



## EXHIBITING PACKET

### Overview

---

The 2009 AZA Expo will be in the Oregon Convention Center during the 85<sup>th</sup> Annual Conference in Portland. The premier event for zoo and aquarium professionals, AZA's Annual Conference brings together over 1,500 leaders in the community, from a wide variety of disciplines, for 6-full days of:

- Networking with peers & sharing of successful programs
- Exploration of new ideas and best practices
- Learning about new technology, products, and services

### Booth rates

---

All booth spaces are 10' x 10'.

**MEMBERS** The first two spaces are **\$1,975** each. Additional spaces are \$1,500 each. Company must be an AZA Commercial Member, Accredited Institution, Related Facility, or Conservation Partner in good standing with dues paid through December 31, 2009 to qualify.

**NON-PROFITS** Each space is **\$2,475** each. Organization that is not an AZA member but supports the mission of the Association must be a not-for-profit entity, accredited academic institution, or government agency to qualify.

**NON-MEMBERS** Each space is **\$2,975** each. All for-profit vendors that are not members of AZA are only eligible for standard booth rate.

### Full Conference Registrations – 2 per booth

---

For each exhibit booth purchased, every exhibiting company is eligible to receive 2 full individual registrations (includes social event tickets). If you would like to have more than 2 representatives present in your booth, you may purchase additional individual registrations at a discounted rate of \$100 per day or \$350 for a full conference registration.

## Registration Instructions

---

- 1. Preview the floor plan.** [http://www.eshow2000.com/AZA/floor\\_map.cfm](http://www.eshow2000.com/AZA/floor_map.cfm)  
If you are looking for a particular company, you may search for them on the same web page or you may use the list format: [http://www.eshow2000.com/AZA/exhibitor\\_list.cfm](http://www.eshow2000.com/AZA/exhibitor_list.cfm).
- 2. Visit the Exhibit Sales page** in the online reservation center.  
[https://www.eshow2000.com/AZA/exhibit\\_sales.cfm](https://www.eshow2000.com/AZA/exhibit_sales.cfm)
- 3. Look up your company** in the search engine.  
If your company is a current AZA member and/or exhibited in 2008, a record will already exist. Simply make any necessary revisions or additions. If your company is not a current member and did not exhibit at the 2008 show, skip this step
- 4. Click the “Select Booth Space” button.**
- 5. Complete all pages of the online reservation form.** These include:
  - Exhibitor Contact Information
  - Exhibitor Listing Information (for website and conference program)
  - Booth location preference survey
  - Floor plan for space selection
  - Marketing specials order form
  - Payment Information
  - Confirmation
- 6. Print a copy of your Confirmation, the Space Application Contract, and the Rules & Regulations.** Follow the instructions provided for making your reservation official. Keep a copy for your records.
- 7. Payment is due in full by credit card or check within 30 days.** Space will be released from Hold status after that interval if payment has not been received.
- 8. After space has been approved, you will receive an official e-mail confirmation** with more information about the Exhibitor Service Center.

## Exhibitor Service Center

---

The online **Exhibit Service Center** will include:

- Directory Profile Update form
- Individual Registration of booth representatives
- Exhibiting FAQs
- Exhibitor Checklist
- Hotel & Travel Information
- Lead Retrieval order form
- Exhibitor Service Kit\*

*Please note that some pages of the Exhibitor Service Center may not be available at the time you select your space. You will be notified via email whenever a new page is complete and ready for use.*

\* Paramount Convention Services, Inc. is our official show decorator. The Exhibitor Service Kit will be available from Paramount by the beginning of July and will include information and order forms for your Exhibiting needs.

