



**ASSOCIATION
OF ZOOS &
AQUARIUMS**

2019 AZA Mid-Year Meeting

Marketing Opportunities
Saving Animals & Engaging People

Quick Facts

Date:
April 13-18, 2019

Location:
Phoenix, AZ

Host:
Phoenix Zoo

Attendance:
750-850 participants

Website:
www.aza.org/midyearmeeting

Contact:
Gina Velosky
gvelosky@aza.org
301-244-3354

AZA 2019 Mid-Year Meeting

- AZA Conferences and Meetings provide unique opportunities to promote products and services, cultivate relationships, and stay informed and engaged with this knowledgeable community.
- Mid-Year Meeting tabletop exhibit space, the invitation to attend, and program advertising is available exclusively for AZA Commercial Members.
- More than 80% of meeting attendees are decision makers at their zoos and aquariums.



Attendee
Demographics
Areas of Expertise



- Administration
- Animal Care & Management
- Conservation
- Business Operations
- Development & Fundraising
- Education
- Exhibit Design
- Facilities
- Government & Regulatory Affairs
- Human Resources/Training
- Marketing
- Membership
- PR
- Research
- Safety Officer
- Society
- Sustainability/Green Operations
- Volunteer Management
- Zoo/Aquarium/Society Director
- Vendor/Supplier to Zoo/Aquarium
- Other

Attendee Demographics Most Requested Products and Services

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.

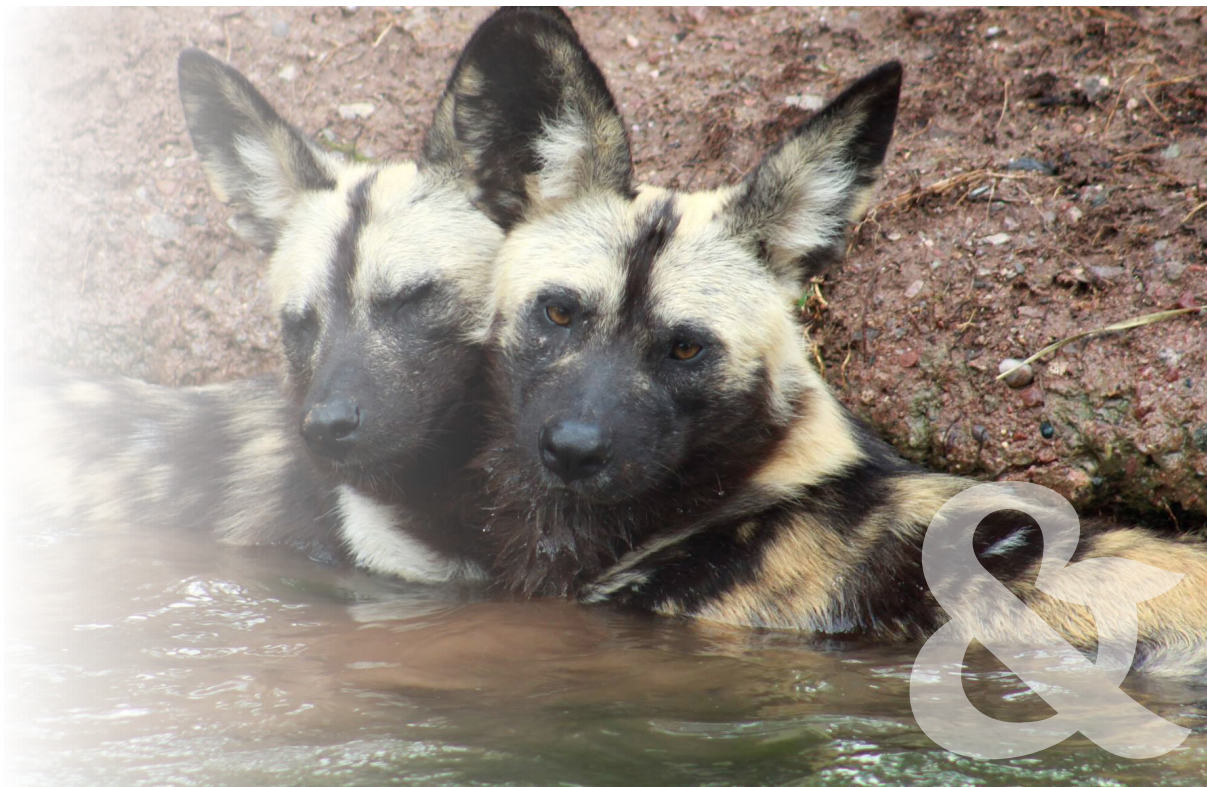
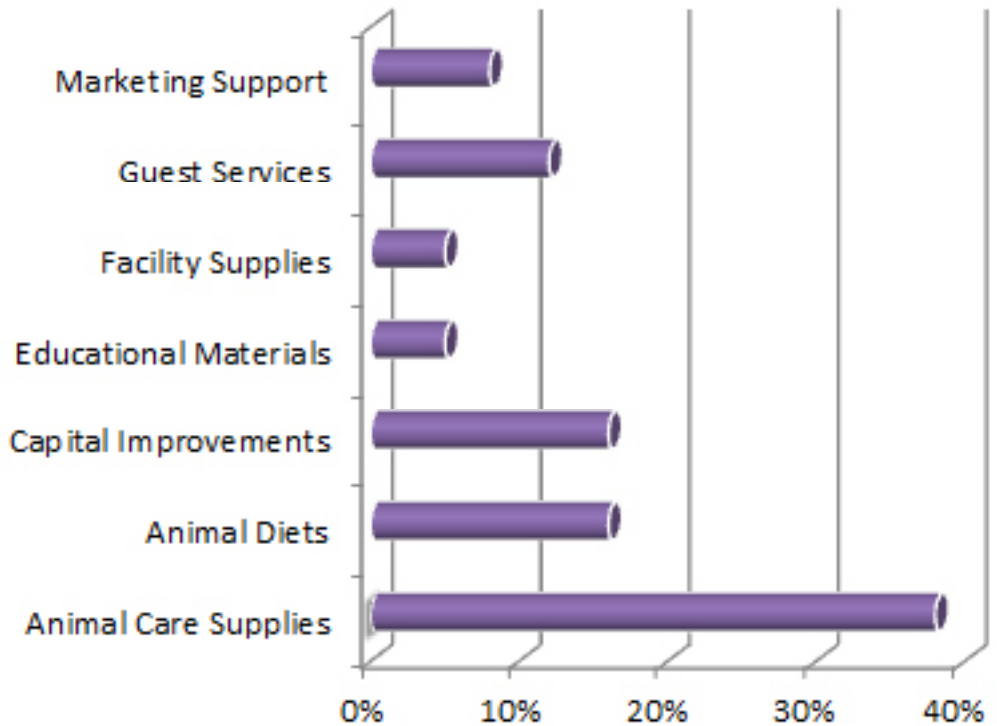




