

# AZA 2023

ANNUAL  
CONFERENCE

EXHIBIT,  
ADVERTISE,  
SPONSOR

*"We definitely enjoyed our first time at the show.  
A great market, and a great opportunity to  
serve the AZA community."*

*- 2022 Exhibitor*

**September 9 - 14**  
**Columbus, Ohio**



## QUICK FACTS

### DATE

September 9-14, 2023

### LOCATION

Columbus, Ohio

### HOST

Columbus Zoo and Aquarium

### WEBSITE

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

### CONTACT

Grace Hamilton  
Coordinator, Integrated Marketing  
& Development  
[gHamilton@aza.org](mailto:gHamilton@aza.org)  
301-244-3328

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## AZA 2023 Annual Conference Exhibit, Advertise, Sponsor!

The 2023 AZA Annual Conference will be at the Columbus Convention Center in Columbus, Ohio. The premier event for zoo and aquarium professionals, the Annual Conference will be hosted by the Columbus Zoo and Aquarium and will bring together more than 2,500 individuals 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

*“Overall, great experience and thoroughly enjoyed this aspect of our partnership with AZA.”*

# EXHIBIT AT THE AZA ANNUAL CONFERENCE

AZA Members Receive Discounted Rates! Join Now! [www.aza.org/join](http://www.aza.org/join)

## Why Exhibit?

**94%** of exhibitors surveyed from the 2022 AZA Annual Conference made valuable contacts.

- **WE DRIVE TRAFFIC TO YOUR BOOTH:** The Annual Conference has dedicated conference hours to visit with exhibitors, plus networking receptions, breaks and refreshments hosted in the Exhibit Hall.
- **A FANTASTIC LOCATION:** Columbus is the 14th largest city in the country and the fastest-growing city in the Midwest. Celebrated for its incredible arts, entertainment, fashion and culinary offerings, exciting collegiate and professional sports teams and spectacular sprawling green space on the Scioto Mile downtown riverfront, this city has something for everyone.
- **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.

## Why Attendees Visit the Exhibitor Showcase?

- Learn about new products and technology
- Visit multiple exhibitors in one location
- Evaluate and compare products
- Connect with exhibitors

**PROJECTED ATTENDANCE: 2,500+**

## What are Attendees Interested In?

**ANIMAL CARE SUPPLIES:** Includes cleaning supplies, enrichment, enclosures, pest control, handling equipment, bedding, and veterinary/medical devices.

**CAPITAL IMPROVEMENTS/CONSTRUCTION:** Includes building materials, design services, construction, exhibit fabrication, netting/mesh, etc.

**GUEST SERVICES:** Includes admissions software, retail, food concessions, and special events.

**MARKETING SUPPORT:** Includes advertising, graphics, and printing.

**FACILITY SUPPLIES:** Includes maintenance equipment, tools, janitorial products.





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# EXHIBIT INFORMATION

## Booth Rates

Booth space size is sold at a base of 10' x 10'. Corner space premium is \$200 additional per corner.

### Members

Companies must be current AZA Commercial Members, Accredited/Certified Related Facilities, or Conservation Partners in good standing at the time of the conference.

BOOTH SIZE	RATE
10' x 10'	\$2,500 first 2 spaces \$2,100 3 or more spaces
20' x 20'	\$9,000 each

### Non-Profit

Offered to organizations that are not AZA members, but support the mission of the Association and are not-for-profit entities or accredited academic institutions.

