

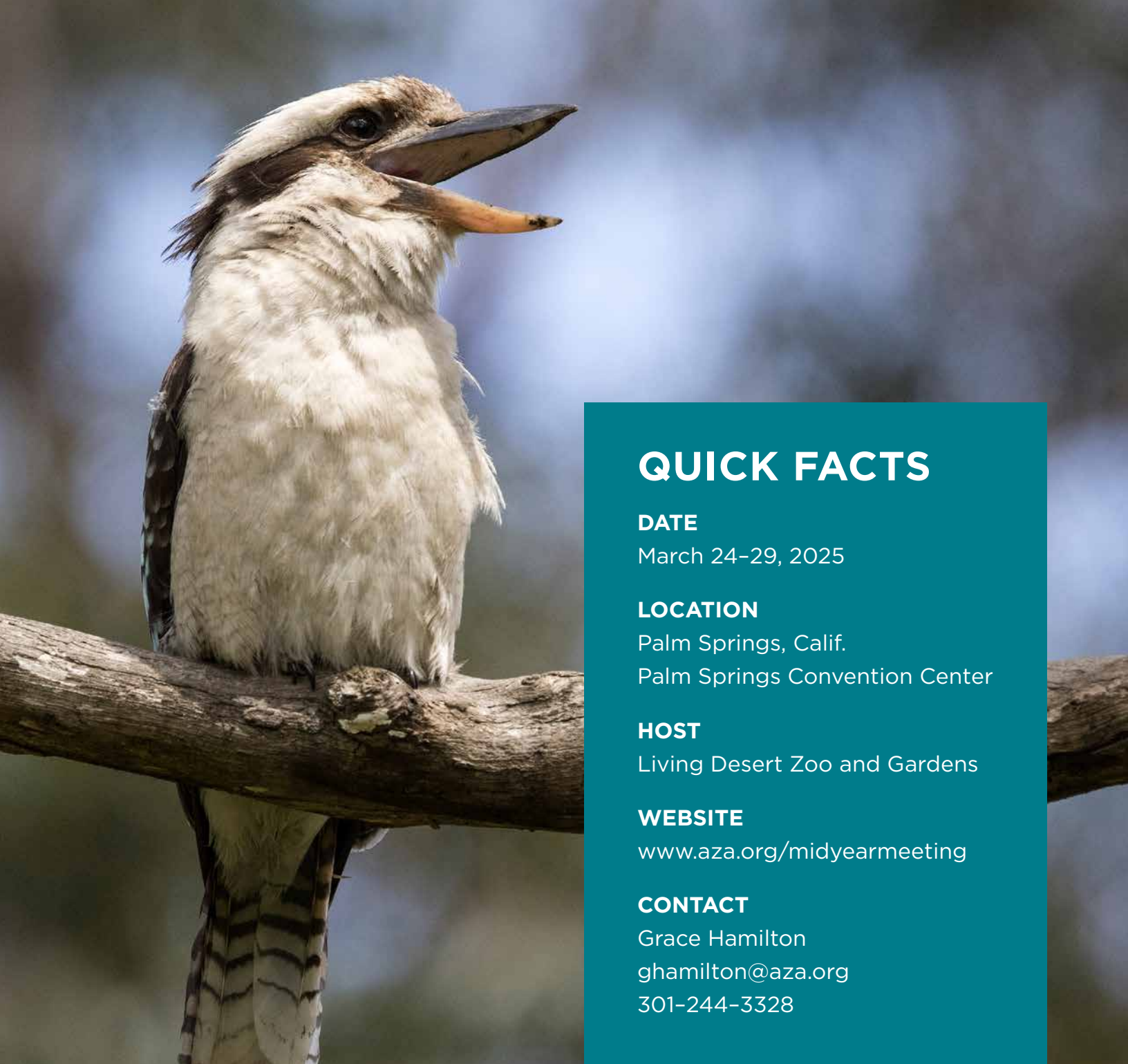


**2025 AZA**  
**MID-YEAR MEETING**  
**EXHIBIT, ADVERTISE, SPONSOR!**

It's In Our Nature



**ASSOCIATION**  
**OF ZOOS &**  
**AQUARIUMS**



## QUICK FACTS

### DATE

March 24-29, 2025

### LOCATION

Palm Springs, Calif.  
Palm Springs Convention Center

### HOST

Living Desert Zoo and Gardens

### WEBSITE

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

### CONTACT

Grace Hamilton  
[ghamilton@aza.org](mailto:ghamilton@aza.org)  
301-244-3328

## AZA 2025 Mid-Year Meeting—Exhibit, Advertise, Sponsor!

- AZA Conferences 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 are available exclusively for AZA Commercial Members.
- More than 80% of Mid-Year Meeting attendees are decision makers at their zoos and aquariums.