## Exhibit Schedule

---

Please note that times are subject to change. A final schedule will be available at the conference.

|                                |   |   |
|--------------------------------|---|---|
| <b>Sunday, September 13</b>    | <b>5:00 pm - 7:00 pm</b>  | <b>Exhibitor Registration</b><br>(no Exhibit Hall access)   |
| <b>Monday, September 14</b>    | <b>10:00 am - 6:00 pm</b><br>6:00 pm - 9:00 pm  | <b>Exhibitor Registration &amp; Set-Up</b><br>Icebreaker  |
| <b>Tuesday, September 15</b>   | <b>10:00 am - 5:30 pm</b><br><br>7:00 am - 10:00 am<br>10:00 am - 10:30 am<br>12:15 noon - 1:45 pm<br>3:30 pm - 4:00 pm | <b>Exhibit Hall Hours</b><br><br>Set-Up continued<br>Exhibit Hall Grand Opening<br>Lunch - Exhibit Hall<br>Break - Exhibit Hall                           |
| <b>Wednesday, September 16</b> | <b>1:30 pm - 7:00 pm</b><br><br>12:15-1:30<br>1:00 pm<br>3:30 pm - 4:00 pm<br>5:30 pm - 7:00 pm                         | <b>Exhibit Hall Hours</b><br><br>Honors & Awards Luncheon<br>Exhibitor access to Exhibit Hall<br>Break - Exhibit Hall<br>Poster Reception in Exhibit Hall |
| <b>Thursday, September 17</b>  | <b>8:00 am - 12:00 pm</b><br><br>7:30 am<br>10:00 am - 12:00 noon<br>12:00 pm - 7:00 pm<br>12:01 pm to 6:59 pm          | <b>Exhibit Hall Hours</b><br><br>Exhibitor access to Exhibit Hall<br>Break & Activities in Exhibit Hall<br>Zoo Day<br><b>Exhibitor Move Out</b>           |

## Networking Opportunities

---

These social events are a great way to socialize with current and potential clients. Tickets are included in your registration.

### **Icebreaker at the Portland Center for the Performing Arts:**

Monday, September 14, 2009, 6:00 pm – 9:00 pm

### **Honors and Awards Luncheon**

Wednesday, September 16, 2009, 12:15 pm – 1:45 pm

### **Zoo Day at the Oregon Zoo**

Thursday, September 17, 2009, 12:00 pm – 7:00 pm

## Traffic Builders & Booth Marketing

---

- **Booth Decorating Contest** - All Exhibitors are automatically entered
- **Refreshments** - Coffee/Snack breaks will be held in the Exhibit Hall with multiple food and beverage stations located throughout the space
- **Exhibit Hall Lunch** - Tuesday, September 15<sup>th</sup> a boxed lunch will be served to all attendees in the Exhibit Hall. Round tables will be located on the perimeter of the hall.
- **Internet Lounge** - free access will be available in these kiosks for attendees and will be in high demand as returning to hotel rooms between sessions is not convenient
- **Poster Reception** - Poster Presentations are situation in the back of the Exhibit Hall throughout the conference. On the evening of Wednesday, September 16<sup>th</sup> a reception will be held in the hall for all attendees.
- **Silent Auction** - Once again this popular fundraiser for AZA's Conservation Endowment Fund (CEF) will be held in space only accessible from the Exhibit Hall.
- **Concluding Events** - Thursday morning, September 17<sup>th</sup>, from 10:00 am until 12:00 noon, various festivities will be held in the Exhibit Hall after program sessions are concluded to celebrate a productive and enriching week.
- **Lead Retrieval** - Exhibitors will have the opportunity to rental a portable electronic lead retrieval system for the show.
- **Virtual Booth** - All exhibitors have the opportunity to promote their company, product and services to prospective attendees in the months leading up to the conference at the interactive, online show floor.
- **Attendee Lists** - The preregistration list will be emailed to exhibitors 2 weeks prior to the conference. A final list will be emailed 2 weeks after the conference.
- **Conference Logo** - Exhibitors may use one of the official conference logo graphics in their pre-show promotions and encouraged to invite your clientele to the conference.
- **Advertising** - Further increase your exposure to attendees, and prospective attendees, by placing print advertisements in the pre-show issue of *CONNECT* magazine and the conference programs. Special rates are available for Exhibitors.
- **Sponsorship** - Several attractive packages are available, with some great options for Exhibitors to Add-On to your booth order.

