



2011 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 nearly 6,000 other members.

- & DIRECTORY:** All Commercial Members receive a copy of the annual Membership Directory. Those who join before July are profiled in the next edition, distributed in the fall.

- & WEB SITE LISTINGS:** Commercial Members are listed on the AZA website and spotlighted in the comprehensive online buyers guide, AZA Supplier Search.

- & PUBLICATIONS:** 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.

NEW! *Insight* is a monthly email newsletter with the latest information about AZA activities and member benefits. The Daily News Digest is an opt-in email compilation of links to online news stories featuring zoos and aquariums.

- & MAILING LABELS:** One free set of mailing labels is provided per year (on request) for the 200+ AZA accredited zoos and aquariums.

- & CONFERENCES:** Commercial Members are eligible to participate in the AZA Annual Conference and Mid-Year Meeting. Member Exhibitors at the Annual Conference receive preference on the assignment of space and a 30% discount on booth rental.

- & MEMBERS ONLY RESOURCES:** Members receive access to restricted areas of the AZA Web site which contain a wide range of valuable resources, including industry statistics, conference proceedings, animal care manuals, and listservs.

commercial
member

ASSOCIATION
OF ZOOS &
AQUARIUMS

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

& ADVERTISING: Commercial Members receive priority placement and/or substantial discounts on advertising in all AZA print and electronic publications, including *CONNECT* magazine, conference programs, membership directory, AZA.org Web site, Supplier Search, *INSIGHT* e-newsletter, and daily news e-alerts.

& 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 view expired RFPs in the online archive.

& AFFINITY PROGRAMS: AZA Members are eligible for deep discounts on everyday products and services from AZA's Affinity and Cooperative Purchasing arrangements, including Staples Business Advantage.

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

& DISCOUNTS: Members has access to a variety of discounted rates on fee-based AZA programs, products, and services.

& ADMISSION: Free or discounted admission to participating 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 millions of visitors and their communities to care about and take action to help protect wildlife. Your membership makes you a vital part of that effort.