BOOTH SIZE	RATE
10' x 10'	\$3,050 each \$2,650 per additional space

### Non-Members

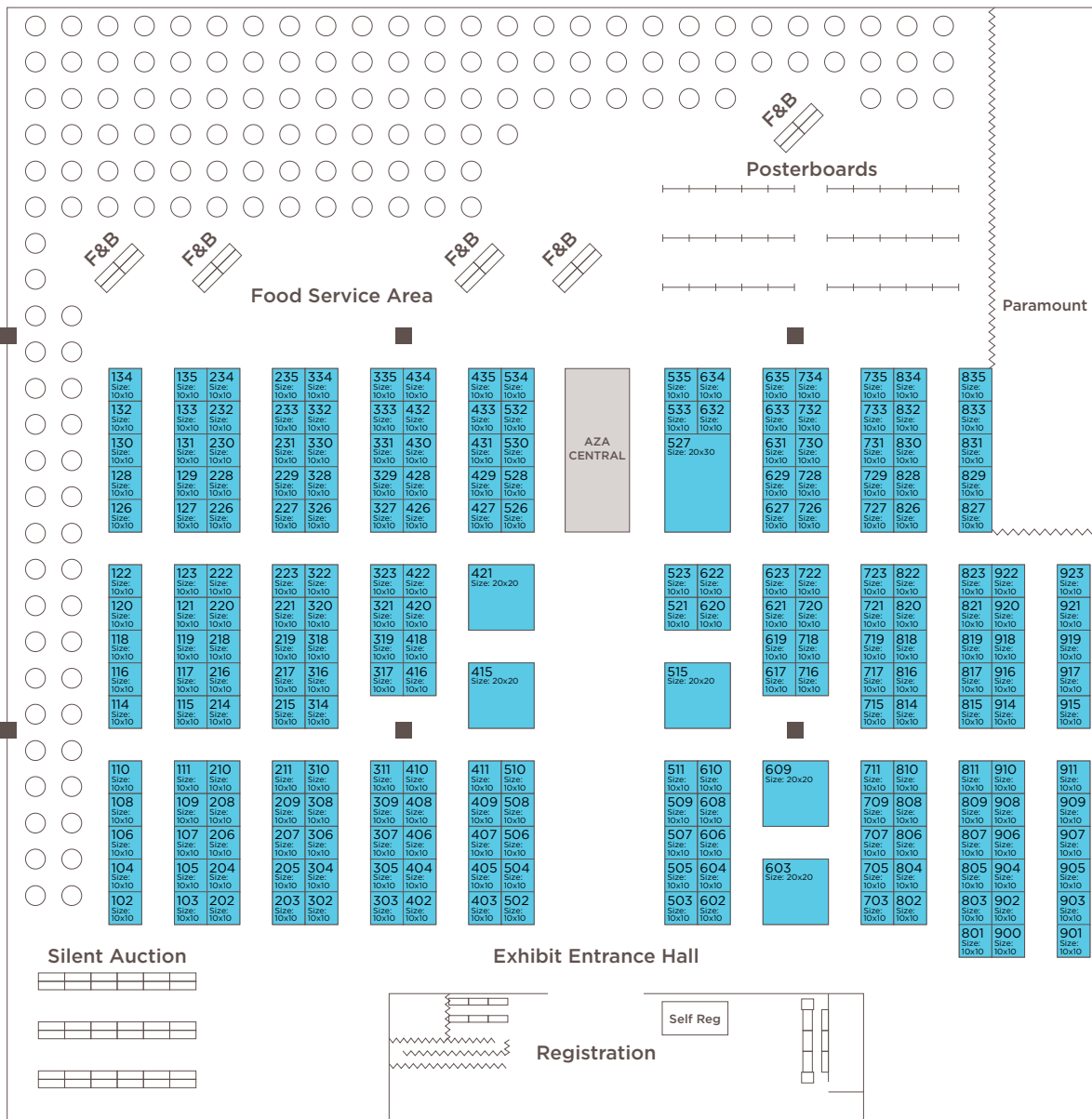
All for-profit suppliers or consultants that are not members of AZA are only eligible for standard booth rates.

BOOTH SIZE	RATE
10' x 10'	\$3,600 each \$3,200 per additional space

**REGISTRATION:** For each exhibit booth purchased, the exhibiting company is eligible to receive 2 full individual registrations (includes tickets to these social events: Icebreaker and Zoo Day). Additional individual registrations may be purchased at a discounted rate of \$170 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.

# FLOORPLAN OVERVIEW



- \* A larger version of the floorplan can be viewed at: [https://annual.aza.org/2023/floor\\_plan.cfm](https://annual.aza.org/2023/floor_plan.cfm)
- \* Booths 415, 421, 515, 603, 609 are designated 20' x 20' islands, and Booth 527 is a designated 20' x 30' island. 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 AZA Show Management at its sole discretion. Please connect with Grace Hamilton at [ghamilton@aza.org](mailto:ghamilton@aza.org) if you have specifics or concerns about height restrictions.
- \* All other exceptions to any height restrictions must be pre-approved and are at the sole discretion of AZA Show Management.



