

58TH ANNUAL AEA INTERNATIONAL CONVENTION & TRADE SHOW

APRIL 8-11, 2015

*The 58th annual AEA International Convention & Trade Show is a unique opportunity to connect with manufacturers, distributors, technicians and business leaders as we shape the future of avionics together.*

# EXHIBITOR PROSPECTUS



# AEA Dallas

NETWORK | LEARN | GROW



AIRCRAFT ELECTRONICS  
ASSOCIATION

# 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

CONVENTION DATES: April 8-11, 2015      TRADE SHOW DATES: April 9-10, 2015  
LOCATION: Gaylord Texan Resort & Convention Center in Dallas, Texas



## ▶ IMPORTANT DATES



See the back of the "Exhibit Contract" inserted into this *Exhibitor Prospectus* for more general information, and rules and regulations regarding the 2015 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

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

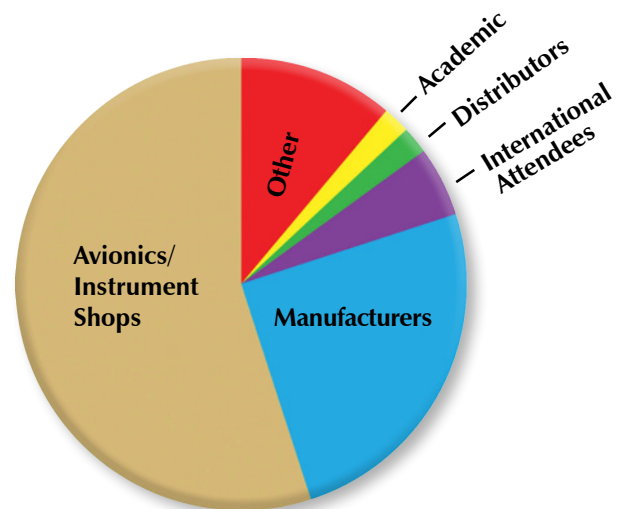
Make your hotel room reservations directly with the hotel. Marriott’s Gaylord Texan Resort & Convention Center will serve as the headquarters hotel for the AEA International Convention & Trade Show.

**MARRIOTT’S GAYLORD TEXAN HOTEL**  
 1501 Gaylord Trail  
 Grapevine, Texas 76051  
 Phone: 817-778-1000  
 Direct link on AEA website: [aea.net/convention](http://aea.net/convention)

Room Rate: \$204 per night  
 Deadline for securing this rate: March 9, 2015.

> 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 exhibit space takes place  
**SEPT. 23**

## EXHIBIT PRICES

### AEA Members

10' X 10' NON-CORNER BOOTH  
\$1,925 per space

10' X 10' CORNER BOOTH  
\$2,300 per space

### Non-Members

10' X 10' NON-CORNER BOOTH  
\$3,600 per space

## ASSIGNMENT OF EXHIBIT SPACE

Please Read Carefully

To be eligible for the first placement on Sept. 23, 2014, your company must meet the following requirements:

