

# AZA 2024

## ANNUAL CONFERENCE



**EXHIBIT,  
ADVERTISE,  
SPONSOR**

*"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*

**September 14-19**  
**Calgary, Alberta, Canada**



## QUICK FACTS

### DATE

September 14-19, 2024

### LOCATION

Calgary, Alberta, Canada

### HOST

Wilder Institute/Calgary Zoo

### WEBSITE

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

### CONTACT

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

## 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](http://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.



# 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'	\$2,500 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 (USD)
10' x 10'	\$3,050 each
	\$2,650 per additional space

### Non-Members

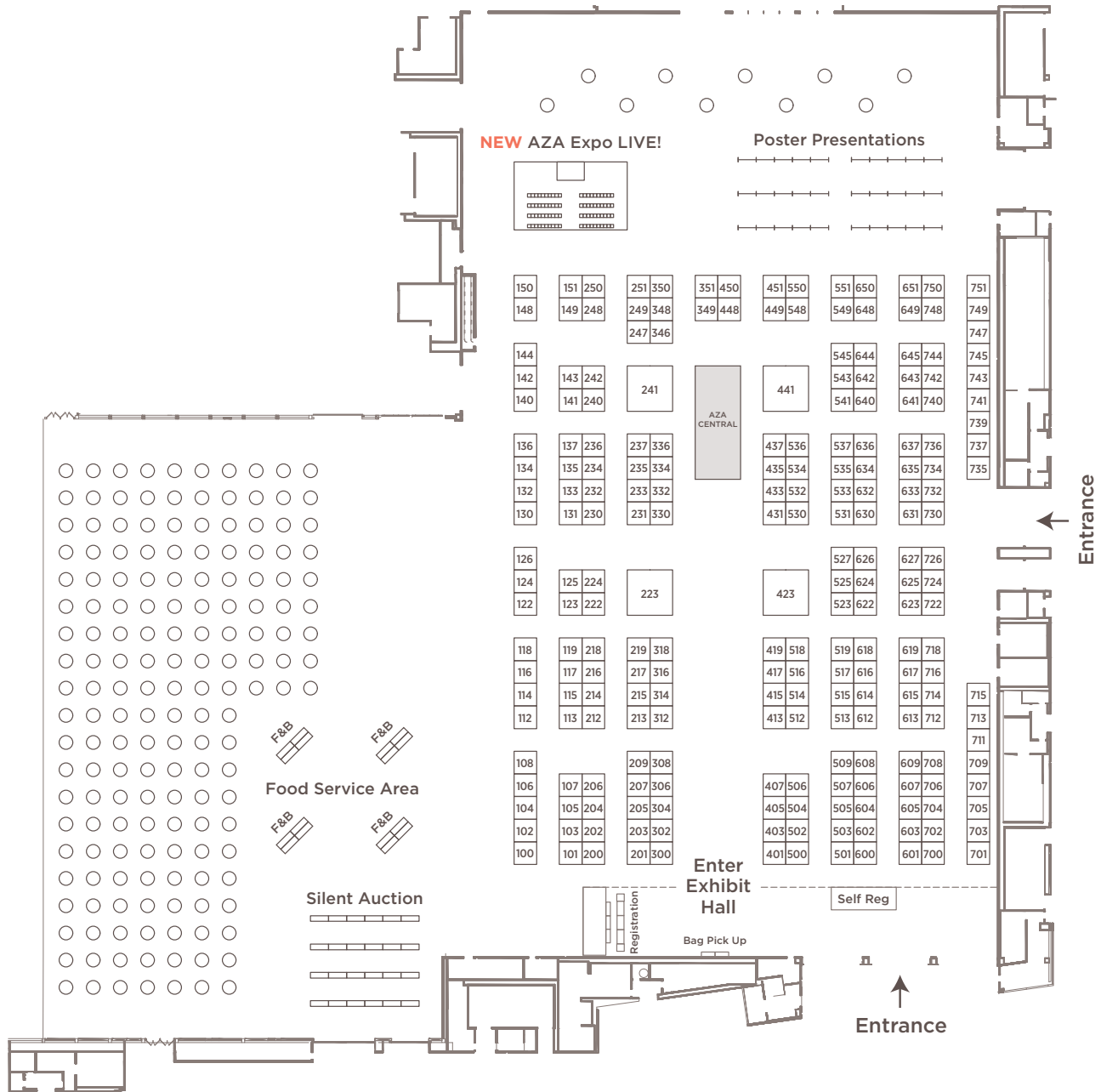
All for-profit suppliers or consultants that are not members of AZA are only eligible for standard booth rates.

BOOTH SIZE	RATE (USD)
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 \$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.

# FLOORPLAN OVERVIEW



- \* Once finalized, the up-to-date floor plan will be available on AZA's Conference website: [https://annual.aza.org/2024/exhibit\\_sponsorship.cfm](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](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.



## 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](mailto: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.





## AZA EXPO LIVE

**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!

<del>10:00 am - 10:30 am</del>	<del>\$2,500</del>	SOLD
10:45 am - 11:15 am	\$2,000	
<del>12:15 pm - 12:45 pm</del>	<del>\$2,500</del>	SOLD
<del>1:00 pm - 1:30 pm</del>	<del>\$2,500</del>	SOLD
<del>3:30 pm - 4:00 pm</del>	<del>\$2,500</del>	SOLD
5:45 pm - 6:15 pm	\$2,500	

#### Wednesday, September 18

3:30 pm - 4:00 pm	\$2,500	
4:15 pm - 4:45 pm	\$2,000	
5:00 pm - 5:30 pm	\$2,000	
5:45 pm - 6:15 pm	\$2,500	



# 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.

## 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

### 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

### 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

### 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](https://annual.aza.org/2024/documents/Digital_Signage_BMO-2024.pptx)



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Payment  
**August 2, 2024**

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)	<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 and Development  
[ghamilton@aza.org](mailto:ghamilton@aza.org)

301-244-3328

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**