## Questions?

---

Contact **Muri Dueppen** for any further questions or assistance in registering for the conference. We look forward to seeing you in **Portland!**

Association of Zoos and Aquariums  
8403 Colesville Road, Suite 710  
Silver Spring, MD 20910  
Phone: 301-562-0777 x254 - Fax: 301-562-0888  
Email: [mdueppen@aza.org](mailto:mdueppen@aza.org)





## 2009 COMMERCIAL MEMBERSHIP BENEFITS

- & ANNOUNCEMENT:** New AZA Commercial Members are announced each month in the *Updates* section of *CONNECT* magazine - one of the magazine's most popular sections and gets your company in front of 6,000 individual members.
- & DIRECTORY:** All Commercial Members receive a copy of the printed Membership Directory. Those who join before July are listed in the next edition.
- & WEB SITE LISTINGS:** Commercial Members are listed on the AZA website. In addition, all members are spotlighted in the new online buyers guide, AZA Supplier Search.
- & MAGAZINE:** Commercial Members receive *CONNECT*, a monthly magazine that helps you stay in touch with your market and keep abreast of the issues facing the zoo and aquarium community.
- & MAILING LABELS:** One free set of mailing labels is provided per year (on request) for the 200+ AZA accredited zoos and aquariums and subsequent sets are available at a discount.
- & CONFERENCES:** Commercial Members are eligible to attend the AZA Annual Conference and Mid-Year Meeting. Members who exhibit receive preference on the assignment of booth space and a 30% discount on booth rental. Members also receive the right-of-first refusal on sponsorship opportunities. Nonmember vendors are prohibited from attending unless they are exhibitors or sponsors.
- & ADVERTISING:** Commercial Members receive priority placement and/or substantial discounts on advertising in all AZA publications. These include the monthly magazine *CONNECT*, conference programs, and the AZA Membership Directory.

commercial  
member

ASSOCIATION  
OF ZOOS &  
AQUARIUMS

**& LOGO USE:** Commercial Members may use their AZA logo signature in marketing materials when identifying themselves as members of the association.

**& RFP DISTRIBUTION:** AZA periodically receives Requests for Proposals (RFPs) from AZA member institutions. RFPs are distributed to Commercial Members via e-mail alerts. Members may also request expired RFPs from the past year's archive.

**& AFFINITY PROGRAMS:** AZA Members enjoy deep discounts on everyday products and services from AZA's Affinity and Cooperative Purchasing arrangements.

**& JOB LISTINGS:** Commercial Members of AZA can post unlimited classified ads for job listings on AZA's Web site at no charge.

**& MEMBERS ONLY RESOURCES:** Members will receive access to the members-only areas of the AZA website which contain a wide range of valuable resources.

**& ADMISSION:** Free admission to more than 150 AZA accredited zoos and aquariums.

**& PLAQUE:** As an AZA Commercial you receive a Member Plaque so that you can proudly represent your AZA membership and your commitment to AZA. The Association of Zoos & Aquariums is building North America's largest wildlife conservation movement by engaging and inspiring our 143 million visitors and their communities to care about and take action to help protect wildlife. Your membership makes you a vital part of that effort.

### › Company Information

Company Name

Contact Name

Contact Title

Address

City

State

Zip Code

Phone

Fax

Toll Free

Email

Web site

\*Does this company own or hold animals as a function of its business? yes no

### › Application Fees

AZA memberships are based on a calendar year, January 1 through December 31. Prices are current through 2009. Please check [www.aza.org](http://www.aza.org) for current prices.

