



AZA 2025

ANNUAL CONFERENCE

**EXHIBIT,
ADVERTISE,
SPONSOR**

**September 13-18
Tampa, Florida**

"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."

- Past Exhibitor



QUICK FACTS

DATE

September 13-18, 2025

LOCATION

Tampa, FL

HOST

Busch Gardens Tampa Bay
The Florida Aquarium
ZooTampa at Lowry Park

WEBSITE

www.aza.org/annualconference

CONTACT

Grace Hamilton
Coordinator, Integrated Marketing
and Development
ghamilton@aza.org
301-244-3328

AZA 2025 Annual Conference Exhibit, Advertise, Sponsor!

The 2025 AZA Annual Conference will take place at the Tampa Convention Center in Tampa, Florida. The premier event for zoo and aquarium professionals, the Annual Conference will be hosted by Busch Gardens Tampa Bay, The Florida Aquarium, and ZooTampa at Lowry Park and will bring together more than 2,800 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 Conference is valuable for our company to meet with many existing and new clients.”

- Past Exhibitor

EXHIBIT AT THE AZA ANNUAL CONFERENCE

AZA Members Receive Discounted Rates – Join Now! www.aza.org/join

Why Exhibit?

95% of exhibitors surveyed from the 2024 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:** Located in the heart of Florida's Gulf Coast, Tampa is a vibrant city full of thrilling attractions and culture. Whether you are looking for adventure, the arts, or the great outdoors, Tampa is the premier location for a week of exciting experiences. Engage with AZA members and visit all three host institutions, Busch Gardens Tampa Bay, The Florida Aquarium, and ZooTampa at Lowry Park.
- **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: 2,800+



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.



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

BOOTH SIZE	RATE (USD)
10' x 10'	\$2,650 first 2 spaces \$2,250 3 or more spaces
20' x 20'	\$9,150 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 (USD)
10' x 10'	\$3,200 each \$2,800 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 (USD)
10' x 10'	\$3,750 each \$3,350 per additional space

