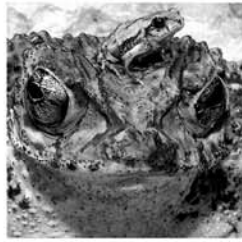


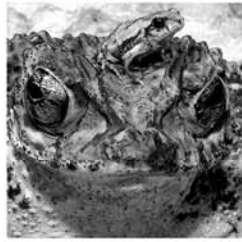
AZA 2010 Mid-Year Meeting

- February 28 – March 5, 2010 at the Virginia Beach Convention Center
- Host: Virginia Aquarium & Marine Science Center
- Hotel: Doubletree Hotel Virginia Beach
- Icebreaker: Virginia Zoo
- Attendance: 350-500 participants expected
- Web site: <http://www.aza.org/midyearmeeting/>

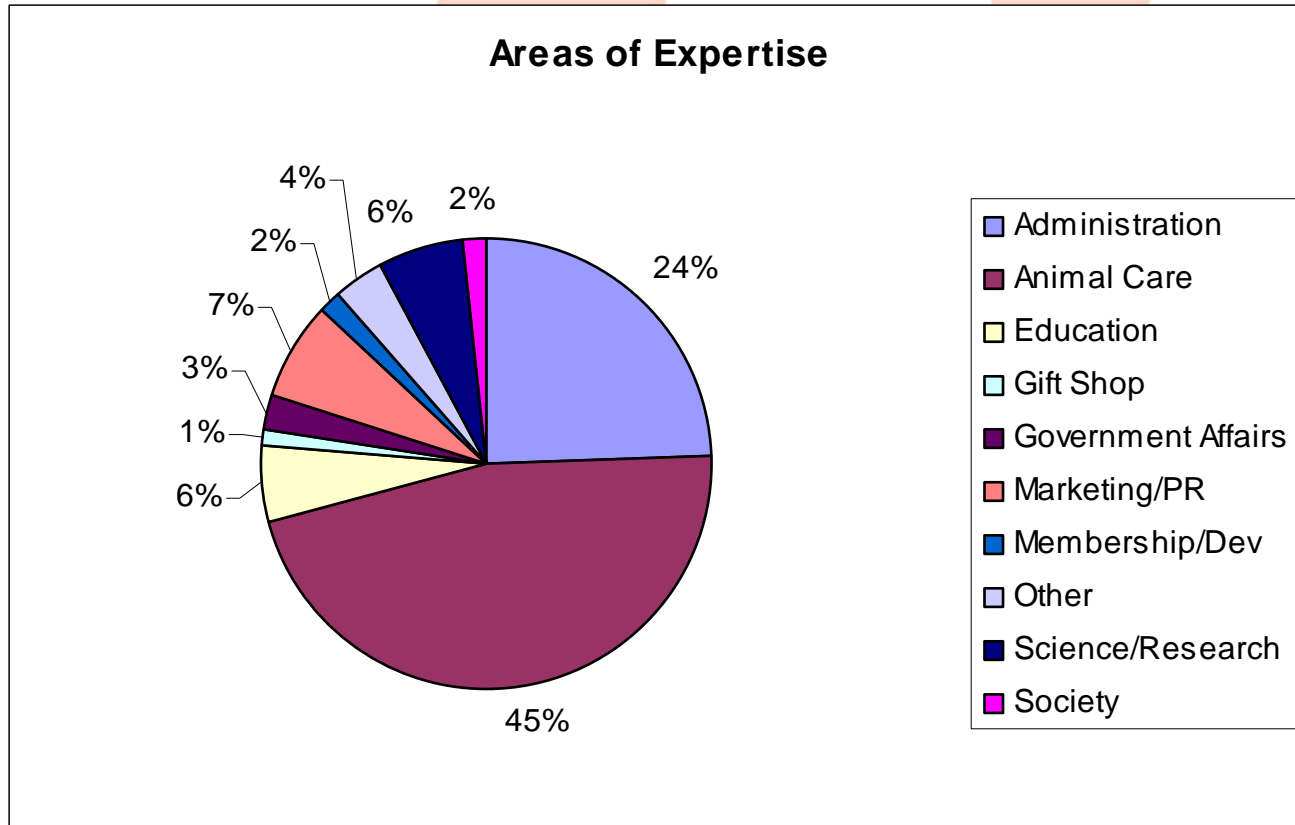


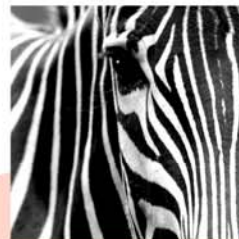
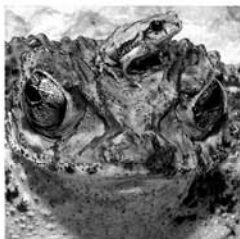
Marketing Opportunities

