

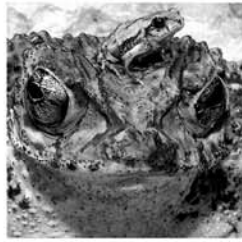
Quick Facts

- Date: March 24 - 30, 2012
- Location: Westin Mission Hills, Palm Springs, CA
- Host: The Living Desert
- Attendance: ~500 participants
- Website: <http://www.aza.org/midyearmeeting>
- Contact: Muri Dueppen mdueppen@aza.org
301-562-0777 x254



AZA 2012
MID-YEAR MEETING
Palm Springs, California
MARCH 24 - 30, 2012

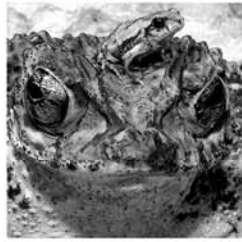
Hosted by The Living Desert



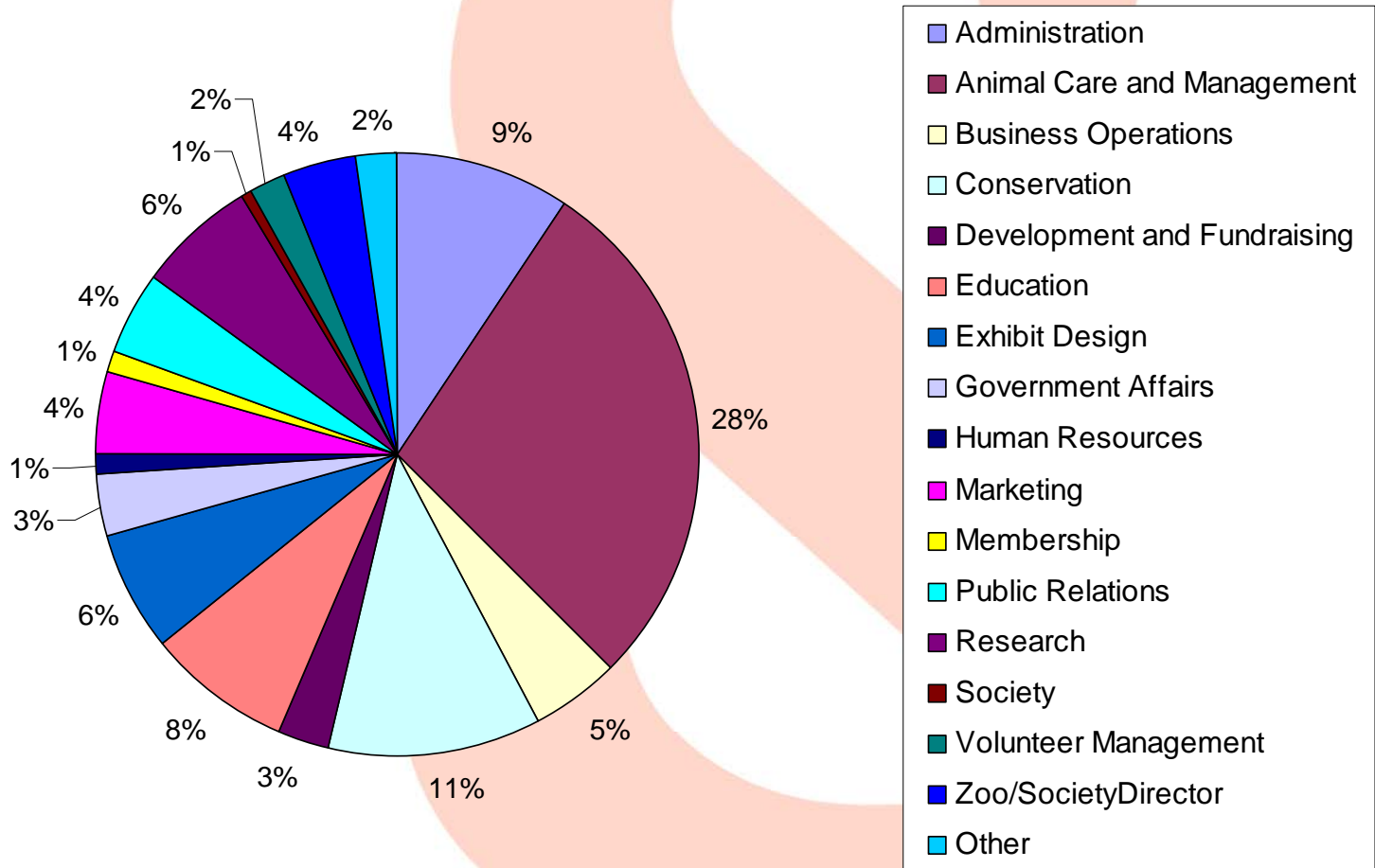
Marketing Opportunities

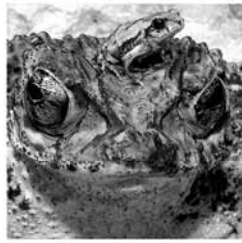
- AZA conferences and meetings provide unique opportunities for vendors to promote their products and services, cultivate relationships, and stay informed and engaged with this unique community.
- Mid-Year Meeting Tabletop exhibit space and program advertising is available to AZA members and meeting sponsors only.
- Over 80% of meeting attendees are decision makers at their zoos and aquariums.



