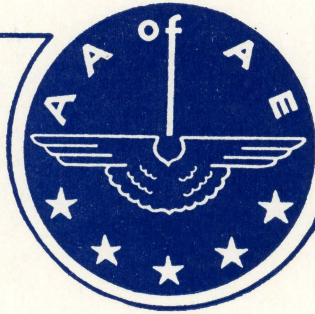


FRANCIS A. BOLTON, *President*

WALTER E. BETSWORTH, *Executive Secretary*

CONVENTION
MAY 16-19, 1954

HEADQUARTERS
KENTUCKY HOTEL



1954 NATIONAL CONVENTION

American Association of Airport Executives

INCORPORATED

LEE TERMINAL - STANDIFORD FIELD - LOUISVILLE 13, KY.

PHONE ATwood 6526

January 26, 1954

1954 NATIONAL
CONVENTION COMMITTEE

FOSTER V. JONES, *General Chairman*
Lee Terminal, Standiford Field
Louisville 13, Kentucky

BEN J. BRUMLEVE, JR., *Vice-Chairman*
Lee Terminal, Standiford Field

O. R. PARKS
Blue Grass Field
Lexington, Kentucky

ROBERT ISENBURG
Greater Cincinnati Airport
Covington, Kentucky

EXECUTIVE COMMITTEE

HENRY P. JULLIARD, *Chairman*
Lee Terminal, Standiford Field

JOHN C. BENNETT, *Vice-Chairman*
Louisville Flying Service
Bowman Field, Louisville 5, Ky.

FOSTER V. JONES
Lee Terminal, Standiford Field

COL. FRANCIS BLEVINS
1505 Catalpa, Louisville, Ky.

WILBUR PARIS
Central American Airways
Bowman Field, Louisville 5, Ky.

VINCE O'BRIEN
Kentucky Dept. of Aeronautics
Frankfort, Kentucky

LT. COL. LEE J. MERKEL
KYANG, Standiford Field
Camp Taylor Sta., Louisville 13, Ky.

DISTINGUISHED GUESTS

BALDWIN BURNAM, *Chairman*
Stewart Dry Goods Company
Louisville 2, Kentucky

MARVIN O. BYRD
Watterson Hotel
Eastern Air Lines
Louisville 2, Kentucky

PUBLICITY

RICHARD WRIGHT, *Chairman*
American Air Lines
319 West Walnut
Louisville 2, Kentucky

EXHIBIT AND
ADVERTISING

JOSEPH L. WATHEN, *Chairman*
Piedmont Airlines
Lee Terminal, Standiford Field

HENRY P. JULLIARD
Lee Terminal, Standiford Field

ENTERTAINMENT
AND WELCOMING

ALEX PARSONS, *Chairman*
American Airlines
Lee Terminal, Standiford Field

HOWARD GOODRICH
Trans World Airlines
Starks Building
Louisville 2, Kentucky

HOTEL ARRANGEMENT
AND REGISTRATION

WARREN FARMER, *Chairman*
Kentucky Air Transport
Bowman Field, Louisville 5, Ky.

PROGRAM

FOSTER V. JONES, *Chairman*
Lee Terminal, Standiford Field

BEN J. BRUMLEVE, JR.
Lee Terminal, Standiford Field

TREASURER

BEN FINZER
Lee Terminal, Standiford Field

TRANSPORTATION

HARRY ACKLEY
Lee Terminal, Standiford Field

CONVENTION
SECRETARY

MITZIE ZIBART
Lee Terminal, Standiford Field

REPLY TO:

Foster V. Jones

TO: ALL MEMBERS OF THE AMERICAN ASSOCIATION OF AIRPORT
EXECUTIVES

FROM: THE GENERAL CHAIRMAN OF THE 1954 NATIONAL CONVENTION

Our annual meeting is a major source of revenue, from which our association derives much of the funds to further the cause of airport development and to assist you in your daily airport management problems.

To have a real bang-up convention, everyone must take an active part, and you can do your share to help us by getting an exhibitor or a program advertisement.

Many of us have the home offices of manufacturers or distributors of aviation products in our communities and personal contact will go a long way toward securing us a contribution to our convention in the form of an advertisement or exhibit.

We need your support to make this convention a success. Forms are enclosed for your convenience; please wire for more if you need them.

Looking forward to seeing you in Louisville, I remain

Sincerely yours,

RECEIVED

FEB 5 1954

Foster V. Jones
General Chairman

FVJ:z

RULES OF THE EXHIBITION AND UNDERSTANDING WITH EXHIBITORS

DATES AND HOURS OF EXHIBIT

The display area will be open from 5 P.M., Sunday, May 16 until 2 P.M., Wednesday, May 19. The area will be open to the public from 5 P.M. until 10:30 P.M., Sunday; from 9 A.M. until 10:30 P.M. on Monday and Tuesday; and from 9 A.M. until 2 P.M. Wednesday.

ADMISSION

The display area will be open to the public free of charge.

BOOTH EQUIPMENT

The standard booth is 8' x 8'. A standard display sign bearing the exhibitor's name and address (2 lines) will be furnished. A heavy-duty stage electrical cable will be available to exhibitors. Electrical connections made with this cable will be at exhibitors' expense.

ADDITIONAL SERVICES AT EXHIBITOR'S EXPENSE

For information about, and cost of, transporting displays to and from hotel, storing crates and packing cases during exhibition, providing booth furniture (other than the standard 2 chairs and 1 table), furnishing booth floor coverings or special service, write direct to Joseph T. Griffin Convention Decorators Co., 704 W. Main Street, Louisville, Ky.