- 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.

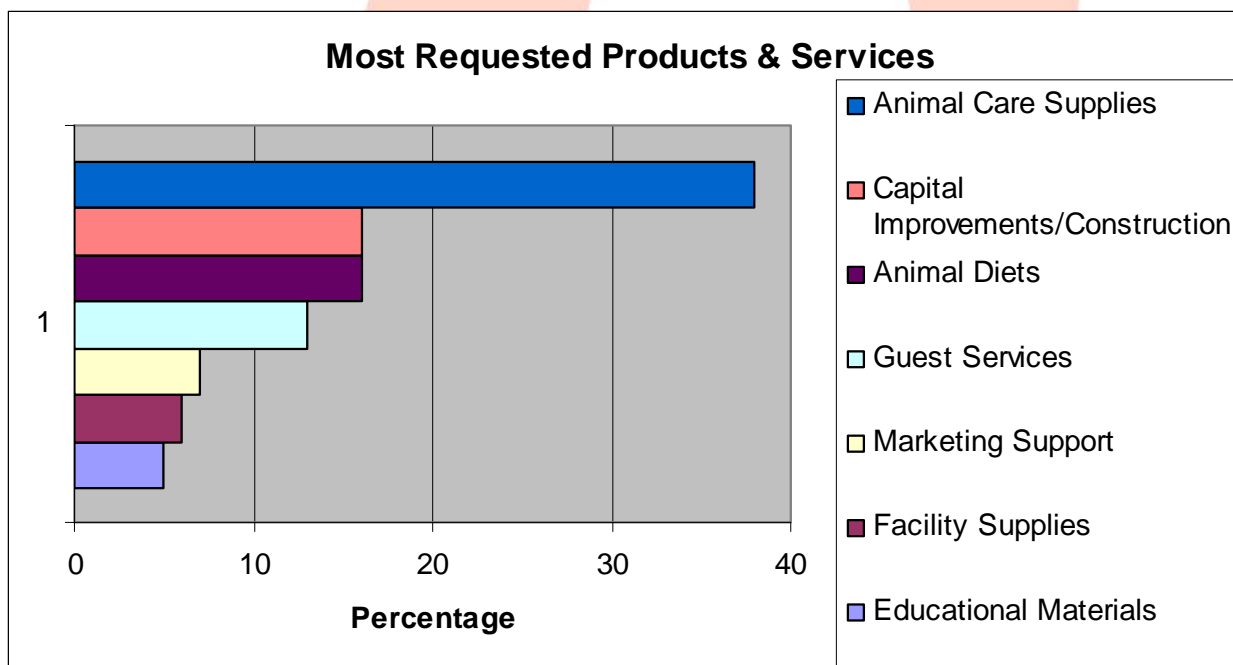


Attendee Demographics - Expertise





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.

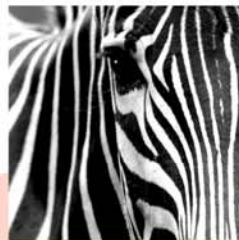
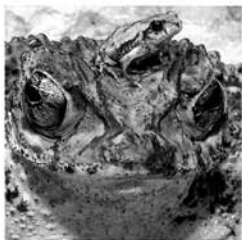


Exhibit Space

- 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 Aquarium Day ticket.

Cost \$575.

Additional registration: \$200. Additional Table: \$200.
Icebreaker ticket: \$40. Aquarium 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.