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## EXHIBIT SCHEDULE

**Please review these important dates and helpful information:**

### **Exhibit Move-in**

**Monday, September 11**

8:00 am – 5:30 pm

### **Exhibit Hall Hours**

**Tuesday, September 12**

9:30 am – 6:30 pm

**Wednesday, September 13**

1:30 pm – 7:00 pm

### **Exhibitor Move-out**

**Wednesday, September 13**

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                      Removal of Carpet and  
Delivery of Shipping Materials

7:15 pm – 10:00 pm      Exhibit Hall Tear-Down

- \* Any form of packing up of exhibit booths prior to 7:00 pm is strictly prohibited.
- \* All displays must be completely taken down and boxed up on Wednesday night.
- \* Carriers are allowed to pick up materials on Thursday, September 14 (8:00 am – 10:00 am) but no tear down will be permitted at this time.

**DON'T FORGET!** Please note that on Tuesday, September 12 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) 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.

### **Tuesday, September 12**

**Exhibit Hall Grand Opening**

9:30 am – 10:30 am

**Exhibit Hall Lunch**

12:00 pm – 2:00 pm

**Refreshment Break**

3:30 pm – 4:00 pm

**Party-On-The-Floor Reception**

5:30 pm – 6:00 pm

### **Wednesday, September 13**

**Refreshment Break**

3:30 pm – 4:00 pm

**Poster Reception**

5:30 pm – 7:00 pm



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# SPONSORSHIP OPPORTUNITIES

Sponsors also receive discounts on advertising.  
See the Special Advertising Opportunities Page!

## Platinum Level \$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 logo and listings in Annual Conference program guide, website, e-newsletter, mobile app, and in *Connect* magazine.
- Sponsor recognition in Dan Ashe's blog, post conference.
- Sponsor recognition on AZA Facebook page.

### Platinum Level Offerings:

*(includes all Platinum Level benefits)*

- |                                       |          |
|---------------------------------------|----------|
| • Annual Conference REWIND            | \$10,000 |
| • Conference App                      | \$10,000 |
| • Party-On-The-Floor Reception        | \$14,000 |
| • Directors' Dinner                   | \$15,000 |
| • General Sessions with Slide Segment | \$15,000 |
| • Honors and Awards Luncheon          | \$15,000 |
| • Conference Notebook                 | \$16,000 |
| • Delegate Bag                        | \$16,000 |
| • Water Bottle                        | \$16,000 |
| • Neck Wallet                         | \$18,000 |

\* 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.

### CONTACT:

Grace Hamilton  
301-244-3328 | ghamilton@aza.org



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# SPONSORSHIP OPPORTUNITIES

## Gold Level \$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 page.

**Gold Level Offerings:**  
*(includes all Gold Level benefits)*

- Program Tracks \$5,500
- Artisan Water Station \$6,000
- Exhibit Hall Lunch \$7,000
- Conference Phone Charging Locker \$8,000

## Silver Level \$1,000-\$4,999

**Recognition includes:**

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

**Silver Level Offerings:**  
*(includes all Silver Level benefits)*

- Exhibit Hall Breaks \$4,000
- Appreciation Reception \$4,500
- Poster Reception \$5,000

## Bronze Level \$750

**Recognition includes:**

- Sponsor 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 AZA Show Management



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# ADVERTISING OPPORTUNITIES

### Key Dates

**Program Ad Sales Open**  
**May 8, 2023**

**Space Reservations**  
**July 10, 2023**

**Artwork Delivery**  
**August 7, 2023**

**Payment**  
**August 7, 2023**

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

## On-site Convention Center Digital Signage Packages

### Central LED Art Wall

**\$15,000**

*Two advertising packages available*

- Video of up to thirty (30) seconds in duration included in 75% exclusive rotation.
- Increase in number of occurrences per rotation.
- Option to have event info displayed thirty (30) days prior to event start date.
- Two images rotation available.

### Escalator Signage

**\$8,000**

*Two advertising packages available*

- Up to two images/slides may be added into rotation with event session information.
- Videos of up to fifteen (15) seconds in length may also be added into rotation.
- Slide duration increased from ten (10) to twenty (20) seconds.
- Option to have event info displayed thirty (30) days prior to event start date.

### Meeting Room Signage

**\$1,800**

*Two advertising packages available*

- Up to two images/slides may be added into rotation with event session information.
- Videos of up to fifteen (15) seconds in duration may also be added into rotation.
- Increase in number of occurrences per rotation.