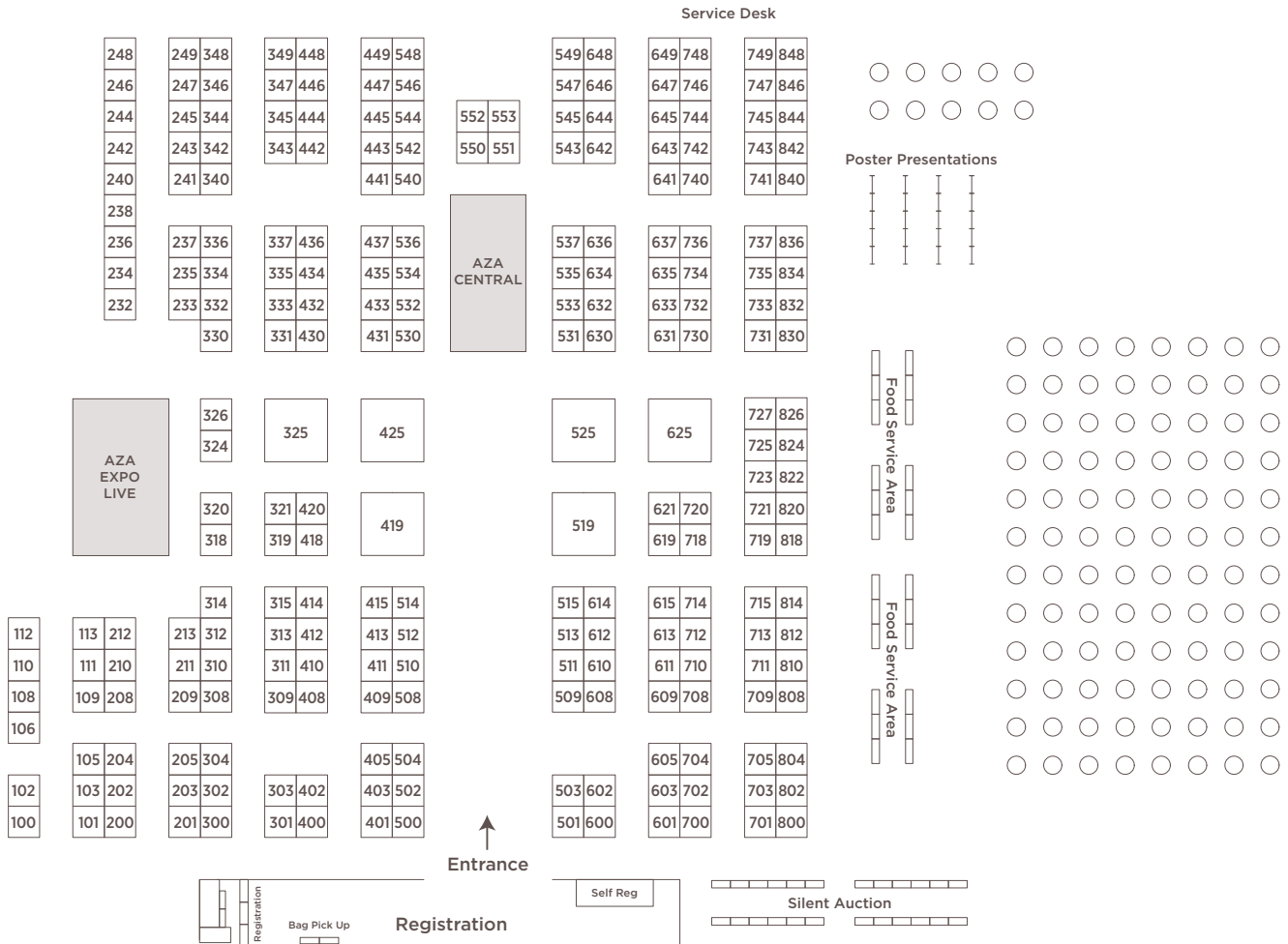
REGISTRATION: For each exhibit booth purchased, the exhibiting company is eligible to receive 2 full individual registrations (includes tickets to these social events: Icebreaker and Zoo Day). Additional individual registrations may be purchased at a discounted rate of \$180 per day (tickets additional) 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.

FLOORPLAN OVERVIEW

Booth Draw Dates:

40+ Year Exhibitors	Monday, May, 19	5+ Year Exhibitors	Tuesday, May 27
30+ Year Exhibitors	Tuesday, May 20	1+ Year Exhibitors	Friday, May 30
20+ Year Exhibitors	Wednesday, May 21	Commercial Members	Wednesday, June 4
10+ Year Exhibitors	Friday, May 23	General Public	Tuesday, June 10



- * Once finalized, the up-to-date floor plan will be available on AZA's Conference website: https://annual.aza.org/2025/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 15

8:00 am – 5:30 pm

Exhibit Hall Hours

Tuesday, September 16

9:30 am – 6:30 pm

Wednesday, September 17

1:30 pm – 7:00 pm

Exhibitor Move-out

Wednesday, September 17

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 18 (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 16 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 16

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 and Evening Buzz

5:30 pm – 6:30 pm

Wednesday, September 17

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)

- | | |
|---------------------------------------|----------|
| • Standard Platinum-Level Sponsorship | \$10,000 |
| • Annual Conference REWIND | \$12,000 |
| • WiFi | \$12,000 |
| • App | \$12,000 |
| • Party-On-The-Floor Reception | \$14,000 |
| • Directors' Dinner | \$15,000 |
| • General Sessions | \$15,000 |
| • Honors and Awards Luncheon | \$16,000 |
| • Notebook | \$16,000 |
| • Delegate Bag | \$16,000 |
| • Water Bottle | \$16,000 |
| • Neck Wallet | \$19,000 |

* 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)

- | | |
|-----------------------------------|---------|
| • Standard Gold-Level Sponsorship | \$5,000 |
| • Program Tracks | \$5,800 |
| • Poster Reception | \$5,800 |
| • Artisan Water Station | \$6,000 |
| • Exhibit Hall Lunch | \$7,500 |

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 | \$4,300 |
| • Appreciation Reception | \$4,700 |

Bronze Level

\$850

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.