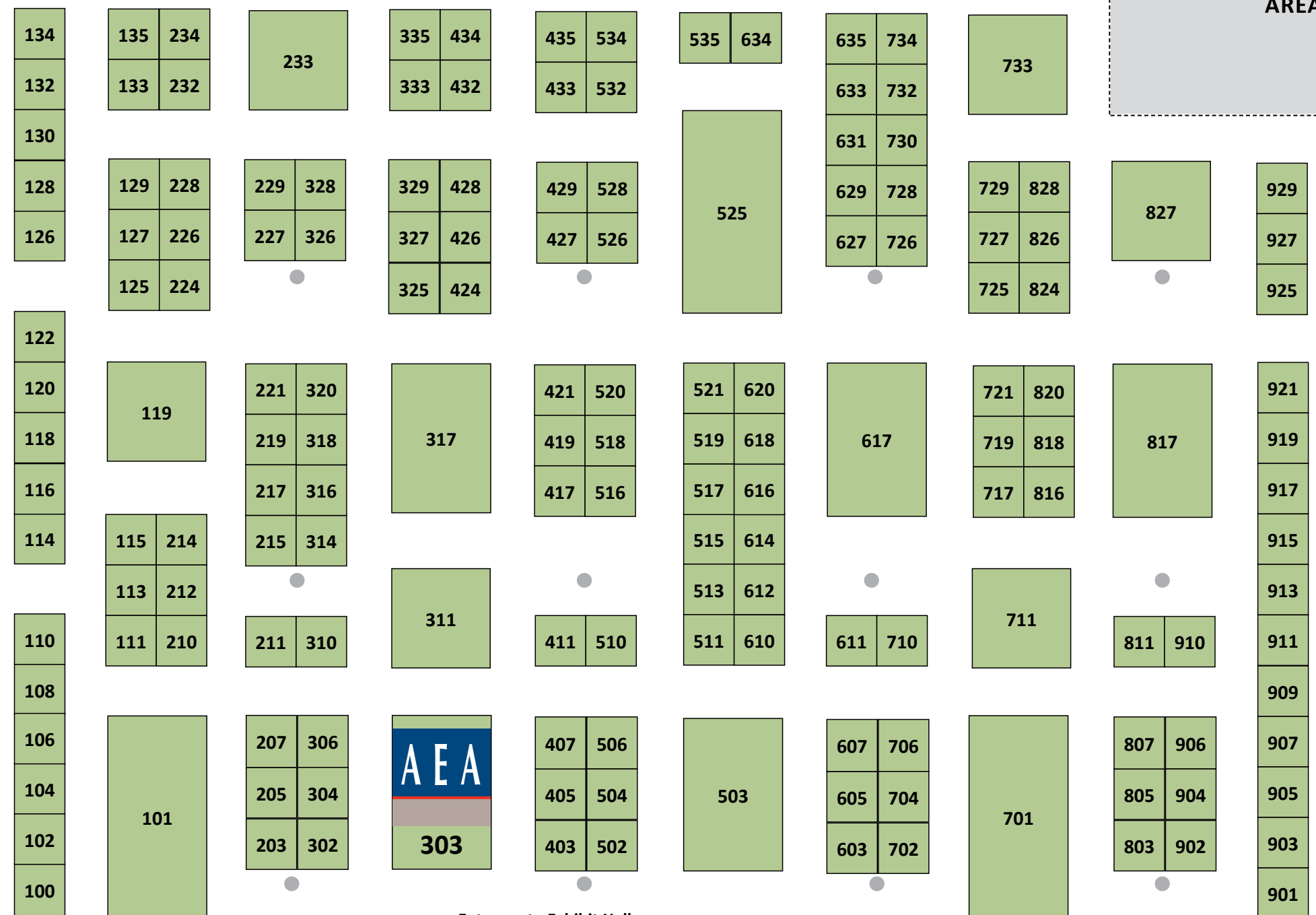
1. Be a member of the AEA.
2. Participated as an exhibitor at the 2014 AEA Convention in Nashville, Tennessee.
3. Return a completed contract with payment in full by Sept. 22, 2014.
4. Membership dues and other invoices must be paid in full.
5. Assignments will be made first to those companies contracting 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. 23, 2014, 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.

### SILENT AUCTION



Entrance to Exhibit Hall

### LUNCHEON AREA

### 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.

## 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.

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

\*Deadline to register booth personnel is March 18, 2015.



# 2014 EXHIBITORS

*The following companies exhibited at the 2014 AEA Convention in Nashville, Tennessee.*