#### DUES

#### Full Dues

#### Prorated Dues\*

*(July 1 - October 1)*

Commercial Member

\$1,500.00

\$750.00

~~\*If your company wishes to exhibit or attend the annual conference, and are joining after July 1, you must pay the full year's membership dues. This membership will expire December 31 of the current membership year.~~

Please complete and sign this application and return it with check or money order to:

AZA Membership  
PO Box 79863  
Baltimore, MD 21279-0863

#### Contact

Phone: 301-562-0777, ext. 234

Fax: 301-562-0888

Email: [membership@aza.org](mailto:membership@aza.org)



### › Staff

Name

Title

| Name | Title |
|------|-------|
|      |       |
|      |       |
|      |       |
|      |       |
|      |       |

### › Description of Products and Services

This information may be published in *CONNECT*, the Membership Directory and the Web site. You can attach an additional page if necessary.

---



---



---



---

### › Ethical Agreement

If elected, we will abide by the Association's Code of Professional Ethics, Charter & Bylaws, and all duly adopted resolutions and support its objectives. We understand that any conduct prejudicial to or in violation of the above will be cause for revocation of our membership.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### › Specializations

- Animal Food Supplier
- Animal Transaction Consultant/Relocation Services
- Composting
- Concessionaire
- Construction Management
- Consultant
- Customs Broker
- Designer
- Equipment/Supplies/Materials
- Exhibit Fabricator
- Gift Shop Merchandiser
- Insurance Broker
- Laboratory Services
- Landscape/Horticulture
- Life Support
- Master Planner
- Membership Services
- Promotional Services
- Publisher
- Rides / Transport
- Sculptor / Artist
- Signage
- Software / Technology / Web
- Tour Operator
- Other: \_\_\_\_\_

# AZA 2009 Annual Conference

PORTLAND • September 12-17, 2009

## 2009 Annual Conference Program Book & At-A-Glance Booklet Advertising *Special Exhibitor Rates*

| Conference Program Book    |                     |  |  |
|----------------------------|---------------------|--|--|
| <i>Ad Format</i>           | <i>Artwork Size</i> | <i>Price and Color Options</i>                   |  |
| Back Cover                 | 8.5" x 11"          | <del>\$3,750</del> <b>\$3,000</b> / 4-Color only |  |
| Front or Back Inside Cover | 8.5" x 11"          | <del>\$3,250</del> <b>\$2,600</b> / 4-Color only |  |
| Full Page                  | 8.5" x 11"          | <del>\$2,000</del> <b>\$1,600</b><br>4-Color     | <del>\$1,500</del> <b>\$1,200</b><br>B&W |
| 1/2 Page Horizontal        | 7.5" x 4.5"         | <del>\$1,000</del> <b>\$800</b><br>4-Color       | <del>\$750</del> <b>\$600</b><br>B&W     |
| 1/2 Page Vertical          | 3.5" x 9.5"         |  |  |

| At-A-Glance Booklet        |                     |                                   |
|----------------------------|---------------------|-----------------------------------|
| <i>Ad Format</i>           | <i>Artwork Size</i> | <i>Price (B&amp;W Only)</i>       |
| Back Cover                 | 3" x 4"             | <del>\$1,250</del> <b>\$1,000</b> |
| Front or Back Inside Cover | 3" x 4"             | <del>\$1,000</del> <b>\$800</b>   |
| Full Page                  | 3" x 4"             | <del>\$750</del> <b>\$600</b>     |
| 1/2 Page                   | 3" x 2"             | <del>\$500</del> <b>\$400</b>     |

### Ad Specifications

- Programs: QuarkXPress, Adobe Illustrator or Photoshop (up to version 9.0)
- If possible, please convert Mac files to PC-compatible PDF or EPS files.
- 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. Photos must be scanned or shot on a digital camera at a minimum of 300 dpi. Line art must be at least 600 dpi.
- Submit all fonts (both screen and printer) that were used to create your ad in Quark; Illustrator files should have fonts outlined and images embedded.
- Color Space: All color ads must be designed in CMYK. RGB colors in the document must be converted to CMYK before submission. PMS spot colors are unacceptable unless converted to process color equivalent.
- **All artwork must be received by Monday, August 10<sup>th</sup>.** Please e-mail artwork to [mdueppen@aza.org](mailto:mdueppen@aza.org).

