

**ARE YOU READY TO RECONNECT?**

**AES SHOW 2021**

**Las Vegas**

Co-located with the NAB SHOW

TO BOOK YOUR BOOTH & PARTNER  
PACKAGE CONTACT:

Graham Kirk – Sales & Marketing Director: [graham.kirk@aes.org](mailto:graham.kirk@aes.org)

Chris Plunkett – Director of Operations: [chris.plunkett@aes.org](mailto:chris.plunkett@aes.org)



# The co-location partnership continues

Due to the move of the NAB Show Las Vegas from April to October 2021, it was a natural decision to continue our co-location partnership for 2021 and relocate the AES Show to Las Vegas too. This reduces the inconvenience and costs to our partners, increases marketing strength and negates any competing decisions.



**The AES Show will be located in the Westgate (previously Las Vegas Hilton) Pavilion event space. This is adjacent to the NAB Show North hall.**

# How to book your AES SHOW 2021 package

**The AES Show 2021 will be a hybrid in-person and online event.**

**You can choose a hybrid, in-person or online-only package to suit your needs and engagement goals.**

We have thoughtfully scheduled the booking and deposit dates for the AES Show 2021 exhibition in order to spread out the payments into 4 simple stages, and to provide additional security and comfort to our partners.

25% deposit is required upon booking and confirmation.

25% payment (50% in total) by May 15.

25% payment (75% in total) by July 15.

Final 25% payment (100% in total) by September 1.

## HYBRID PACKAGES

The best of both worlds.

Engage in-person with prospective and cherished clients.

Reconnect with friends and industry contacts.

Show and demonstrate products to attendees and via our AES Show Las Vegas “Must Sees” - an 15 minute video interview and presentation, recorded and streamcast via the AES SHOW social media coverage to over 125,000 and on-demand the next day via aesshow.com.

Benefit from both Partner branding on signage at the event and online via our website, social media, video commercials and promotions.

All company/exhibitor interviews and product demonstrations and will be available on-demand for 2 months after the in-person event.

See page 4 for more details.

## IN-PERSON ONLY EVENT PACKAGES

Reconnect with clients, friends and prospective buyers!

AES Show Las Vegas offers the opportunity to exhibit in-person again, in an spaced out format, following health and safety guidelines, with outdoor social networking areas – taking advantage of the Las Vegas weather and our co-located position with our friends at NAB.

See page 5 for more details.

## ONLINE ONLY EVENT PACKAGES

Engage and gain visibility without the need for travel.

A simplified and interactive way to present your products and engage with clients. Includes a campaign approached promotion build-up, scheduled demonstrations & presentations and on-demand availability post event for 2 months.

You can select from a simple low-cost listing, through to a multi-platform branding, engagement and lead generation campaign.

See page 9 for more details.

# AES SHOW 2021

## HYBRID PACKAGES

AES SHOW VEGAS 2021 in person  
AES SHOW FALL 2021 online



October 11 – 13, 2021



October 20 – 23, 2021

## HYBRID PACKAGES

Platinum - \$15,000 (includes 100 sq ft exhibit space package & Affiliate Program Membership)  
Includes top branding on sites and promotional messages, commercials during the Technical Program, signage at event, stage presentation (streamcast) and exhibit booth interview (streamcast), 1 x social media campaign, 1 x custom email blast, 6 x *AES Connect* newsletter adverts, 1 x *AES Connect* promotional article.

Gold = \$12,000 (includes 100 sq ft exhibit space package & Affiliate Program Membership)  
Includes Gold branding on site and promotional messages, commercials during the Technical Program, signage at event, stage presentation (streamcast) and exhibit booth interview (streamcast), 1 x social media campaign, 1 x custom email blast, 4 x *AES Connect* newsletter adverts.

Silver = \$10,000 (includes 100 sq ft exhibit space package & Affiliate Program Membership)  
Includes Silver branding on site and promotional messages, commercials during the Technical Program, signage at event, stage presentation (streamcast) and exhibit booth interview (streamcast), 4 x *AES Connect* newsletter adverts.

Bronze = \$8,000 (includes 100 sq ft exhibit space package & Affiliate Program Membership)  
Includes branding on site and promotional messages, commercials during the Technical Program, signage at event, stage presentation (streamcast) and exhibit booth interview (streamcast), 2 x *AES Connect* newsletter adverts.

# AES SHOW 2021

## IN-PERSON EVENT PACKAGES

AES SHOW VEGAS 2021  
11 – 13 October, 2021



### IN-PERSON ONLY EVENT PACKAGES

Booth space is \$44 per sq ft. This area is carpeted and includes a single power drop and basic furniture pack.

For example: 10'x10' booth package is \$4,400

**Affiliate Program Members (\$500 per year) receive a 10% discount on their booth space booking (please see the AES Affiliate Program 2021 details on the next page).**

**This will reduce the booth space to \$39.60 per sq ft.**

**For example: 10'x10' booth package = \$3,960**

An Interview/presentation will be included with EACH exhibitor booth booking.

This will be a 15-minute recorded booth session, edited and broadcast during the event via aesshow.com and social media. It will also be available on-demand for 2 months post event.

Academy Stage, TechTalks and demonstration/meeting room opportunities are available on a first-come, first-served basis, as part of an AES Show package purchase.

*The Event will include a special Media Day, allowing exhibiting and partner companies to engage with members of the press and accredited promotion outlets, both in-person and online.*

# The new AES Affiliate Program

## Built for AES Exhibitors



### **AES AFFILIATE PROGRAM**

The annual AES Affiliate Program is just \$500, paid with your booth booking deposit.

