



## Marketing Opportunities

### QUICK FACTS ~

The 2019 Association of Zoos and Aquariums (AZA) and the International Marine Animal Trainers Association (IMATA) Annual Conference will be at the New Orleans Convention Center in New Orleans, LA September 7-11! The largest premier event for zoo and aquarium professionals, the Annual Conference will be hosted by both Audubon Zoo and Audubon Aquarium of the Americas and will bring together more than 3,000 leaders in the community, from a wide variety of disciplines for several days of:

- Networking with peers & making new connections
  - Exploration of new ideas and best practices
- Learning about new technology, products, and services

Dates: September 7-11, 2019

Location: New Orleans, LA

Hosts: Audubon Zoo and  
Audubon Aquarium of the Americas

Expected attendance: 3,000+

Website: [www.aza.org/annualconference](http://www.aza.org/annualconference)

Contact: Gina Velosky, Director  
Business Development & Marketing  
[gvelosky@aza.org](mailto:gvelosky@aza.org)  
301-244-3354

### A Fantastic Location

Attendees will enjoy the excitement and historic charm of New Orleans.

### Unique Networking Opportunities

AZA is proud to provide unique opportunities to promote products and services, cultivate relationships, and stay informed and engaged with the zoo and aquarium community.

### Creative Marketing Avenues

Sponsorship opportunities are specially designed to bring your company to the forefront, generate buzz and create a strong awareness of your brand to decision makers in the zoo and aquarium community.



## Booth Rates

Booth space size is sold at a base of 10' x 10'. Corner space premium is \$100 additional per corner.

**MEMBERS:** The first two spaces are \$2,175 each. Additional spaces are \$1,800 each. Pre-approved 10' x 20' end caps are \$4,450 and 20' x 20' islands are \$7,450. Companies must be current AZA Commercial Members, Accredited Institutions, certified Related Facilities, IMATA Members or Conservation Partners in good standing at the time of the conference.

**NON-PROFITS:** Each space is \$2,675. Offered to organizations that are not AZA or IMATA members, but support the mission of the Associations and are not-for-profit entities, accredited academic institutions, or government agencies.

**NON-MEMBERS:** Each space is \$3,175. All for-profit suppliers or consultants that are not members of AZA are only eligible for standard booth rates.

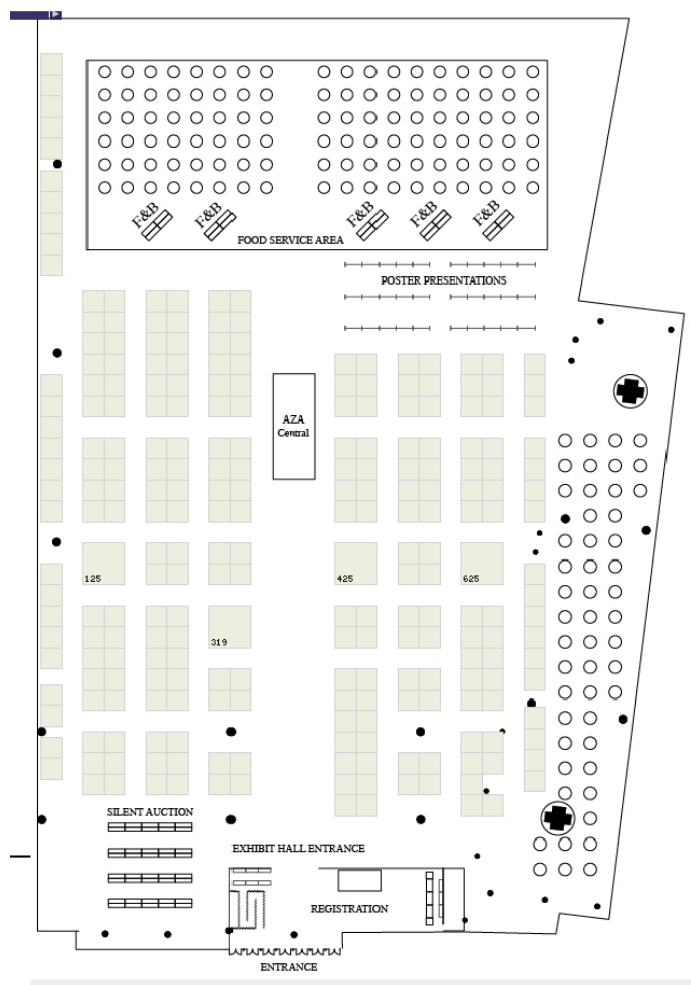
**REGISTRATION:** For each exhibit booth purchased, the exhibiting company is eligible to receive two full individual registrations (includes tickets to these social events: Icebreaker, Zoo Day and either IMATA's Awards banquet or AZA's Honors & Awards Lunch). Additional individual registrations may be purchased at a discounted rate of \$150 per day (tickets additional) or \$375 for a full conference registration.

