"We have exhibited for over a decade and the quality of networking and relationships we have built are invaluable for our understanding and success in the industry. I look forward to attending it every year."

- 2023 Exhibitor
AZA 2024 Annual Conference
Exhibit, Advertise, Sponsor!

The 2024 AZA Annual Conference will take place at BMO Centre on Stampede Park in Calgary, Alberta, Canada. The premier event for zoo and aquarium professionals, the Annual Conference will be hosted by the Wilder Institute/Calgary Zoo and will bring together more than 2,000 individuals from a wide variety of disciplines for several days of:

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

“The AZA Annual Conference is the premier event for exhibitors looking to get close to Zoo professionals.”

– 2023 Exhibitor
EXHIBIT AT THE AZA ANNUAL CONFERENCE
AZA Members Receive Discounted Rates – Join Now! www.aza.org/join

Why Exhibit?

94% of exhibitors surveyed from the 2023 AZA Annual Conference made valuable contacts.

• 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.

• FANTASTIC LOCATION: Home to AZA-accredited Wilder Institute/Calgary Zoo, Calgary is the third largest and one of the fastest-growing cities in Canada. Calgary has two of the world’s largest urban parks and the largest outdoor pathway and bikeway network in all of North America. Known for its Western influences, Calgary also has attractions, like Heritage Park, that showcase Calgary’s rich history.

• 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: 2,000+

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.
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 $175 per day (tickets additional) or $399 for a full conference registration. All rates in U.S. Dollars.

* 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.

### 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 Related Facilities, or Conservation Partners in good standing at the time of the Conference.

<table>
<thead>
<tr>
<th>BOOTH SIZE</th>
<th>RATE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$2,500 first 2 spaces</td>
</tr>
<tr>
<td></td>
<td>$2,100 3 or more spaces</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$9,000 each</td>
</tr>
</tbody>
</table>

#### 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.

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<th>BOOTH SIZE</th>
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<tr>
<td>10’ x 10’</td>
<td>$3,050 each</td>
</tr>
<tr>
<td></td>
<td>$2,650 per additional space</td>
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#### Non-Members

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

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</table>
Once finalized, the up-to-date floor plan will be available on AZA’s Conference website: https://annual.aza.org/2024/exhibit_sponsorship.cfm

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 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.
EXHIBIT SCHEDULE

Please review these important dates and helpful information:

**Exhibit Move-in**
**Monday, September 16**
8:00 am – 5:30 pm

**Exhibit Hall Hours**
**Tuesday, September 17**
9:30 am – 6:30 pm
**Wednesday, September 18**
1:30 pm – 7:00 pm

**Exhibitor Move-out**
**Wednesday, September 18**
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 19 (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 17 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 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 17**
**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 18**
**Refreshment Break**
3:30 pm – 4:00 pm
**Poster Reception**
5:30 pm – 7:00 pm
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 on AZA social media.

Platinum Level Offerings:
(includes all Platinum Level benefits)
• Annual Conference + Plus $10,000
• WiFi $10,000
• App $10,000
• Party-On-The-Floor Reception $14,000
• Directors’ Dinner $15,000
• General Sessions $15,000
• Honors and Awards Luncheon $15,000
• 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
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 social media.

Gold Level Offerings:
(includes all Gold Level benefits)
• Program Tracks $5,500
• Poster Reception $5,500
• Artisan Water Station $6,000
• Exhibit Hall Lunch $7,000

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

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.
NEW for 2024! AZA Expo LIVE is a new exhibit hall theater, allowing your company or organization the opportunity to share programming content in the Annual Conference Exhibit Hall. AZA Expo LIVE provides 30-minute sessions that are focused, high-value LIVE marketing spots for exhibitors, sponsors, and advertisers. The theater is set for approximately 50 attendees and attendance may vary depending on the topic.

AZA Expo LIVE presentations may be used for demonstrating new and existing products, technology, and services that would be of interest to attendees.

Time slots for the AZA Expo LIVE may be reserved at the time of booth selection.

**Theater Guidelines**
- Space for 50 attendees.
- Audio visual options (mic, screen, and projector).
- Sign outside theater with schedule for the day to include company name, session title, and speaker(s).
- Schedule promoted in the Annual Conference program guide, website, and mobile app.

**AZA LIVE Cost and Schedule**

Cost depends on the time slot chosen. $2,500 per 30-minute session during unopposed programming time. $2,000 during time slots when program sessions occur.