Exhibit Information and Schedule

TableTop Details & Pricing

- Exhibit tables will be located along perimeter of the General Session Ballroom. *Contact gvelosky@aza.org for a floorplan, if needed.
- Each tabletop exhibit space includes (1 each): 8-foot skirted table, chair, sign, full individual meeting registration, Icebreaker ticket, and Zoo Day ticket. Cost \$750.

Additional full registration:

Additional daily registration: \$100

Additional Icebreaker ticket: \$40

Additional Zoo Day ticket: \$40

- Marketing services include:

Exhibitor listings in program guide and CONNECT magazine; link on AZA website; e-newsletter; and an attendee list.

Important Schedule Items*

- Exhibitor set-up in pm
- Icebreaker 6:30-9:00 pm

- Breakfast w/Exhibitors 7:30-8:00 am
- Break w/Exhibitors 9:30-10:30 am
- Lunch w/Exhibitors 12:30-1:30 pm
- Zoo Day 1:30-8:30 pm

- Breakfast w/Exhibitors 7:30-8:00 am
- Break w/Exhibitors 9:00-9:30 am
- Lunch w/Exhibitors 12:00-1:00 pm
- Exhibitor break-down 1:30-4:00 pm



2019 Mid-Year Meeting Program Guide

Space reservations due March 1st, artwork due March 15th

Format	Artwork Size	Rates
Inside Covers	8.5 x 11" (1/8" bleed)	\$850/ 4-Color Only
Full Page	8.5 x 11" (1/8" bleed)	\$700/ 4-Color \$550/ B & W





ASSOCIATION OF ZOOS & AQUARIUMS

Conference Sponsorships

Conference sponsorship support enhances hospitality, technology tools, and green meeting practices for all attendees.

Thank You!

Contact: Gina Velosky

301-244-3354 or
gvelosky@aza.org

Platinum Sponsors (3 available) \$8,000

- Logo recognition on giveaway item (as determined by AZA).
- Logo recognition on conference marketing materials.
- Three (3) full individual meeting registrations.
- One (1) tabletop exhibit space in prime entry-way location.
- Logo listed in conference program guide, on-site signage, and CONNECT magazine.
- Logo and link in AZA meetings e-newsletter.
- One (1) full page, full color advertisement in priority placement of the conference program guide.
- One time use of the conference attendee list.

Gold Sponsors (4 available) \$4,500

- Logo recognition on conference marketing materials.
- One (1) tabletop exhibit space with priority assignment.
- Logo listed in conference program guide, on-site signage and CONNECT magazine.
- Logo and link in AZA meetings e-newsletter.
- Two (2) full individual meeting registrations.
- One (1) 1/2 page full color advertisement in the conference program guide.
- One time use of the conference attendee list.