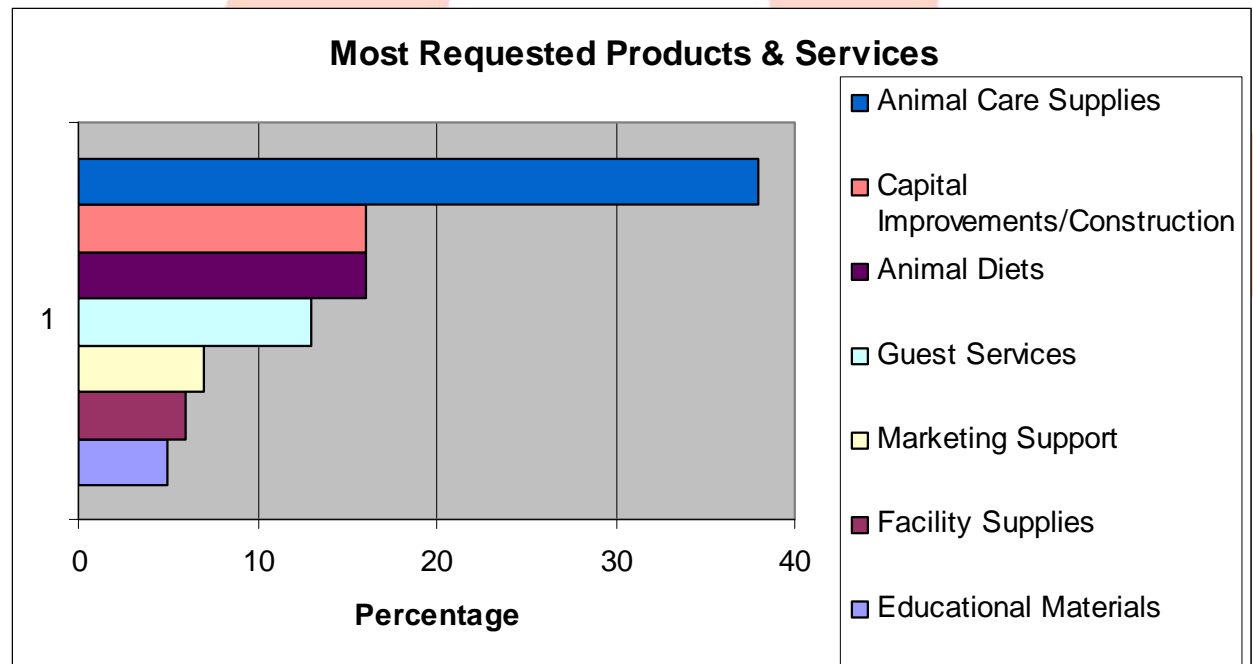


Attendee Demographics – Areas of Expertise





Attendee Demographics – Products & Services



- **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.

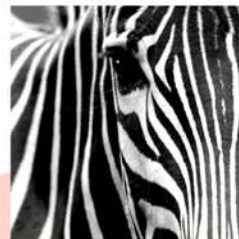
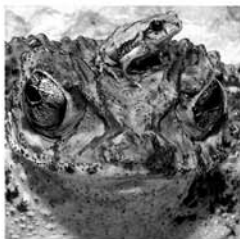
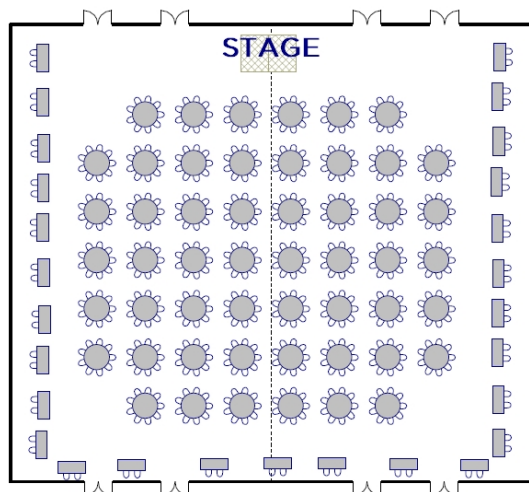


Exhibit Space & Schedule

- Exhibitor tables will be located along perimeter wall in the General Session Ballroom.
- Each tabletop exhibit space includes 1 each: six-foot skirted table, chair, sign, full individual meeting registration, Icebreaker ticket, and Zoo Day ticket.

Cost \$575. Additional full registration: \$200. Additional Table: \$300.
Icebreaker ticket: \$40. Zoo Day ticket \$25.

