

AIRCRAFT ELECTRONICS
ASSOCIATION

aea.net/convention

MARCH 13-16, 2017



2017 AEA INTERNATIONAL CONVENTION & TRADE SHOW



New Orleans

AEA SINCE 1957

Exhibitor
Prospectus

CONVENTION
DATES: March 13-16, 2017

TRADE SHOW
DATES: March 14-15, 2017

LOCATION: Ernest N. Morial
Convention Center
– New Orleans

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
AEA Executive Vice President

See the back of
the "Exhibit Contract"
inserted into this Exhibitor Prospectus
for more general information, and rules
and regulations regarding the
2017 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.

- *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. HILTON NEW ORLEANS RIVERSIDE will serve as the headquarters hotel for the AEA International Convention & Trade Show.

HILTON NEW ORLEANS RIVERSIDE
2 Poydras Street
New Orleans, LA 70130

Phone: (504) 561-0500
Direct link on AEA website:
aea.net/convention

Room Rate: \$219
A special group rate of \$219/night is available through Feb. 10, 2017. (Subject to availability)
Early checkout fees are \$90.

First placement for exhibit space

September 30

Exhibit Space Cancellation Deadline

December 1

Booth Personnel Registration Deadline

Feb. 17, 2017

Exhibit Hall

The New Orleans Convention Center 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.*



Examples of a corner booth include
651/640/445
234/147, etc.

Exhibit Prices



AEA Members

- 10' X 10' NON-CORNER BOOTH
\$1,975 per space
- 10' X 10' CORNER BOOTH
\$2,375 per space

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 Sept. 30, 2016, your company must meet the following requirements:

1. Be a member of the AEA.
2. Participated as an exhibitor at the 2016 AEA Convention in Orlando, Fla.
3. Return a completed contract with payment in full by Sept. 29, 2016.
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. 29, 2016, 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 Feb. 17, 2017.*

SILENT AUCTION

659
657
655

557

558	459
556	457

357

358	259
356	257

157

651
649
647
645
643
641
639

652	553
650	551

445

450	351
448	349
446	347

247

252	153
250	151
248	149
246	147

633
631
629
627
625
623
621

529

534	435
532	433
530	431
528	429
526	427

331

334	235
332	233

225

234
232
230
228
226
224
222
220

615
613
611
609
607
605
603

616	517
614	515
612	513
610	511
608	509

516	417
-----	-----

409

414	315
412	313
410	311
408	309

211

216
214
212
210
208
206
204

503

504	405
502	403

303



LUNCH COURT AREA

AEA
2017
Exhibit
Hall
Floor
Plan

ENTRANCE

The following companies exhibited at the 2016 AEA Convention in Orlando, Florida.

2016 Exhibitors



- AAL USA
- ACR Electronics, ARTEX
- Aero Express Inc.
- Aero-Mach Labs
- AeroLEDS
- Aerospace Products International
- Alpha Systems AOA
- ALTO Aviation
- Anodyne Electronics Manufacturing Corp.
- Appareo Systems
- Applied Avionics
- Arc-Tronics
- Aspen Avionics
- Astronautics Corporation of America
- Astronics
- ATEQ Aviation
- Av-DEC
- Aviation Solutions
- AviationTX
- Avidyne Corp.
- Avionic Instruments
- Avionica
- Avionics News
- Avionics Specialist Inc.
- Avionteq
- Avotek
- B/E Aerospace
- Barfield
- Becker Avionics
- BendixKing/Honeywell
- Bigorre Aerospace Corp.
- Blue Avionics
- Cal Labs Inc.
- Capital Avionics
- Century Flight Systems
- CKC Laboratories
- CMD Flight Solutions
- Cobham Aerospace Communications
- Cobham Antenna Systems
- Cobham AvComm
- Cobham SATCOM
- Cobra Systems
- Connector Microtooling Systems
- Connell Aviation Group
- Cool City Avionics
- D.L.S. Electronic Systems
- DAC International
- Dallas Avionics
- Daniels Manufacturing
- Dayton-Granger Inc.
- DFW Instrument LLC
- Digitran
- DMA Aero
- Duncan Aviation
- EDMO Distributors
- Electro Enterprises
- Elliott Aviation
- Esterline
- Evolution Aerospace
- Express Calibration Services
- FAA Surveillance & Broadcast Services
- Flight Display Systems
- FlightSafety International
- Florida Jet Center
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- Genesys Aerosystems
- Georgian Aerospace
- GlobalParts.aero
- Globalstar
- Gogo Business Aviation
- Greenwich AeroGroup
- Harris Corp.
- Heads Up Technologies
- HeliTrak Inc.
- Innovative Advantage
- Intertrade
- Jeppesen
- Jettech LLC
- Jupiter Avionics Corp.
- Kelly Manufacturing
- KGS Electronics
- Kuerzi Avionics AG
- L-3 Aviation Products
- Laselec
- Latitude Technologies Corp.
- Laversab Inc.
- Lexavia Integrated Systems
- LoPresti Aviation
- Luma Technologies
- MET Laboratories
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Millennium International
- NATA Compliance Services
- Nav-Aids Ltd.
- NCATT/ASTM International
- Orolia Ltd. (McMurdo Group)
- Otto Instrument Service
- Outerlink Corp
- Pacific Southwest Instruments
- Paramount Panels
- Precision Assembly Technologies
- Preston Pressure
- Professional Aviation Associates
- *Professional Pilot Magazine*
- PS Engineering Inc.
- PWI Inc.
- Robotic Skies
- Rockwell Collins
- Rosen Aviation
- Sabreliner Aviation
- Safran Engineering Services
- Sagem Avionics
- Sandel Avionics
- Sandia Aerospace
- Satcom Direct
- Send Solutions
- Shadin Avionics
- Sky Definition Aero Systems
- SmartSky Networks
- Southeast Aerospace
- Spectrum Technologies
- Staco Systems
- Sun Aviation Inc.
- Technisonic Industries
- TGH Aviation
- Thommen Aircraft Equipment
- Tri-Star Technologies
- Trig Avionics Ltd.
- True Blue Power
- TrueNorth Avionics
- Universal Avionics Systems Corp.
- ViaSat Inc.

Attendee Statistics

by percentage

55% AVIONICS SHOPS

25% MANUFACTURERS

11% OTHER

5% INTERNATIONAL

2% ACADEMIC

2% DISTRIBUTORS

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





Preliminary Schedule

All sessions and exhibits will be in the Ernest N. Morial Convention Center – New Orleans

SUNDAY

MARCH

12

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

MONDAY

MARCH

13

7:30 a.m. - 8:15 a.m..... Regulatory Rise & Shine
 8 a.m. - 5 p.m. Exhibit Hall Setup
 8:30 a.m. - 9:30 a.m..... Opening & Awards Ceremony
 9:30 a.m. - NoonNew Product Introductions
 Noon - 1 p.m..... Open Lunch
 1 p.m. - 5 p.m. Training Sessions
 7 p.m. - 10 p.m. First-Nighter Party

TUESDAY

MARCH

14

7:30 a.m. - 8:15 a.m..... 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

MARCH

15

7:30 a.m. - 8:15 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

MARCH

16

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

Exhibit Hall Schedule for 2017

Tuesday,
 March 14
 10:30 a.m. - 5 p.m.

Wednesday,
 March 15
 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!