**Tuesday, September 17**
**Limited Availability - Reserve Now!**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am – 10:30 am</td>
<td>$2,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>10:45 am – 11:15 am</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>12:15 pm – 12:45 pm</td>
<td>$2,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>1:00 pm – 1:30 pm</td>
<td>$2,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td>$2,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>5:45 pm – 6:15 pm</td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

**Wednesday, September 18**

<table>
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<tr>
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<tbody>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td>$2,500</td>
</tr>
<tr>
<td>4:15 pm – 4:45 pm</td>
<td>$2,000</td>
</tr>
<tr>
<td>5:00 pm – 5:30 pm</td>
<td>$2,000</td>
</tr>
<tr>
<td>5:45 pm – 6:15 pm</td>
<td>$2,500</td>
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</tbody>
</table>
ADVERTISING OPPORTUNITIES

Key Dates

<table>
<thead>
<tr>
<th>Program Ad Sales Open</th>
<th>Artwork Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 10, 2024</td>
<td>August 2, 2024</td>
</tr>
</tbody>
</table>

Space Reservations

| July 12, 2024 |

Payment

| August 2, 2024 |

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

On-site Convention Center Digital Signage Packages

Concierge Display

$10,000

One advertising package available

- Located on the outside, right corner of Exhibit Hall
- Video of up to ten (10) seconds in duration
- Rotates every 2 (two) minutes for multiple days throughout Conference
- Image Format: JPEG/PNG
- Video Format: MP4

Facility Display

$7,000

Three advertising packages available

- Located on the outside front and side of Exhibit Hall
- Video of up to ten (10) seconds in duration
- Rotates every 2 (two) minutes throughout Conference
- Image Format: JPEG/PNG
- Video Format: MP4

Totem Directory

$5,000

Four advertising packages available

- Located directly across from front and side of Exhibit Hall
- Video of up to ten (10) seconds in duration
- Rotates every 2 (two) minutes throughout Conference
- Image Format: JPEG/PNG
- Video Format: MP4

Information Display

$2,000

Four advertising packages available

- Located on the outside front and side of Exhibit Hall
- Video of up to ten (10) seconds in duration
- Rotates every 2 (two) minutes throughout Conference
- Image Format: JPEG/PNG
- Video Format: MP4

Images of the digital signage options are available on the AZA Conference website: https://annual.aza.org/2024/documents/Digital_Signage_BMO-2024.pptx
ADVERTISING OPPORTUNITIES

Key Dates

Program Ad Sales Open
May 10, 2024

Space Reservations
July 12, 2024

Artwork Delivery
August 2, 2024

Payment
August 2, 2024

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

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.

Conference Program Guide

<table>
<thead>
<tr>
<th>AD FORMAT</th>
<th>ARTWORK SIZE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front or Back Inside Cover</td>
<td>8.5” x 11” (1/8” bleed)</td>
<td>$3,250, 4-Color Only</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11” (1/8” bleed)</td>
<td>$2,000, 4-Color $1,500, B&amp;W</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5” x 4.5”</td>
<td>$1,000, 4-Color $750, B&amp;W</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.5” x 9.5”</td>
<td>$1,000, 4-Color $750, B&amp;W</td>
</tr>
</tbody>
</table>

At-A-Glance Booklet

<table>
<thead>
<tr>
<th>AD FORMAT</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>3” x 4” (1/8” bleed)</td>
<td>$1,450, 4-Color Only</td>
</tr>
<tr>
<td>Front or Back Inside Cover</td>
<td>3” x 4” (1/8” bleed)</td>
<td>$1,250, 4-Color Only</td>
</tr>
<tr>
<td>Full Page</td>
<td>3” x 4”</td>
<td>$750, B&amp;W Only</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3” x 2”</td>
<td>$500, B&amp;W Only</td>
</tr>
</tbody>
</table>

Conference E-Newsletter

<table>
<thead>
<tr>
<th>AD FORMAT</th>
<th>ARTWORK SIZE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked Web Button</td>
<td>120x90 pixels, 70 dpi</td>
<td>$625</td>
</tr>
<tr>
<td>Linked Web Button</td>
<td>120x180 pixels, 70 dpi</td>
<td>$1,100</td>
</tr>
</tbody>
</table>
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

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<tbody>
<tr>
<td>Front or Back Inside Cover</td>
<td>8.5” x 11” (1/8” bleed)</td>
<td>$3,250 / $1,600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4-Color Only</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11” (1/8” bleed)</td>
<td>$2,000 / $1,200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4-Color</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$1,500 / $800</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5” x 4.5”</td>
<td>$1,000 / $600</td>
</tr>
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## Conference E-Newsletter

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</tr>
<tr>
<td>Linked Web Button</td>
<td>120x180 pixels, 70 dpi</td>
<td>$1,100 / $880</td>
</tr>
</tbody>
</table>
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 and Development
ghamilton@aza.org

301-244-3328