\*Exhibitors understand that the occupants using their booth registrations will be EMPLOYEES OF THE COMPANY only, and will not include partners, sub-contractors or any person representing any other company.

\*AZA reserves the right to change the floorplan, space allocations and booth assignments at any time.



## Floorplan Overview



\*A larger version of the floorplan can be viewed at: [https://annual.aza.org/2019/floor\\_plan.cfm](https://annual.aza.org/2019/floor_plan.cfm)



## Exhibit Schedule

Please review these important dates and helpful information!

### Exhibitor Move-in

Sunday, September 8 – 8:00 am – 6:00 pm

### Exhibit Hall Hours

Monday, September 9 – 9:30 am – 6:30 pm

Tuesday, September 10 – 1:30 pm – 7:00 pm

### Exhibitor Move-out

Tuesday, September 10 –

7:00 pm – Close of Poster Reception, Silent Auction and Exhibit Hall

7:00 pm – 7:15 pm – Clear Attendees from Hall

7:15 pm – Exhibit Hall Tear-Down and Delivery of Shipping Materials



Wednesday, September 11 – 8:00 am – 10:00 am

**DON'T FORGET!** For the fifth year in a row, please note on Monday, September 9 from 5:30 pm – 6:30 pm there will be a special Party-On-The-Floor Exhibitor Reception in the Exhibit Hall. All attendees are invited to participate.

Exhibitors will be given two (2) “Drinks-on-Me” drink tickets to hand out to the registered delegates of their choosing during the opening day of the show!

Social events are a great way to network with current and potential clients.



## Floorplan Notes and Considerations

Please reference the floorplan document in regards to these important set-up notes.

- There are booths on the floorplan designated as 20' x 20' islands. Islands in ALL locations must be pre-approved by AZA Show Management and ARE NOT SUBJECT TO HEIGHT RESTRICTIONS. Booths located behind the islands understand they may be view-obstructed.
- Certain structures may exceed 10' if in certain areas of the show floor. Pre-approval must be granted by Show Management at its sole discretion. Please contact Gina Velosky at [gvelosky@aza.org](mailto:gvelosky@aza.org) if you have specifics or concerns about height restrictions.
- All other exceptions to height restrictions must be pre-approved and are at the sole discretion of Show Management. (For example: display that is largely transparent may be permitted.)

Online floorplan is located: [https://annual.aza.org/2019/floor\\_plan.cfm](https://annual.aza.org/2019/floor_plan.cfm)



## Key Demographics

### IMPORTANT FACTS

- Approximately 3,000 total attendees expected this year!
- Over 83% have buying authority
- Nearly all 230+ AZA-accredited zoos and aquariums represented

### DON'T MISS IT

For more than 90 years, the AZA Annual Conference is where business solutions, new trends and science-based know-how converge. Hosting 3,000 attendees and 200+ service providers, the Annual Conference attracts long-time zoo and aquarium veterans and rising, future leaders.