INSTALLATION AND DISMANTLING

Installation of exhibits may start at 1 A.M. Sunday, May 16. All displays must be ready for operation by 5 P.M., Sunday, May 16. Dismantling may begin at 2 P.M., Wednesday, May 19. All display material must be removed from the display area by Midnite. Wednesday, May 19.

BOOTH SPACE COST

(See Exhibit Layout)

Standard booth space (8' x 8') will cost \$200 each. Other large booths will cost \$450 each.

PAYMENT FOR SPACE

At least 50% of the cost of space applied for is due and payable with application, the balance on or before April 15, 1954.

LIABILITY

The American Association of Airport Executives, its management, and all organizations and individuals who are employed by it in connection with the 1954 A.A.A.E. Convention will not be responsible and shall be held harmless for damage or loss resulting from fire, theft, or any other cause whatsoever, including accident or injury to exhibitors, their employees, the public and others. The exhibitor agrees to pay the Kentucky Hotel for any and all damage to the building or its equipment incurred through the carelessness, or otherwise, of exhibitor or his employees.

For further information please write:

Joseph L. Wathen, Chairman, Exhibit and Advertising Committee; 1954 A.A.A.E. Convention
312 Speed Building, Louisville 2, Kentucky.

Please make checks payable to:

Treasurer, 1954 Convention American Association of Airport Executives

APPLICATION AND CONTRACT FOR

EXHIBIT SPACE

AT THE 1954 NATIONAL CONVENTION OF THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES

Application is hereby made for space in the display area of the 1954 annual convention of the American Association of Airport Executives to be held in the Kentucky Hotel, Louisville, Kentucky, May 16-19 (Sunday through Wednesday), 1954.

We have read the "rules of the exhibition and understanding with exhibitors" printed on the reverse side of this application and contract for exhibit space, and agree to abide by it and any additional rules deemed necessary by the Convention Executive Committee.

Our preference of space is as follows:

1st Booth(s) No. Total cost \$

2nd Booth(s) No. Total cost \$

3rd Booth(s) No. Total cost \$

4th Booth(s) No. Total cost \$

NOTE: Cost of booths is as follows: Booths No. 1 to 66 \$200 each; Booths No. 12 and 15, \$450 each.

In the event that none of the space requested is available, we may be assigned other space comparable in size, cost and general location. Final space assignment will be stated below when application is accepted.

To aid us in assigning you a desirable booth which would not be adjacent to one of your competitors, please state the product(s) or service(s) you plan to display:

Our check for at least 50% of the total cost of space applied for accompanies this application. We agree to pay the balance on or before April 15, 1954.

CONVENTION SUNDAY, MAY 16 TO WEDNESDAY, MAY 19 INCLUSIVE

COMPANY

BY TITLE

ADDRESS

DATE CITY ZONE STATE

ACCEPTANCE OF APPLICATION AND CONTRACT

The above application is hereby accepted and the following space in the display area, American Association of Airport

Executives, 1954 annual convention, is assigned to applicant:

Booth(s) No. Total cost \$

Check with Application \$

Due on or before \$

DATE Signed

IMPORTANT

Please complete this information in duplicate and send both copies to:

Joseph L. Wathen, Chairman, Exhibit and Advertising Committee; 1954 A.A.E.E. Convention 312 Speed Building, Louisville 2, Kentucky.

Please make checks payable to: Treasurer, 1954 Convention American Association of Airport Executives

PROGRAM SPACE ORDER

TO: AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES 1954 CONVENTION PROGRAM

Joseph L. Wathen, *Chairman, Exhibit and Advertising Committee*
312 SPEED BUILDING, LOUISVILLE 2, KENTUCKY

This is authority to carry _____ pages of () black and white, () color advertising (check one) at \$_____ in the 1954 AAAE convention program. Layout, copy and necessary plates will reach your office on or about _____, 1954. My position preference is _____.

DEADLINE

APRIL 1st

1954

FOR COLOR

MARCH 24th

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

SIGNATURE _____ TITLE _____

DATE _____

Make checks payable to TREASURER, AAAE, 1954 CONVENTION

Lee Terminal, Standiford Field, Louisville 13, Ky.

Program Rate Card on Reverse Side

PROGRAM RATE CARD

1954 CONVENTION OF THE AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES

RATES

	SIZE	ONE COLOR	TWO COLOR
Full Page	7x10	\$125.00	\$150.00
1/2 H. Page	7x4 7/8	\$ 75.00	
1/4 V. Page	3 7/16x4 7/8	\$ 50.00	
1/8 H. Page	3 7/16x2 3/8		\$35.00
Inside F. Cover	7x10		\$175.00
Inside B. Cover	7x10		\$175.00
Outside B. Cover	7x10		\$200.00

B. and W. Bleed — 10% additional

POSITION

Position is guaranteed only on inside front, inside back and outside back cover pages. All other contracts requesting a preferred position will be given that position, if possible.

EDITORIAL

Editorial content, including the complete schedule of meetings, speakers and events will appear, as nearly as possible on every other page throughout the printed program.

MECHANICAL

Page printing area, 7" x 10". Page trim 8 3/8" x 11". Letterpress printing on high-gloss, white enamel stock. 120 screen halftones. Plates mounted. Standard colors: red, yellow, blue.

Drawings or cuts made, or revised, by publisher will be charged for extra.

CLOSING

Black and white copy and cuts must reach Louisville by April 1, 1954. Color ads by March 24, 1954.

ISSUANCE

Mailed to all AAAE members, exhibitors and advertisers in advance of the convention. Distributed to all attending convention.

TERMS:

Net, no discount. No agency commission. Due and payable 10th of month following invoice.

FOR FURTHER INFORMATION, WRITE

JOSEPH L. WATHEN

Chairman, Exhibit and Advertising Committee

312 Speed Building

Louisville 2, Kentucky