# EXHIBIT AT THE AZA MID-YEAR MEETING

## Why Exhibit?

The 2025 AZA Mid-Year Meeting is the place to make connections with current and prospective clients, gain valuable industry knowledge, and increase your brand visibility to remain competitive in the marketplace.

- Connect with experts in animal care and welfare, business operations, and conservation.
- Build lasting relationships with industry leaders from exhibit design, government affairs, sustainable operations, research, and more.
- Grow knowledge and expertise in the field from attending AZA conservation, animal, and Committee meetings and workshops.
- Network with leaders in the community and observe meetings to learn more about the zoological community.

**Over 99%** of previous Mid-Year Meeting attendees surveyed stated they would recommend attending the Meeting to other associates and colleagues.

## 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: 1,000**

*over the course of the meeting (between 600–750 attendees on Thursday and Friday)*



## What are Attendees Interested In?

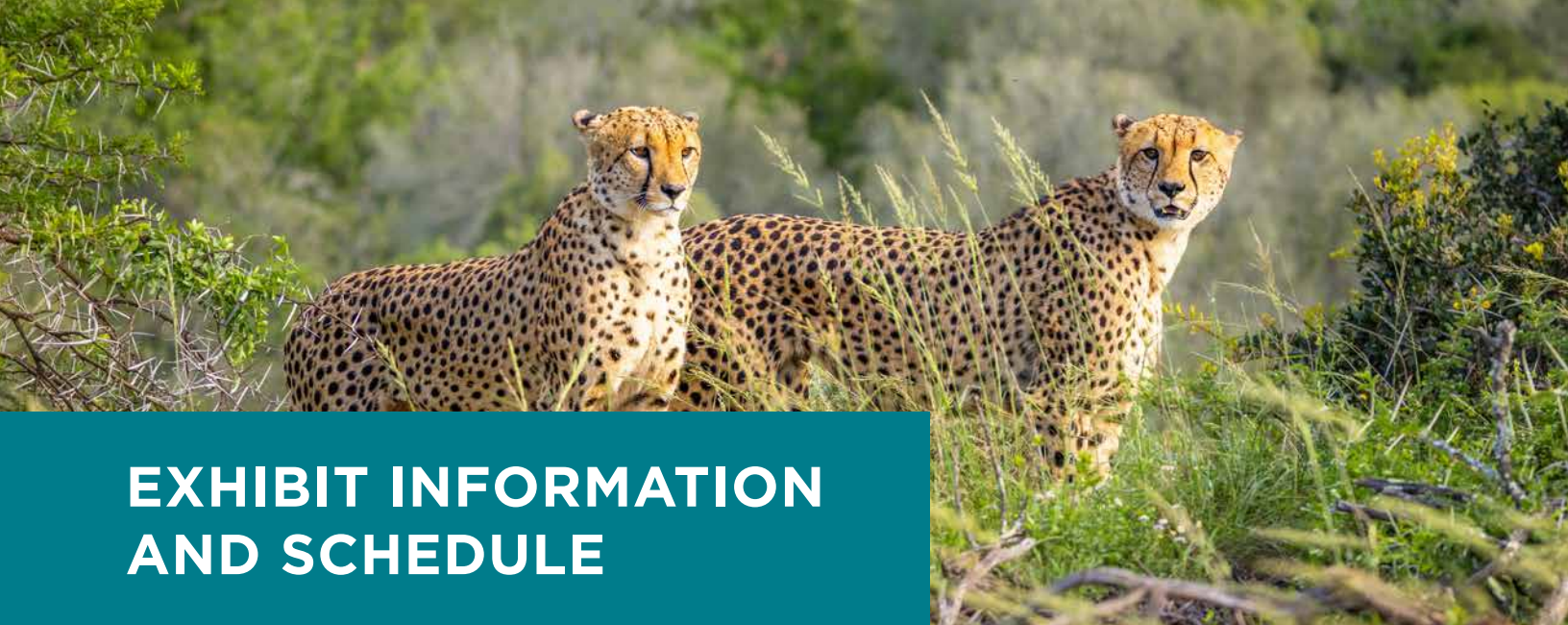
**ANIMAL CARE SUPPLIES:** Includes cleaning supplies, enrichment, enclosures, pest control, handling equipment, bedding, and veterinary/medical devices.

