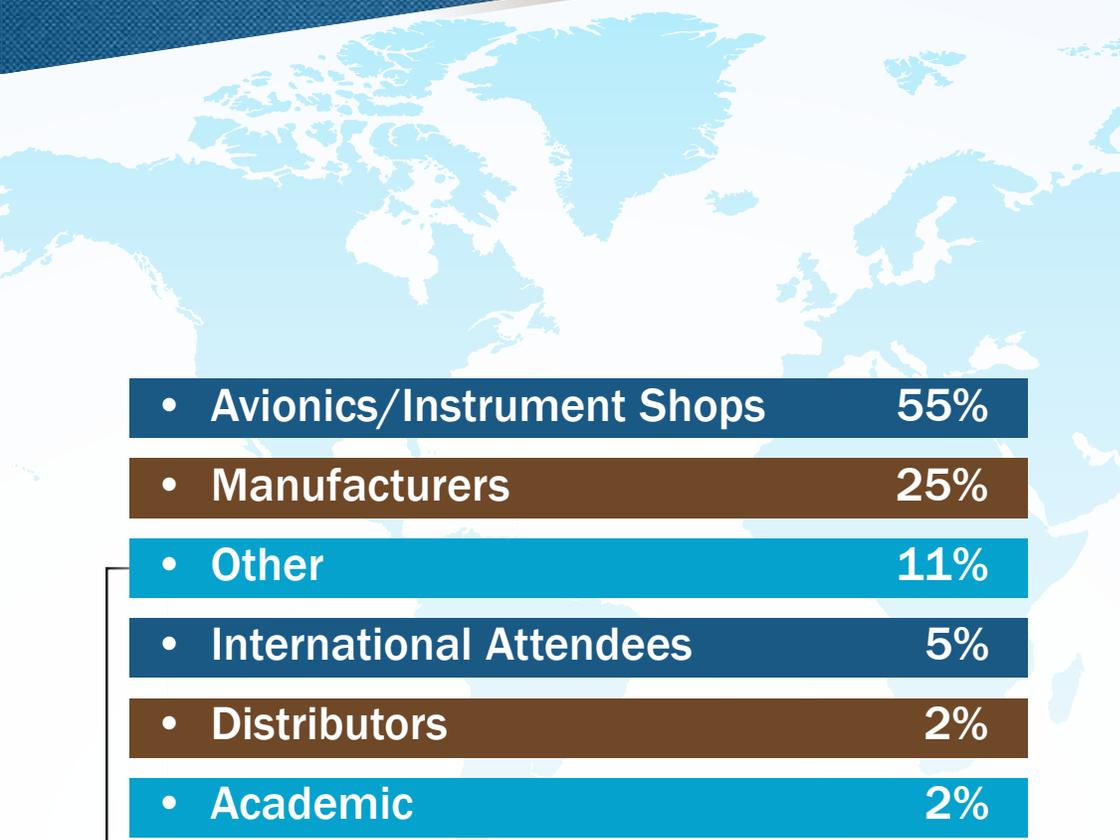
- Advertising:
- Convention Sponsorships

> Lauren McFarland

Aircraft Electronics Association

laurenm@aea.net
816-347-8400

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



• 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.



#AEA18

See the back of the "Exhibit Contract" inserted into this Exhibitor Prospectus for more general information, and rules and regulations regarding the 2018 convention.

PRELIMINARY SCHEDULE



SUNDAY / 25 9 a.m. - 6 p.m. Exhibit Hall Setup

MONDAY / 26

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
Noon - 1 p.m.	Open Lunch
1 p.m. - 5 p.m.	Training Sessions
7 p.m. - 9 p.m.	First-Nighter Party



TUESDAY / 27

8:30 a.m. - 10:30 a.m.	AEA Regulatory Rise & Shine
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



WEDNESDAY / 28

8:30 a.m. - 10:30 a.m.	AEA Regulatory Rise & Shine
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



THURSDAY / 29

8 a.m. - Noon	Exhibit Dismantling
8 a.m. - 5 p.m.	Training Sessions
Noon - 12:45 p.m.	Open Lunch



EXHIBIT HALL SCHEDULE

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

Tuesday,
March 27

10:30 a.m. - 5 p.m.

Wednesday,
March 28

10:30 a.m. - 5 p.m.