Becoming an AES Affiliate is easy.

You can enroll, when you book with either the Sales & Marketing Director, Graham Kirk: [graham.kirk@aes.org](mailto:graham.kirk@aes.org), or Director of Operations, Chris Plunkett: [chris.plunkett@aes.org](mailto:chris.plunkett@aes.org).

You will be offered the AES Affiliate option upon booking the Fall Convention (U.S.A.).

**The AES Affiliate program provides you with the following benefits:**

- **AES Show Fall 2021 Convention (U.S.A.) 10% booth discount**
- **AES Show Fall 2021 Convention included 800 lbs material handling for each booth (not including special handling charges)\***
- **10 Extra Priority points for booth selection**
- **Access to post to the AES Job Board with 50% discount for job postings \$150 per job listing. (new promotions and platforms launched in 2021).**

\* **Special Handling:** material delivered by the carrier in such a manner that it requires additional handling, such as ground unloading, stacked and constricted space unloading, designated piece unloading, loads mixed with pad-wrapped material, loads failing to maintain shipping integrity, and shipments that require additional time, equipment or labor to unload. Federal Express and UPS are included in this category due to their delivery procedures.

# AES Show 2021 Las Vegas Exhibitor Contract Payment & Policies

## **PAYMENT SCHEDULE**

25% of your total exhibit space fee is due when booking, along with your executed contract.

25% (total of 50%) of your exhibit space fee is due May 15, 2021.

25% (total of 75%) of your exhibit space fee is due July 15, 2021.

Final 25% (total of 100%) of your exhibit space fee is due September 1, 2021.

## **2020 ROLL-OVER OPTIONS (previously booked)**

1. Use the full amount rolled over to 2021 as a credit in 2021.
2. Credit can be applied to exhibit space or sponsorship and advertising.

## **IF THE SHOW IS CANCELLED**

If for whatever reason AES is forced to cancel the in-person event at the Westgate Hotel and Resort in Las Vegas, all exhibition fees will be automatically transferred to either the 2021 Virtual Event, or the 2022 in-person AES Convention, or split between the two – depending on Exhibitor preference, minus a 15% administrative fee.

## **IF YOU CANCEL YOUR SPACE BOOKING**

75% refund if cancelled on or before June 30, 2021.

50% refund if cancelled on or before July 30, 2021.

No refund if cancelled on or after August 30, 2021.

You can choose to roll your 2021 commitment to 2022 with no penalty before July 30, 2021



# AES SHOW 2021 LAS VEGAS

- Includes exhibit booths with wide aisles and open spaces for comfort and safety.

Within the exhibition space is an "Academy Stage" for presentations, plus 3 Tech Program rooms, an Immersive Audio & demonstration room.

- Rooms "D, E, F & G" – 2,100 sq ft each are available on Sunday and Monday for private demonstrations and meetings (includes set-up and break-down time).

- Event hours are:

(Set-up: Sunday 7am – 8pm)

Live days: Monday 9am – 6pm

Tuesday 9am – 6pm

Wednesday 9am – 4pm

An up-to-date floor plan is available separately upon request





# AES SHOW 2021

## ONLINE ONLY EVENT PACKAGES

AES SHOW FALL 2021 Online Convention  
October 20 – 23, 2021



### ONLINE ONLY EVENT PACKAGES

#### **Platinum - \$10,000**

Includes top branding on sites and promotional messages, commercials during the Technical Program, signage at event, interview/presentation (streamcast & on-demand) & company listing with product information & image, 1 x social media campaign, 1 x custom email blast, 6 x *AES Connect* newsletter adverts, 1 x *AES Connect* promotional article.

#### **Gold = \$7,000**

Includes Gold branding on sites and promotional messages, commercials during the Technical Program, Interview/presentation (streamcast & on-demand) & company listing with product information & image, 1 x social media campaign, 1 x custom email blast, 6 x *AES Connect* newsletter adverts, 1 x *AES Connect* promotional article.

#### **Silver = \$5,000**

Includes Silver branding on sites and promotional messages, commercial during the Technical Program, Interview/presentation (streamcast & on-demand) & Company listing with product information & image, 1 x social media campaign, 1 x custom email blast, 6 x *AES Connect* newsletter adverts, 1 x *AES Connect* promotional article.

#### **Bronze = \$3,000**

Includes branding on sites and promotional messages, Interview/presentation (streamcast & on-demand) & company listing with product information & image, 2 x *AES Connect* newsletter adverts.

#### **Listing+ = \$1,500**

Interview/presentation (streamcast & on-demand) & company listing with product information & image

# A NEW, FRESH APPROACH TO ENGAGE

2021 heralds new support for the pro audio industry, with a new fresh and clear events website, a new aes.org home portal build, new and refreshed social media networks with a wider appeal and stronger focus.

It will also unveil a better partnership opportunity for companies to show their new products, engage with clients new and old – ushering in a new and more comprehensive approach for this new era of our industry.

With the platforms and support come a new type of AES event.

Complimenting the world-renowned AES Conventions and Conferences, AES is introducing the AES Academy series and APEI Symposiums – focused workshop-based events, with application and product-focused development, training and mentorship.

All of these new initiatives are designed to support our professional audio industry, users and future.

*Please contact us with any ideas for elements you think the AES should be including in our events: [sales@aes.org](mailto:sales@aes.org)*