**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.

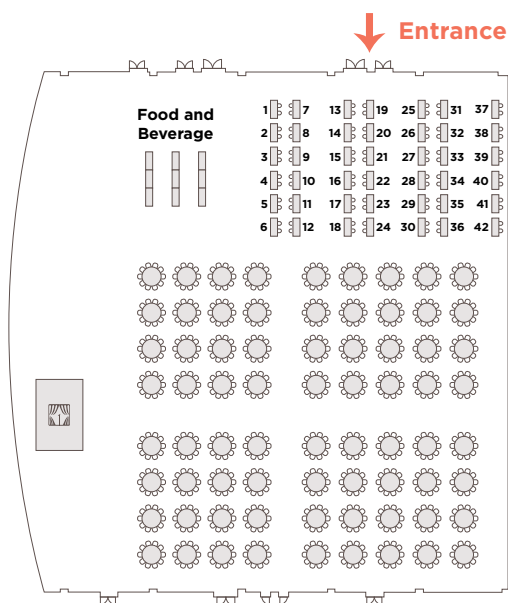
**MARKETING SUPPORT:** Includes advertising, graphics, and printing.

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



# EXHIBIT INFORMATION AND SCHEDULE

## Where will the exhibit tables be located?



- Six-foot table top displays will be located inside the General Session Ballroom. *Contact [ghamilton@aza.org](mailto:ghamilton@aza.org) for a full-scale floorplan, if needed.*
- Each tabletop exhibit space includes (1 each): 6-foot skirted table, 2 chairs, full individual meeting registration, Welcome Reception ticket, and Zoo Day ticket. **Cost: \$1,150**
  - Additional full registration: \$250
  - Additional daily registration: \$100
  - Additional Zoo Day ticket: \$75
- Marketing services include:
  - Exhibitor listings in program guide and *Connect* magazine;
  - link on AZA website; e-newsletter; and an attendee list.

## Important Schedule Items for Exhibitors

### Wednesday, March 26

#### Exhibitor Set-Up:

1:00 pm – 4:00 pm

### Thursday, March 27

#### Breakfast with Exhibitors:

7:30 am – 8:00 am

#### General Session:

8:00 am – 9:30 am

#### Break with Exhibitors:

9:30 am – 10:30 am

#### Lunch with Exhibitors:

12:30 pm – 1:30 pm

### Friday, March 28

#### Breakfast with Exhibitors:

7:30 am – 8:00 am

#### General Session:

8:00 am – 9:00 am

#### Break with Exhibitors:

9:00 am – 9:30 am

#### Lunch with Exhibitors:

12:00 pm – 1:00 pm

#### Exhibitor Tear-Down:

1:00 pm – 5:30 pm

# SCHEDULE AT A GLANCE

	MONDAY, MARCH 24		TUESDAY, MARCH 25		WEDNESDAY, MARCH 26					
7:30 AM										
8:00 AM	ACCREDITATION HEARINGS 8:00 AM - 5:30 PM	COMMITTEE AND ANIMAL PROGRAM MEETINGS 8:00 AM - 12:00 PM	ACCREDITATION HEARINGS 8:00 AM - 5:30 PM	COMMITTEE AND ANIMAL PROGRAM MEETINGS 8:00 AM - 12:00 PM	ACCREDITATION HEARINGS 8:00 AM - 5:30 PM	COMMITTEE AND ANIMAL PROGRAM MEETINGS 8:00 AM - 12:00 PM				
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11:30 AM										
12:00 PM				LUNCH PROVIDED 12:00 PM - 1:00 PM			LUNCH PROVIDED 12:00 PM - 1:00 PM		LUNCH PROVIDED 12:00 PM - 1:00 PM	
12:30 PM										
1:00 PM		COMMITTEE AND ANIMAL PROGRAM MEETINGS 1:00 PM - 5:30 PM		COMMITTEE AND ANIMAL PROGRAM MEETINGS 1:00 PM - 5:30 PM		COMMITTEE AND ANIMAL PROGRAM MEETINGS 1:00 PM - 5:30 PM				
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5:30 PM					WELCOME RECEPTION 5:30 PM - 6:30 PM					
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6:30 PM										
7:00 PM										
7:30 PM										
8:00 PM										
8:30 PM										

