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

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**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)

*Package reservations due by August 18th to be included in digital conference program guide.*
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

*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
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:

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