### Primary Areas of Interest

- Animal Care and Management
- Aquarium Affairs
- Business Operations
- Conservation
- Development/Fundraising and Membership
- Education
- Public Relations/Marketing





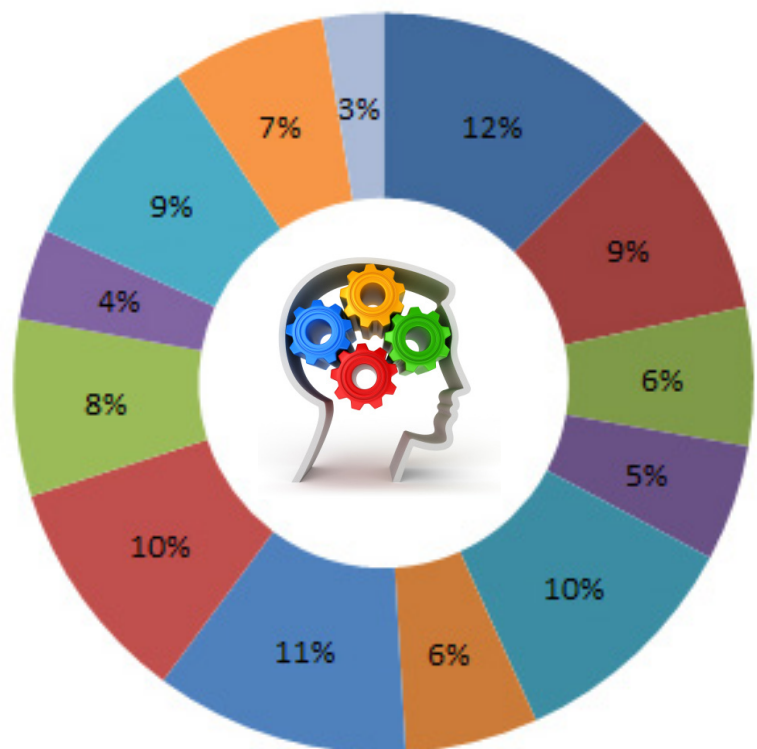
## Key Demographics

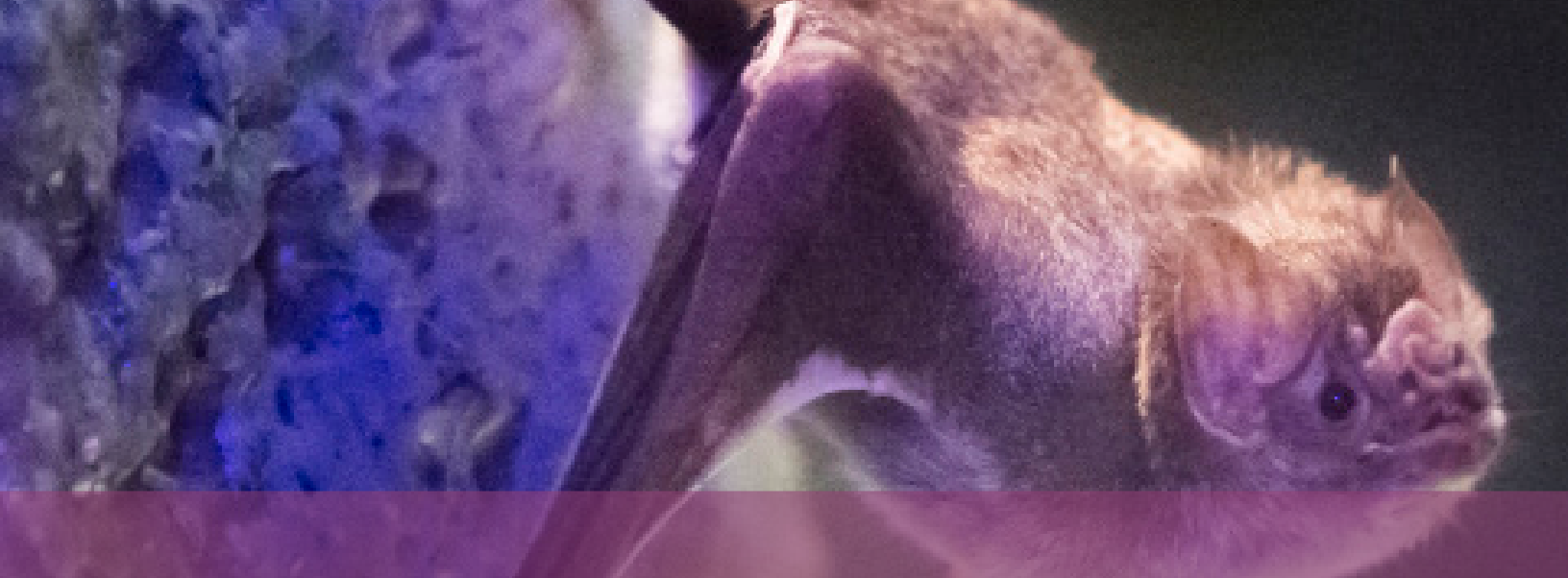
- Green Practices and Sustainability
- Marketing
- Research
- Volunteer & Docent Management

