

AZA 2021

VIRTUAL ANNUAL CONFERENCE

September 20-24

ASSOCIATION
OF ZOOS &
AQUARIUMS



Virtual Conference Marketing Opportunities

Please join thousands of leaders in the community, for this year's Virtual Annual Conference, featuring 5 full days of online program sessions and events as well as an exciting showcase of virtual sponsors. Attendees will be able to enjoy:

- Networking online with peers and finding new connections in the community
 - Exploration of innovative ideas and best practices
 - Learning about new technology, products, and services

Anticipated Attendance: 1000+

Website: www.aza.org/annualconference

Contact: Jessica Heckendorn,
Coordinator, Integrated Sales & Marketing
jheckendorn@aza.org
301-244-3341

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.



General Sponsorship Opportunities

Supporting Sponsor Package

Member: \$750
Non-Member: \$1750

Recognition includes:

- [Small booth](#) (3 graphics)
- [Booth enhancement upgrade \(Basic\)](#)
- General attendee list
- One (1) conference registration
- Digital conference program guide (supporting sponsor company listing)
- AZA conference website (supporting sponsor company listing)

Bronze Sponsor Package

Member: \$1250
Non-Member: \$2250

Recognition includes:

- [Medium booth](#) (3 graphics plus 1 video placement in booth)
- [Booth enhancement upgrade \(Level A\)](#)
- General attendee list
- Two (2) conference registrations
- Digital conference program guide (bronze sponsor company listing)
- AZA conference website (bronze sponsor company listing)



Event Sponsorship Opportunities

Silver Sponsor Package: \$2500

Tracks : max 2 sponsors each

- Animal Management, Health, & Welfare
- Aquarium Affairs
- Business Operations
- Conservation
- Development/Fundraising & Membership
- Education
- Public Relations & Marketing
- Volunteer & Intern Engagement
- Trends & More

Recognition includes:

- [Medium booth](#) (3 graphics plus 1 video placement in booth)
- [Booth enhancement upgrade \(Level B\)](#)
- General attendee list
- Three (3) conference registrations
- Logo on display next to sponsored track (virtual ballroom)
- Digital conference program guide (silver sponsor company listing)
- AZA conference website (silver sponsor company listing)
- Conference e-newsletters (silver sponsor company listing and url)
- Connect Magazine (silver sponsor company listing)
- Sponsor “thank you” slide (rotates prior to general sessions)

*Event Sponsorship Packages (Silver, Gold, Platinum) are limited to active AZA members.

*Package reservations due by August 13, 2021; Digital assets delivery due by August 18, 2021



Gold Sponsor Package: \$3500

Events: max 2 sponsors each

- Networking Break-Monday
- Networking Break-Tuesday
- Networking Break-Wednesday
- Networking Break- Thursday
- Networking Break-Friday
- The Buzz-Session 1
- The Buzz-Session 2
- The Buzz-Session 3
- The Buzz-Session 4
- Lifetime Achievement Award

Recognition includes:

- [Medium booth](#) (3 graphics plus 1 video placement in booth)
- [Booth enhancement upgrade \(Level C\)](#)
- General attendee list
- Four (4) conference registrations
- Logo on display next to sponsored track (virtual ballroom)
- Half-page color ad in digital conference program guide
- Digital conference program guide (gold sponsor company listing)
- AZA conference website (gold sponsor company listing)
- Conference e-newsletters (gold sponsor company listing and url)
- Connect Magazine (gold sponsor company listing)
- Sponsor “thank you” slide (rotates prior to general sessions)
- Gold sponsor Facebook recognition post

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Platinum Sponsor Package: \$8000

Events: max 2 sponsors each unless noted otherwise

- General Session 1
- General Session 2
- General Session 3
- General Session 4
- AZA Honors & Awards
- Director's Only Session (Max 6 sponsors)

Recognition includes:

- [Large booth](#) (4 graphics plus 1 video placement in booth)
- [Booth enhancement upgrade \(Level D\)](#)
- General attendee list
- Five (5) conference registrations
- Logo on display next to sponsored track (virtual ballroom)
- Full-page color ad in digital conference program guide
- Platinum sponsor logo recognition in virtual lobby and ballroom
- Dedicated sponsor slide that plays prior to sponsored session
- Pre-loaded (15-30 seconds) sponsor video that plays prior to sponsored event and verbal moderator mention
- Pre-loaded (15-30 minutes) sponsor demonstration video in concurrent session track*
- Digital conference program guide (platinum sponsor company listing)
- AZA conference website (platinum sponsor company listing)
- Conference e-newsletters (platinum sponsor company listing and url)
- Connect Magazine (platinum sponsor company listing)
- Sponsor “thank you” slide (rotates prior to general sessions)
- Dedicated platinum sponsor Facebook recognition post (1 per platinum sponsor)
- Dan Ashe’s blog, post-conference (conference wrap-up thank you)

*Event Sponsorship Packages (Silver, Gold, Platinum) are limited to active AZA members.

*Sponsor demo video placement subject to AZA sole discretion.

*Package reservations due by August 13, 2021; Digital assets delivery due by August 18, 2021



Advertisement Opportunities

Digital Conference Program Guide

- Inside Cover-Full Page (Color): \$1200
- Back Cover-Full Page (Color): \$1200
- Full Page (Color): \$900
- Half Page (Color): \$600

Conference E-Newsletters

- Small Button (120x90 pixels): \$500
- Tall Button (120x180 pixels): \$750

*Months avail: July, August, September

Virtual Lobby Graphic Positions

- Position 4 (120x80 pixels): \$500
- Position 5 (120x80 pixels): \$500
- Position 9 (100x140 pixels): \$600
- Position 10 (100x140 pixels): \$600
- Position 11 (120x160 pixels): \$700
- Position 12 (120x160 pixels): \$700
- Position 7 (240x80 pixels): \$800
- Position 8 (240x80 pixels): \$800

Conference Video Advertising (PLATINUM SPONSORS ONLY)

Repeat 15-30 second sponsor video ad throughout the conference

- Additional 1x play: \$1000
- Additional 2x play: \$1500
- Additional 4x play: \$2500

*Digital advertisement (ads, buttons, graphics, videos) reservations due by August 13, 2021

*Digital advertisements delivery due by August 18, 2021



We Hope to See YOU at Future AZA Events

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

Jessica Heckendorn
Coordinator, Integrated Sales & Marketing
jheckendorn@aza.org
301-244-3341