- Accord Technology LLC
- ACR Electronics ARTEX
- Aero Dynamix Inc.
- Aero Express Inc.
- Aeroflex
- AeroLEDs
- Aero-Mach Labs
- AeroMech Incorporated
- Aerospace Optics Inc.
- Aerospace Products International
- Aerotex International
- Aircell
- Aircraft Electronics Association (AEA)
- Alto Aviation
- Anodyne Electronics Manufacturing Corp
- Appareo Systems LLC
- Aspen Avionics Inc.
- ASTM International
- Astronics Corp.
- ATEQ-Omicron
- Austin Aerotech
- Av-DEC
- Avgroup
- Aviation Modification Leaders
- Avidyne Corp.
- Avionic Industries Inc.
- Avionics Instruments LLC
- *Avionics News Magazine*
- Avionics Specialist Inc.
- AvionTEq
- Avotek
- Barfield Inc.
- Becker Avionics Inc.
- BendixKing
- Bisco Industries
- Cal Labs Inc.
- Capital Avionics Inc.
- Carlisle Interconnect Technologies
- Century Flight Systems Inc.
- Cobham Aerospace Communications, Prescott
- Cobham Integrated Systems
- Cobham SATCOM
- Cobra Systems Inc.
- Component Control MRO & Logistics Software Solution
- D.L.S. Electronic Systems Inc.
- DAC International Inc.
- Dallas Avionics
- Daniels Manufacturing Corp.
- Dayton-Granger Inc.
- DFW Instrument Corporation
- Digitrans
- Duncan Aviation
- EAGLE Avionics Systems
- EDMO Distributors Inc.
- Electro Enterprises Inc.
- EMTEQ
- Exelis
- Express Calibration Services
- FAA Surveillance & Broadcast Services
- Flight Display Systems
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- Georgian Aerospace
- GlobalParts.aero
- Greenwich AeroGroup
- Guardian Avionics
- Heads Up Technologies
- Honeywell Aerospace
- ICG (International Communications Group)
- Innovative Advantage
- Innovative Solutions & Support
- Intertrade, A Rockwell Collins Company
- Jetcraft Avionics LLC
- JETTECH
- Jupiter Avionics
- Kannad Aviation
- Kelly Manufacturing Co.
- KGS Electronics
- L-3 Aviation Products
- Latitude Technologies Corp.
- Laversab Inc.
- Lexavia Integrated Systems
- Matrix Aviation Inc.
- MET Laboratories
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- NATA Compliance Services
- Nav-Aids Ltd.
- NCATT
- NextGen GA Fund
- NOAA/SARSAT
- OTTO Instrument Service
- Pacific Southwest Instruments
- Paramount Panels Inc.
- Patriot Taxiway Industries
- *Pilot's Guide to Avionics*
- Plane Patterns
- Precision Assembly Technologies
- *Professional Pilot Magazine*
- PS Engineering Inc.
- PWI Inc.
- Rockwell Collins ARINC Direct
- Rosen Aviation
- Sagem Avionics
- Sandel Avionics
- Sandia Aerospace
- Satcom Direct
- Sentral Aerospace
- Shadin Avionics
- SkyTrac Systems
- SoundEx Products
- Specmat Technologies
- Stevens Aviation
- STRONG Aero Engineering
- Sun Aviation Inc.
- Technisonic Industries Ltd.
- TGH Aviation
- Trig Avionics
- Tri-Star Technologies
- True Blue Power
- Ultra Electronics Flightline Systems
- Universal Avionics Systems Corp.
- UTC Aerospace Systems - Cabin Electronics
- Velocity Aerospace - Ft. Lauderdale
- Whelen
- WireMasters Inc.

## ➤ IMPORTANT CONTACTS

**DEBRA McFARLAND**  
*Aircraft Electronics Association*

*debbiem@aea.net*  
816-347-8400

- Exhibit Space
- Name Badges
- Meeting Registration
- Hosted Functions

**APRIL B. MOODY**  
*SS&G Management*

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

- Booth Setup
- Ordering Items
- Shipping Information

**LINDA ADAMS**  
*Aircraft Electronics Association*

*lindaa@aea.net*  
816-347-8400

- Advertising:
- Convention Sponsorships
- Convention Schedule of Events

**LAUREN McFARLAND**  
*Aircraft Electronics Association*

*laurenm@aea.net*  
816-347-8400

- Advertising:
- *Avionics News Magazine*



# AEA Dallas

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## AIRCRAFT ELECTRONICS ASSOCIATION

3570 NE Ralph Powell Road

Lee's Summit, MO 64064

Phone: 816-347-8400

Fax: 816-347-8405

[info@aea.net](mailto:info@aea.net) | [www.aea.net](http://www.aea.net)

#AEA | #AEA15

## ► EXHIBITORS

*Take note of the NEW EXHIBIT HALL SCHEDULE for 2015*

Thursday, April 9.....10 a.m. - 5 p.m.

Friday, April 10.....10 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



More show. More business.  
More convenient.



WED.

## APRIL 8

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*  
Noon - 1 p.m. .... *Open Lunch*  
1 p.m. - 5 p.m. .... *Technical Training / Regulatory / Fast Trak Sessions*  
7 p.m. - 10 p.m. .... *First-Nighter Party*

THURS.