- Marketing tools include: Exhibitor Listings in program book and *CONNECT* magazine, Link on AZA website and in *INSIGHT* member e-newsletter, and Attendee Lists.



Monday, March 26th

3:00 pm – 6:00 pm
6:30 pm – 9:00 pm

Exhibitor Set-up
Icebreaker

Tuesday, March 27th

7:30 am – 8:00 am
9:30 am – 10:30 am
12:00 pm – 1:30 pm
1:30 pm – 2:15 pm
2:30 pm – 8:30 pm

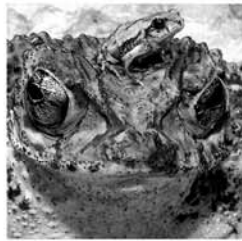
Breakfast w/Exhibitors
Break w/Exhibitors
Lunch w/Exhibitors
Round Table Sessions
Zoo Day

Wednesday, March 28th

7:30 am – 8:00 am
12:00 pm – 1:15 pm
1:30 pm – 4:00 pm

Breakfast w/Exhibitors
Lunch w/Exhibitors
Exhibitor Break-down

**schedule subject to change*

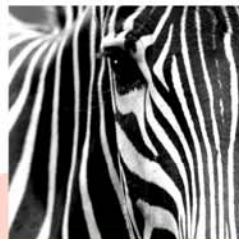
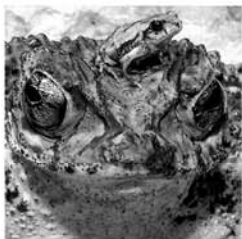


Display Advertising



2012 Mid-Year Meeting Program Book			
<p><i>Space reservations due February 6th / artwork due February 20th</i> <i>Discounted rates available to exhibitors.</i> <i>*availability as of 1/24/2012*</i></p>			
Format	Artwork Size	Rates	
Back Cover <i>SOLD</i>	8.5" x 11"	\$975 / 4-Color only	
Inside covers <i>SOLD</i>	8.5" x 11"	\$825 / 4-Color only	
Full Page	8.5" x 11"	\$675 / 4-Color	\$525 / B&W





AZA Sponsorship Opportunities

2012 AZA Meeting Sponsorships

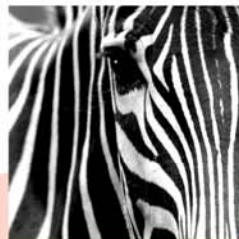
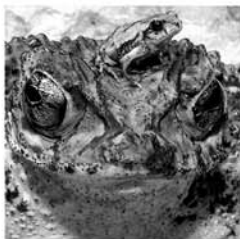
All sponsorships must be secured by February 6th and include:

- 1 tabletop exhibit space with priority assignment
- Opportunity to lead Collaborative Thinking Session roundtable discussion
- List of conference attendees
- Logo listing in meeting program, on-site signage, & *CONNECT* magazine
- Logo and Link in AZA Meetings e-newsletter, *INSIGHT* member e-newsletter & AZA.org

Contact Muri Dueppen by phone 301-562-0777 x254 or E-mail mdueppen@aza.org.

availability as of 1/24/2012

Platinum	\$6,500 <i>SOLD</i>	<ul style="list-style-type: none"> • Logo recognition on eco-friendly delegate bag • Present welcome message during general session • Logo recognition on conference marketing materials • 3 full individual meeting registrations
Gold	\$3,000 2 available	<ul style="list-style-type: none"> • Logo recognition on Internet landing page at conference and AZA social media sites • 2 full individual meeting registrations
Silver	\$1,250 5 available	<ul style="list-style-type: none"> • Logo Recognition on napkins used at food functions • 2 full individual meeting registrations



Host Social Event Sponsorships

Monday, March 26

Icebreaker

Palm Springs Air Museum

6:30 - 9:00 pm

Tuesday, March 27

Zoo Day

The Living Desert

2:30 - 8:30 pm

Contact Jennie Rayner

jrayner@livingdesert.org

760-346-5694 x2163



All Social Event Sponsors will receive recognition in The Living Desert's Foxpaws member newsletter and on the official conference volunteer t-shirt.

Title Sponsor ~ \$10,000 and above (2 available)

- Option to place gift on every seat on bus for guests to Icebreaker or Zoo Day.
- Table top display at Zoo Day at Premium Location
- \$10,000 Living Desert Corporate membership for 1 year

Platinum Sponsor ~ \$5,000 and above (2 available)

- Table top display at Zoo Day at Premium Location
- \$5,000 Living Desert Corporate membership for 1 year

Gold Sponsor ~ \$2,500 and above (4 available)

- Table top display at Zoo Day
- \$2,500 Living Desert Corporate membership for 1 year

Silver Sponsor ~ \$1,000 and above (10 available)

- \$1,000 Living Desert Corporate membership for 1 year

All Social Event Sponsors will also receive recognition in official AZA meeting program, CONNECT magazine, AZA.org website and AZA Meetings E-newsletter.