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 Aquarium of the Americas
Expected attendance: 3,000+
Website: www.aza.org/annualconference

Contact: Gina Velosky, Director
Business Development & Marketing
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 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.
*A larger version of the floorplan can be viewed at: https://annual.aza.org/2019/floor_plan.cfm
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 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
### 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.

Attendees will come together to network, share ideas, and learn from one another, uniting opportunities and experts to make great ideas stick and new ones come to life.

### Primary Areas of Interest

<table>
<thead>
<tr>
<th>Animal Care and Management</th>
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<tbody>
<tr>
<td>Aquarium Affairs</td>
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<td>Business Operations</td>
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<tr>
<td>Conservation</td>
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<tr>
<td>Development/Fundraising and Membership</td>
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<tr>
<td>Education</td>
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<tr>
<td>Public Relations/Marketing</td>
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</tbody>
</table>
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
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 for more detailed information.
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
## Conference Program Book

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<th>Artwork Size</th>
<th>Rates and Color Options</th>
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## At-A-Glance Booklet

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## Conference E-Newsletter

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## 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!

CONFERANCE PROGRAM BOOK~Special Discounts

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AT-A-GLANCE BOOKLET~Special Discounts

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CONFERENCE E-NEWSLETTER~Special Discounts

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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
301-244-3354