### Questions?

Contact AZA Marketing Manager, Muri Dueppen,  
at 301-562-0777 x 254 or [mdueppen@aza.org](mailto:mdueppen@aza.org)

**Space Reservation Deadline: agreements must be submitted by Wed., Aug. 5<sup>th</sup>.**

# AZA 2009 Annual Conference

PORTLAND • September 12-17, 2009

## 2009 Annual Conference Sponsorships-At-A-Glance

AZA Annual Conference Sponsorships are available at **Platinum, Gold, Silver, and Bronze** support levels. There are also several packages available through the **Oregon Zoo**. 2008 event sponsor has right of first refusal on identical 2009 opportunity.

To be included in the Annual Conference Program, the deadline for securing sponsorships and providing logos is **August 5, 2009**. For more information, contact **Muri Dueppen** at (301) 562-0777 x254 or [mdueppen@aza.org](mailto:mdueppen@aza.org).

### Platinum-Level Sponsorships: \$10,000+

Recognition includes logo on Conference Welcome Banner, digital signage in convention center, conference e-newsletters, program listings, and event-specific signage, displays, invitations, and/or giveaways in addition to all Bronze Level recognition.

**Opening Session**  
*sold*

**Directors Dinner**  
*sold*

\* Sponsorships marked with an asterisk may be secured as exclusive, title sponsorships at the platinum level. Otherwise, they may be shared among multiple co-sponsors at other levels.

**Business Meeting**  
*sold*

**Wireless Internet\***  
\$15,000 — 1 available

**Honors & Awards Lunch-**  
*sold*

### Gold-Level Sponsorships: \$5,000-\$9,999

Recognition includes logo on high-profile event-specific signage, displays, invitations, and/or giveaways in addition to all Bronze Level recognition.

**Delegate Bags-*sold***

**Hotel Key Cards**  
\$6,500 — 1 available

**Poster Reception\***  
\$5,000 — 2 available

**Badge Holders-*sold***

**Wireless Internet\***  
\$5,000 — 3 available

**Exhibit Hall Lunch**  
\$5,000 — 4 available

## 2009 AZA Annual Conference Sponsorships-At-A-Glance p.2

### Silver-Level Sponsorships: \$1,000-\$4,999

Recognition includes logo on event-specific signage, displays, invitations, and/or giveaways in addition to all Bronze Level recognition.

#### **Exhibit Hall Breaks**

\$3,000 — 8 available

#### **Program Tracks - Session Rooms**

\$1,500 — 16 available

#### **Internet Kiosks**

\$1,000 — 16 available

### Bronze-Level Sponsorships: up to \$999

Recognition includes sponsor's listings in conference program book, on AZA website, and in *CONNECT* magazine.

#### **General Contributions**

#### **TAG-Mart Hosts**

#### **In-Kind Giveaways**

### Oregon Zoo Sponsorships

Recognition also includes all AZA Bronze level benefits. For more information on these events, contact **Kris Terich** - 503-220-2492 or [Kris.Terich@oregonzoo.org](mailto:Kris.Terich@oregonzoo.org)

#### **Ice Breaker**

##### *Title Sponsor*

\$15,000 — 1 available

- Welcome Banner
- Signage
- Logo listing in Oregon ZooTracks
- Listing in Oregon Zoo E-tracks
- Display Materials

#### **Ice Breaker**

##### *Food & Beverage Stations*

\$1,500 — 8 available

- Table Top Signage

#### **Zoo Day**

##### *Title Sponsor*

\$20,000 — 1 available

- Table Top Signage
- Welcome Banner
- Signage
- Logo listing in Oregon ZooTracks
- Listing in Oregon Zoo E-tracks
- Display Materials

#### **Zoo Day**

##### *Snack & Beverage Stations*

\$3,500 — 1 available

- Signage at all snack locations

#### **Zoo Day**

##### *Zoomer*

(on-grounds transportation system)

\$2,000 — 1 available

- Signage on Zoomers
- Signage at Zoomer stops