



# AEA Dallas

2021 . TEXAS

## EXHIBITOR PROSPECTUS



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



#AEA21

LOCATION: **Dallas, Texas**

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CONVENTION DATES: **June 22-25, 2021**

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TRADE SHOW DATES: **June 23-24, 2021**

# PROSPECTIVE EXHIBITOR



## HOST SITE

**HILTON ANATOLE** will serve as the headquarters hotel for the AEA International Convention & Trade Show.

Hilton Anatole  
2201 Stemmons Freeway  
Dallas, TX 75207

- PHONE NUMBER FOR RESERVATIONS:  
1-800-HILTONS (1-800-445-8667)
- DIRECT LINK ON AEA WEBSITE:  
[aea.net/convention](http://aea.net/convention)
- ROOM RATE:  
\$219.00
- DEADLINE FOR RESERVATIONS:  
June 1

*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.*

**W**e look forward to reuniting our industry in Dallas!

After a challenging year filled with adversity, let us re-engage in 2021. The AEA and the Hilton Anatole Hotel are working together to ensure we can meet safely by following established protocols along with guidance from the CDC and local government.

If you offer products or services to the general aviation industry through a dealers' network, do not 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 "facemask to facemask!"
- Launch new products or services at the dealer level.
- Network and build relationships with decision-makers and influencers.

After months of Zoom calls, webinars, emailing and text messages, one thing remains constant: Our attendees – your customers – still want to see, touch and talk product in person!

Join us for an event that will deliver safety, hope and a positive path forward for our industry!

See you in Dallas!

**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!



## 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

- Booth Setup
- Ordering Items for Booth
- Shipping Information

### > LINDA ADAMS

Aircraft Electronics Association

lindaa@aea.net  
816-347-8400

- Convention Sponsorships

### > RACHEL HILL

rachelh@aea.net  
816-366-5109

Advertising:

- *Avionics News* Magazine
- Show Guide

## > 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 March.

## > 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.

FIRST  
PLACEMENT  
FOR EXHIBIT  
SPACE

SEPTEMBER 30

EXHIBIT  
SPACE  
CANCELLATION  
DEADLINE

FEBRUARY 28, 2021

BOOTH  
PERSONNEL  
REGISTRATION  
DEADLINE

JUNE 2, 2021

# PRELIMINARY SCHEDULE

## MONDAY / JUNE 21

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

## TUESDAY / JUNE 22

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

## WEDNESDAY / JUNE 23

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 / JUNE 24

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 / JUNE 25

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

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



## 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.

# 2020 EXHIBITORS

The following companies were scheduled to exhibit at the 2020 AEA Convention in Nashville.

- ACR Products
- AEA Technology Inc.
- Aero Dynamix
- Aero Express Inc.
- AeroLEDs
- Aircraft Lighting International
- Aircraft Spruce & Specialty
- airplus
- AIRR Engineering
- Airtext
- ALTO Aviation
- Anodyne Electronics Manufacturing Corp.
- Appareo Aviation
- Applied Avionics
- Applied Technical Services
- Aspen Avionics
- Astro Tool Corp
- Astronautics Corp of America
- Astronics
- ATEQ
- Av-DEC
- Avidyne
- Avionics Specialist, Inc.
- Avionteq
- Avotek
- Baker Hughes / Druck
- Barfield
- Becker Avionics
- BendixKing / Honeywell
- Blue Avionics
- Bongiovi Aviation
- Buller Enterprises
- Cal Labs Inc.
- Capital Avionics
- Carlisle Interconnect Technology
- Castleberry Instruments & Avionics
- CCX Technologies
- Chicago Jet Group
- Cobham
- Cobra Systems
- Collins Aerospace
- Connell Aviation Group
- D.L.S. Electronic Systems
- DAC International
- Dallas Avionics
- Daniels Manufacturing
- Dayton-Granger
- DB Integrations
- Digitran
- DMA-Aero
- DPI Labs
- Duncan Aviation
- Eagle Copters
- EDMO Distributors
- EIT Avionics
- Electro Enterprises
- Elliott Aviation
- Express Calibration Services
- FAA ADS-B
- Flight Data Systems
- Flightcell International
- FreeFlight Systems
- Gables Engineering
- Garmin USA
- Genesys Aerosystems
- Georgian Aerospace
- Gogo Business Aviation
- Gotham Studios
- Guardian Avionics
- Hutchinson Stop-Choc
- Innovative Advantage
- Innovative Solutions & Support
- Jettech LLC
- Jupiter Avionics Corp
- Kelly Manufacturing
- KGB Aviation Solutions
- KGS Electronics
- L3Harris Technologies
- Laselec
- Latitude Technologies
- Laversab Inc.
- Luma Technologies
- Marsh & McLennan Agency
- Mid Continent Controls Inc.
- Mid-Continent Instruments and Avionics
- Mid-South Avionics
- Millennium International
- MyGoFlight
- Nav-Aids Ltd.
- Nimbus Aviation
- One Mile Up
- Orban Microwave
- Pacific Southwest Instruments
- Paramount Panels
- Peregrine Avionics
- PFC Flexible Circuits
- PilotSafety.org
- Preston Pressure LLC
- PS Engineering
- QAI Aerospace
- RAMI
- RBR Aviation
- RIM Enterprises
- Robotic Skies
- Rosen Aviation
- Safran Electronics
- Sandia Aerospace
- Satcom Direct
- Shadin Avionics
- Sky Definition Aero Systems
- SmartSky Networks
- Southeast Aerospace
- Spectrum Technologies
- SRS Aviation
- StandardAero
- Technisonic Industries
- Tegam
- TGH Aviation
- The Angelus Corp
- Thommen Aircraft Equipment
- TQ Aircraft Electronics
- Trans-Cal Industries
- Tri-Star Technologies
- Trig Avionics Ltd.
- uAvionix
- Universal Avionics
- VIAVI Solutions
- WBPparts
- Whelen Aerospace Technologies
- WireMasters

**▶ AEA MEMBERS**

**10 x 10 Non-Corner**

- \$2,125 per space (paid by check)
- \$2,200 per space (paid by credit card)

**10 x 10 Corner**

- \$2,550 per space (paid by check)
- \$2,625 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. 30, 2020, your company must meet the following requirements:

1. Be a member of the AEA.
2. Scheduled to participate as an exhibitor at the 2020 AEA Convention in Nashville.
3. Return a completed contract with payment in full by Sept. 28, 2020.
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, 2020, 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 June 2, 2021.*

**♦ EXHIBIT HALL HOURS**

- Wednesday, June 23..... 10:30 a.m. - 5 p.m.
- Thursday, June 24..... 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 109, 421, 924, etc.*

**AEA EDUCATIONAL FOUNDATION  
SILENT AUCTION**