## APRIL 9

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. .... *General Session*  
9:55 a.m. .... *Ribbon Cutting into Exhibit Hall*  
10 a.m. - 5 p.m. .... *Exhibit Hall open with light lunch in hall*  
3 p.m. - 4 p.m. .... *Technical Training Workshops*

FRI.

## APRIL 10

7:30 a.m. - 8 a.m. .... *Membership Java Jumpstart*  
8 a.m. - 10 a.m. .... *Regulatory / Leadership Panel / Technical Workshops*  
10 a.m. - 5 p.m. .... *Exhibit Hall open with light lunch in hall*  
2 p.m. - 5 p.m. .... *Pilot's Day in Exhibit Hall*

SAT.

## APRIL 11

8 a.m. - Noon ..... *Fast Trak Sessions*  
8 a.m. - 5 p.m. .... *Fast Trak Sessions*  
Noon - 12:30 p.m. .... *Open Lunch*  
12:30 p.m. - 5 p.m. .... *Fast Trak Sessions*  
5 p.m. - 6:15 p.m. .... *Farewell Reception*

CONTINUOUS CONVENTION UPDATES AT

[www.aea.net/convention](http://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](mailto:info@aea.net)

[www.aea.net](http://www.aea.net)

#AEA

#AEA15



# Exhibit Contract

April 8-11, 2015 | Dallas, Texas

Please return all 3 copies of 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

58th Annual International Convention & Trade Show | Gaylord Texan Resort & Convention Center

Application is hereby made for exhibit space at the 58th annual Aircraft Electronics Association International Convention & Trade Show to take place from April 8-11, 2015, at the Gaylord Texan Resort & Convention Center. This application and contract for exhibit space is based upon the terms set forth below and in the 2015 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 2015 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 2015 AEA Trade Show. Actual trade show dates: April 9-10.

— Photocopies Not Accepted —

### EXHIBIT SPACE INFORMATION

Move-in Dates: April 7-8, 2015

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

#### AEA Members

- 10 x 10 Non-Corner \$1,925 per space
- 10 x 10 Corner \$2,300 per space

#### Non-Members

- 10 x 10 Non-Corner \$3,600 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 2015 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](mailto:debbiem@aea.net)

|            |                    |
|------------|--------------------|
| Date Recd. | Amount \$          |
| Payment    | Confirmation Sent: |



**EXHIBITION LOCATION**

Gaylord Texan Resort & Convention Center  
 1501 Gaylord Trail  
 Grapevine, Texas 76051  
 Telephone: 817-778-1000

**EXHIBITION DATES**

Thursday April 9, 2015  
 Friday April 10, 2015

**EXHIBIT HOURS**

Thursday 10 a.m. – 5 p.m.  
 Friday 10 a.m. – 5 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 **Dec. 1, 2014**, for a full refund, less a \$200 service charge. Cancellations of contracted space received between Dec. 1, 2014, and Jan. 1, 2015, will receive a 50 percent refund. Understandably, after **Jan. 1, 2015**, no refunds will be made. Please plan accordingly.

**INSTALLATION AND DISMANTLING OF EXHIBITS**

**Installation**

Tuesday, April 7 9 a.m. – 6 p.m.  
 Wednesday, April 8 8 a.m. – 5 p.m.

Exhibits must be completely installed and ready for display to visitors by 8 a.m. Thursday, April 9.

**Dismantling**

Friday, April 10, 2015 5 p.m. – 11 p.m.  
 Saturday, April 11, 2015 8 a.m. – Noon

Exhibitors will not be permitted to dismantle and/or remove any part of an exhibit, equipment or material prior to 5 p.m. Friday, April 10, 2015. All materials must be totally removed from the exhibit hall no later than noon on April 11, 2015. Your booth must be cleared of all trash. Booths may not be dismantled before 5 p.m. April 10, 2015, 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 Texan 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 Texan, 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 Texan 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 58th 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 Texan premises, and hereby waives any claim or demand it may have against Gaylord Texan 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 Texan 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 Texan 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 2015 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 2015 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 B. Moody  
 PO Box 8587  
 Mandeville, LA 70471  
 Telephone: 985-377-8800  
 Fax: 888-722-3067  
 Email: April.Moody@ssgmanagement.net

**EXHIBITION ORGANIZER**

For more information regarding exhibit space, meetings or other general inquiries regarding the 58th 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