- Exhibit Design
- Human Resources
- Public Relations
- Society
- Other

- Government Affairs
- Membership
- Safety
- Zoo, Aquarium, or Society Director

All Areas of Expertise





## Sponsorship Opportunities

### PLATINUM LEVEL SPONSORSHIPS \$10,000 +

Recognition includes:

- Exhibit booth - 10' x 10'
- Two full individual registrations
- Logo on Conference Welcome Banner
- Recognition in Annual Conference e-newsletters, event specific signage, displays, invitations, and/or giveaways.
- Sponsor's logo and listings in Annual Conference program book, website, e-newsletter, mobile app, and in Connect magazine.
- Sponsor recognition in Dan Ashe's blog, post conference.
- Sponsor recognition on AZA Facebook.



### PLATINUM LEVEL OFFERINGS

Neck Wallets (IMATA and AZA options)  
\$17,000

General Sessions  
\$15,000

AZA Honors and Awards Luncheon  
\$15,000

Premier Marketing Signage  
\$14,000

AZA Directors' Dinner  
\$13,000

Conference Notebook  
\$12,500

Delegate Bag  
\$12,500

Water Bottle  
\$12,000

Party-On-The-Floor Reception  
\$10,000

IMATA Informal Night and Dessert Social  
\$10,000

IMATA Honors and Awards Banquet  
\$10,000

\* If you are interested in any of our sponsorship packages, please note that ALL are subject to right of first refusal rules and regulations. Also, note that in order to bring greater benefits and recognition to all of our sponsors, each sponsorship category has a limited number of slots available.

Please contact Gina Velosky at [gvelosky@aza.org](mailto:gvelosky@aza.org) for more detailed information.



## Sponsorship Opportunities

### GOLD LEVEL SPONSORSHIPS \$5,000 - \$9,999

Recognition includes:

- Two full individual registrations
- Logo on event specific signage, displays, invitations, and/or giveaways.
- Sponsor's logo and listings in Annual Conference program book, website, e-newsletter, mobile app, and in Connect magazine.
- Sponsor recognition on AZA Facebook.

### GOLD LEVEL OFFERINGS

The Zen Lounge  
\$9,500

Conference Wi-Fi  
\$7,500

Charging Lockers  
\$7,000

Marketing Flags  
\$5,500

Exhibit Hall Lunch  
\$5,000

Artisan Water Station  
\$5,000

Formal IMATA Reception Before Banquet  
\$5,000



## Sponsorship Opportunities

### SILVER LEVEL SPONSORSHIPS \$1,000 - \$4,999

Recognition includes:

- Logo on event specific signage, displays, invitations, and/or giveaways.
- Sponsor's company name listing in Annual Conference program book, website, e-newsletter, mobile app, and in Connect magazine.