### Wayfinding Directory Kiosks/Home Page

**\$2,500**

- Event banner displayed thirty (30) days prior to event start date.

# ADVERTISING OPPORTUNITIES

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Space Reservations  
July 10, 2023

Artwork Delivery  
August 7, 2023

Payment  
August 7, 2023

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

## Conference Program Guide

AD FORMAT	ARTWORK SIZE	RATES	
Front or Back Inside Cover	8.5" x 11" (1/8" bleed)	\$3,250	4-Color Only
Full Page	8.5" x 11" (1/8" bleed)	\$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	
Back Cover	3" x 4" (1/8" bleed)	\$1,450	4-Color Only
Front or Back Inside Cover	3" x 4" (1/8" bleed)	\$1,250	4-Color Only
Full Page	3" x 4"	\$750	B&W Only
1/2 Page	3" x 2"	\$500	B&W Only

## Conference E-Newsletter

AD FORMAT	ARTWORK SIZE	RATES	
Linked Web Button	120x90 pixels, 70 dpi	\$625	
Linked Web Button	120x180 pixels, 70 dpi	\$1,100	

## Specifications

### FILE FORMATS AND RESOLUTION:

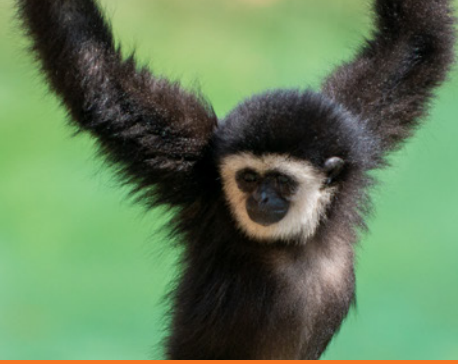
All graphics should be EPS, TIFF or PDF files (hi-res JPEG acceptable if file is being e-mailed).

**Word, Powerpoint, and MS Publisher files are not acceptable.**

Print graphics must have a minimum resolution of 300 ppi at actual size.

### COLOR SPACE:

All color ads must be designed in CMYK. RGB colors must be converted to CMYK before submission. PMS spot colors are unacceptable unless converted to process color equivalent.



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# ADVERTISING DISCOUNTS FOR CONFERENCE SPONSORS AND EXHIBITORS

AZA Conference sponsors and exhibitors may expand their reach with advertising opportunities at the lowest rates available. Add any of these options and at these discounted rates – only available to those that support the Association through exhibiting and sponsoring:

## Conference Program Guide

AD FORMAT	ARTWORK SIZE	RATES		
Front or Back Inside Cover	8.5" x 11" (1/8" bleed)	<del>\$3,250</del>	\$1,600	4-Color Only
Full Page	8.5" x 11" (1/8" bleed)	<del>\$2,000</del>	\$1,200	4-Color
		<del>\$1,500</del>	\$800	B&W
1/2 Page Horizontal	7.5" x 4.5"	<del>\$1,000</del>	\$600	4-Color
		<del>\$750</del>	\$800	B&W
1/2 Page Vertical	3.5" x 9.5"	<del>\$1,000</del>	\$600	4-Color
		<del>\$750</del>	\$800	B&W

## At-A-Glance Booklet

AD FORMAT	ARTWORK SIZE	RATES		
Back Cover	3" x 4" (1/8" bleed)	<del>\$1,450</del>	\$1,250	4-Color Only
Front or Back Inside Cover	3" x 4" (1/8" bleed)	<del>\$1,250</del>	\$950	4-Color Only
Full Page	3" x 4"	<del>\$750</del>	\$600	B&W Only
1/2 Page	3" x 2"	<del>\$500</del>	\$400	B&W Only

## Conference E-Newsletter

AD FORMAT	ARTWORK SIZE	RATES		
Linked Web Button	120x90 pixels, 70 dpi	<del>\$625</del>	\$500	
Linked Web Button	120x180 pixels, 70 dpi	<del>\$1,100</del>	\$880	



## We Hope To See You At Future AZA Events!

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

Grace Hamilton  
Coordinator, Integrated Marketing & Development  
[ghamilton@aza.org](mailto:ghamilton@aza.org)

301-244-3328

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**