

AZA 2010 Annual Conference

HOUSTON • September 11-16, 2010

EXHIBITING PACKET

Overview

The 2010 AZA Expo will be in the George R. Brown Convention Center during the 86th Annual Conference in Houston, Texas. The premier event for zoo and aquarium professionals, AZA's Annual Conference brings together 1,500-2,000 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'. Included with each space is a 6' draped table, 2 chairs, a wastebasket and identification sign. Corners space premium is \$100 additional per space.

MEMBERS The first two spaces are **\$2,075** 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, 2010 to qualify.

NON-PROFITS Each space is **\$2,575** 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 **\$3,075** each. All for-profit vendors that are not members of AZA are only eligible for standard booth rate.

Online floor plan: http://www.goeshow.com/aza/annual/2010/floor_plan.cfm

Full Conference Registrations – 2 per booth

For each exhibit booth purchased, every exhibiting company is eligible to receive 2 full individual registrations (includes tickets to Icebreaker, Honors & Awards Lunch, and Zoo Day). 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. Use the online registration form
https://www.goeshow.com/aza/annual/2010/exhibit_sales.cfm.
2. **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
 - Advertising specials order form
 - Payment Information
 - Confirmation
3. **Print a copy of your Confirmation, the Space Application Contract, and the Rules & Regulations.** YOU MUST RETURN SIGNED COPIES OF THESE FORMS AS WELL AS CERTIFICATE OF INSURANCE BY THE PUBLISHED DEADLINES.
4. **Payment is due in full by credit card or check by August 2, 2010.** Space will be released from Hold status after that interval if payment has not been received.
5. After space has been approved, payment received, and the Space Application Contract and the Rules & Regulations signed and returned, 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.

Exhibit Schedule

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

Sunday, September 12	5:00 pm - 7:00 pm	Exhibitor Registration (no Exhibit Hall access)
Monday, September 13	10:00 am - 6:00 pm 6:00 pm - 9:00 pm	Exhibitor Registration & Set-Up Icebreaker
Tuesday, September 14	9:30 am - 5:30 pm 7:00 am - 9:00 am 9:30 am - 10:30 am 12:15 pm - 1:45 pm 3:30 pm - 4:00 pm 5:30 pm - 7:00 pm	Exhibit Hall Hours Set-Up continued Exhibit Hall Grand Opening Lunch - Exhibit Hall Break - Exhibit Hall Program Track Networking Reception - Hotel
Wednesday, September 15	1:30 pm - 7:00 pm 11:45 am - 1:45 pm 3:30 pm - 4:00 pm 5:30 pm - 7:00 pm	Exhibit Hall Hours Honors & Awards Luncheon Break - Exhibit Hall Poster Reception - Exhibit Hall
Thursday, September 16	8:00 am - 11:30 pm 10:00 am - 11:30 am 12:00 pm - 7:00 pm 11:30 am - 5:00 pm	Exhibit Hall Hours Closing Activities - Exhibit Hall Zoo Day Exhibitor Move Out

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 Museum of Fine Arts

Monday, September 13, 2010, 6:00 pm – 9:00 pm

Honors and Awards Luncheon

Wednesday, September 15, 2010, 11:45 pm – 1:45 pm

Zoo Day at the Houston Zoo

Thursday, September 16, 2010, 12:00 pm – 7:00 pm

The following NEW event has been added to the 2010 schedule.

Program Track Networking Reception

Tuesday, September 14, 2010, 5:30 pm – 7:00 pm

Tickets are \$20 each and are available for purchase on-site or when registering booth staff personnel.

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 a boxed lunch will be served to all attendees in the Exhibit Hall. Round tables for seating 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.
- **Poster Reception** - Poster Presentations are situation in the back of the Exhibit Hall throughout the conference. On the Tuesday evening of 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 the Exhibit Hall.
- **Concluding Events** - Thursday morning 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 rent 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 pre-registration 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 display advertisements in the pre-show issue of *CONNECT* magazine, AZA E-Newsletters, and the conference programs. Special rates are available for Exhibitors.
- **Sponsorship** - Several attractive packages are available.

Questions?

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

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