Poster Reception  
\$4,500

Appreciation Reception  
\$3,500

Exhibit Hall Breaks  
\$3,000

Program Tracks  
\$2,500

### BRONZE LEVEL SPONSORSHIPS \$500-\$999

Recognition includes:

- Sponsor's company name listing in Annual Conference program book, website, e-newsletter, mobile app, and in Connect magazine.

General Contributions

In-Kind Services\* Accepted at the sole discretion of  
Show Management



## Advertising Opportunities

### CONFERENCE PROGRAM BOOK

Ad Format	Artwork Size	Rates and Color Options
Front or Back Inside Cover	8.5" x 11"	\$3,250 / 4-Color only
Full Page	8.5" x 11"	\$2,000 4-Color \$1,500 B&W
1/2 Page Horizontal	7.5" x 4.5"	\$1,000 4-Color \$750 B&W
1/2 Page Vertical	3.5" x 9.5"	\$1,000 4-Color \$750 B&W

### AT-A-GLANCE BOOKLET

Ad Format	Artwork Size	Rates (B&W Only)
Back Cover	3" x 4"	\$1,450
Front or Back Inside Cover	3" x 4"	\$1,250 (COLOR)
Full Page	3" x 4"	\$750
1/2 Page	3" x 2"	\$500

### CONFERENCE E-NEWSLETTER

Ad Format	Artwork Size	Rate
Linked Web Button	120x90 pixels, 70 dpi	\$625
Linked Web Button	120x180 pixels, 70 dpi	\$1,100

### KEY DATES

Program Ad Sales Open:	April 30, 2019
Space Reservations:	July 1, 2019
Artwork Delivery:	July 29, 2019
Payment:	July 29, 2019

Graphic/URL for e-newsletters due 25th of month prior to publication.



## Special Sponsor/Exhibitor Advertising Opportunities

Conference Sponsors and Exhibitors receive discounts on advertising!

### CONFERENCE PROGRAM BOOK~Special Discounts

Ad Format	Artwork Size	Rates and Color Options	
Full Page	8.5" x 11"	<del>\$2,000</del>	\$1,600 4-Color
		<del>\$1,500</del>	\$1,200 B&W
1/2 Page Horizontal	7.5" x 4.5"	<del>\$1,000</del>	\$800 4-Color
		<del>\$750</del>	\$600 B&W
1/2 Page Vertical	3.5" x 9.5"	<del>\$1,000</del>	\$800 4-Color
		<del>\$750</del>	\$600 B&W

### AT-A-GLANCE BOOKLET~Special Discounts

Ad Format	Artwork Size	Rates (B&W Only)	
Back Cover	3" x 4"	<del>\$1,450</del>	\$1,250
Front or Back Inside Cover	3" x 4"	<del>\$1,000</del>	\$950 (COLOR)
Full Page	3" x 4"	<del>\$750</del>	\$600
1/2 Page	3" x 2"	<del>\$500</del>	\$400

### CONFERENCE E-NEWSLETTER~Special Discounts

Ad Format	Artwork Size	Rate	
Linked Web Button	120x90 pixels, 70 dpi	<del>\$625</del>	\$500
Linked Web Button	120x180 pixels, 70 dpi	<del></del>	\$1,100    \$880

### KEY DATES

Program Ad Sales Open:	April 30, 2019
Space Reservations:	July 1, 2019
Artwork Delivery:	July 29, 2019
Payment:	July 29, 2019

Graphic/URL for e-newsletters due 25th of month prior to publication.



## We Hope to See YOU at Future AZA Events

For questions on sponsorships, advertising or exhibiting at  
Conferences, please contact:

Gina Velosky, Director, Business Development & Marketing  
[gvelosky@aza.org](mailto:gvelosky@aza.org)  
301-244-3354