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# SCHEDULE AT A GLANCE

## Exhibitor Dates

	THURSDAY, MARCH 27	FRIDAY, MARCH 28	SATURDAY, MARCH 29	
7:30 AM	<b>BREAKFAST WITH EXHIBITORS</b> 7:30 AM – 8:00 AM	<b>BREAKFAST WITH EXHIBITORS</b> 7:30 AM – 8:00 AM		
8:00 AM	<b>GENERAL SESSION</b> 8:00 AM – 9:30 AM	<b>GENERAL SESSION</b> 8:00 AM – 9:00 AM	<b>COMMITTEE AND ANIMAL PROGRAM MEETINGS</b> 8:00 AM – 12:00 PM	<b>AZA BOARD OF DIRECTORS MEETING</b> 8:00 AM – 5:30 PM
8:30 AM		<b>BREAK WITH EXHIBITORS</b> 9:00 AM – 9:30 AM		
9:00 AM	<b>COMMITTEE AND ANIMAL PROGRAM MEETINGS</b> 9:00 AM – 12:00 PM			
9:30 AM		<b>BREAK WITH EXHIBITORS</b> 9:30 AM – 10:30 AM		
10:00 AM	<b>COLLABORATIVE THINKING SESSIONS AND MEETINGS</b> 10:30 AM – 12:30 PM			
10:30 AM		<b>LUNCH WITH EXHIBITORS</b> 12:00 PM – 1:00 PM		
11:00 AM	<b>LUNCH WITH EXHIBITORS</b> 12:30 PM – 1:30 PM	<b>COMMITTEE AND ANIMAL PROGRAM MEETINGS</b> 1:00 PM – 5:30 PM		
11:30 AM			<b>COMMITTEE AND ANIMAL PROGRAM MEETINGS</b> 1:00 PM – 5:30 PM	
12:00 PM	<b>ZOO DAY AT LIVING DESERT ZOO AND GARDENS</b> 1:30 PM – 9:00 PM			
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For full schedule information, see [midyear.aza.org/2025/full\\_conf\\_schedule.cfm](https://midyear.aza.org/2025/full_conf_schedule.cfm)



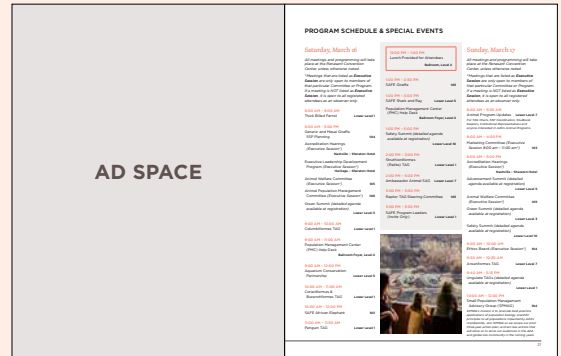


# ADVERTISING

## 2025 Mid-Year Meeting Program Guide

Space reservations due by  
**February 10, 2025**

Artwork due by  
**February 17, 2025**



LOCATION	ARTWORK SIZE	RATES	
Inside Covers	8.5" x 11" (+ 1/8" bleed)	\$1,000	4-Color Only
Full Page	8.5" x 11" (+ 1/8" bleed)	\$900	4-Color
		\$700	B&W

### 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.**

**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 SPONSORSHIPS

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

### Platinum Sponsor

**\$9,000 and \$11,000**

*Badge Neck Wallet (1 available): \$9,000*

*Welcome Reception (1 available): \$11,000*

#### Benefits include:

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

### Gold Sponsor

**\$5,750 and \$6,000**

*Standard Gold-level Sponsorship*

*(6 available): \$5,750*

*Conference App Sponsorship (1 available): \$6,000*

*WiFi Sponsorship (1 available): \$6,000*

#### Benefits include:

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

#### CONTACT:

Grace Hamilton

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