AZA EXPO LIVE

CONTINUING IN 2025! AZA Expo LIVE is an 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. \$3,000 per 30-minute session during unopposed programming time. \$2,500 during time slots when program sessions occur.

Tuesday, September 16

Limited Availability - Reserve Now!

10:00 am - 10:30 am	\$3,000	SOLD OUT
10:45 am - 11:15 am	\$2,500	SOLD OUT
12:15 pm - 12:45 pm	\$3,000	SOLD OUT
1:00 pm - 1:30 pm	\$3,000	SOLD OUT
3:30 pm - 4:00 pm	\$3,000	
4:15 pm - 4:45 pm	\$2,500	

Wednesday, September 17

3:30 pm - 4:00 pm	\$3,000
4:15 pm - 4:45 pm	\$2,500
5:00 pm - 5:30 pm	\$2,500



ADVERTISING OPPORTUNITIES

Key Dates

Program Ad Sales Open
May 19, 2025

Space Reservations
July 11, 2025

Artwork Delivery
August 1, 2025

Payment
August 1, 2025

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

On-site Convention Center Digital Signage Packages

Please note that all rates are per screen. Advertisements will be live in the Center from Monday September 15 through Thursday September 18.

LED Walls

Two advertising package options available

55' 9" (w) x 5' 9" (h) \$15,000

29' 6" (w) x 3' 3" (h) \$12,000

- Specs are 4096px (w) x 455px (h)
- Located in front of exhibit halls and social areas
- Image Format: .jpg or .png file
- Video Format: .mov or .mp4 file

Video Wall 4x1

\$9,000

Two advertising packages available

- 14' 11" x 6' 3" (specs are 4096w x 1820h)
- Located near Center entrance area
- Image Format: .jpg or .png file
- Video Format: .mov or .mp4 file

Video Wall 2x2

\$8,500

Two advertising packages available

- 8' x 4' 6" (specs are 3840w x 2160h)
- Located outside meeting ballrooms
- Image Format: .jpg or .png file
- Video Format: .mov or .mp4 file

Large Format Readerboard

\$4,500

Two advertising packages available (one vertical, one horizontal)

- 2' 2" x 3' 8" (specs are 2160w x 3840h)
- Located throughout the Center, including near the main entrance, meeting ballrooms, and exhibit hall.
- Image Format: .jpg or .png file
- Video Format: .mov or .mp4 file

Images of the digital signage options are available on the AZA Conference website: https://annual.aza.org/2025/digital_signage.cfm



ADVERTISING OPPORTUNITIES

Key Dates

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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.



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)	\$3,250	\$1,600	4-Color Only
Full Page	8.5" x 11" (+1/8" bleed)	\$2,000 \$1,500	\$1,200 \$800	4-Color B&W
1/2 Page Horizontal	7.5" x 4.5"	\$1,000 \$750	\$600 \$800	4-Color B&W
1/2 Page Vertical	3.5" x 9.5"	\$1,000 \$750	\$600 \$800	4-Color B&W

At-A-Glance Booklet

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

Conference E-Newsletter

AD FORMAT	ARTWORK SIZE	RATES		
Linked Web Button	120x90 pixels, 70 dpi	\$625	\$500	
Linked Web Button	120x180 pixels, 70 dpi	\$1,100	\$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 and Development
ghamilton@aza.org

301-244-3328

**ASSOCIATION
OF ZOOS &
AQUARIUMS**