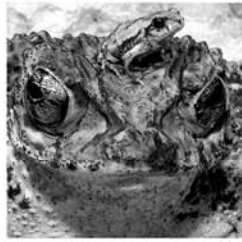


Exhibit Schedule

Monday, March 1st

3:00 pm - 7:00 pm

6:00 pm - 9:00 pm

Exhibitor Set-up
Icebreaker

Tuesday, March 2nd

7:00 am - 7:30 am

7:30 am - 8:00 am

9:30 am - 10:30 am

12:00 pm - 1:00 pm

1:00 pm - 5:00 pm

Exhibitor Set-up
Breakfast w/Exhibitors
Break w/Exhibitors
Lunch w/Exhibitors
Aquarium Day

Wednesday, March 3rd

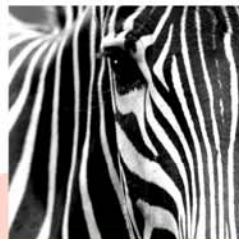
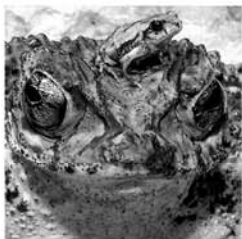
7:30 am - 8:00 am

11:30 pm - 1:00 pm

1:00 pm - 4:00 pm

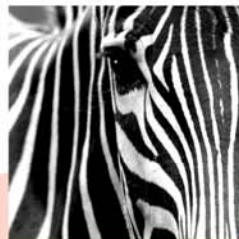
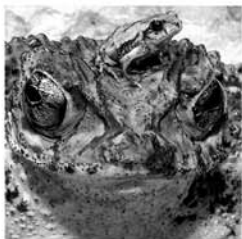
Breakfast w/Exhibitors
Lunch w/Exhibitors
Exhibitor Break-down

**subject to change*



Display Advertising

2010 Mid-Year Meeting Program Book			
<i>Space reservations due January 29th / artwork due February 5th</i>			
<i>Format</i>	<i>Artwork Size</i>	<i>Rates</i>	
Back Cover	8.5" x 11"	\$975 / 4-Color only	
Front or Back Inside Cover	8.5" x 11"	\$825 / 4-Color only	
Full Page	8.5" x 11"	\$675 / 4-Color	\$525 / B&W



Sponsorship Opportunities

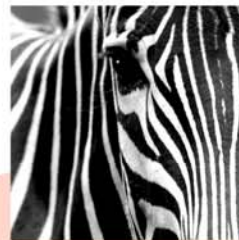
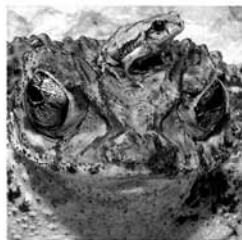
AZA Mid-Year Meeting

Silver Sponsorship: \$3,000

Commitments due by January 29th

- Logo recognition on hotel key card, eco-friendly delegate bag, or premium giveaway (assigned on first-come, first-served basis)
- Includes 1 tabletop exhibit space & 1 full individual meeting registration
- Recognition in meeting program, on-site signage, and AZA Meetings e-newsletter
- Recognition in *CONNECT* magazine, AZA.org, & *INSIGHT* e-newsletter

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



Aquarium Day

Virginia Aquarium & Marine Science Center

Tuesday, March 2, 2010 ~ 1:00 – 6:00 pm

Supporter Sponsorship: \$1,000

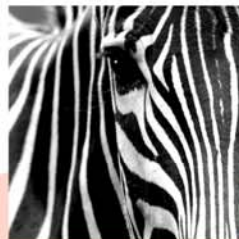
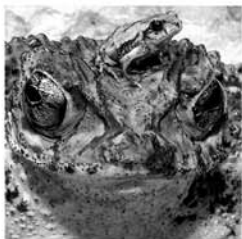
Commitments due by January 29th

- Includes tabletop display at Aquarium Day
- Recognition on Aquarium Day map, Aquarium donor wall, VirginiaAquarium.org, *SeaBrowser* newsletter, & slide shown for 3 months in Aquarium IMAX Theatre
- Recognition in AZA meeting program, *CONNECT* magazine, AZA.org, & *INSIGHT* e-newsletter
- Eligible for discount on meeting exhibit space



VIRGINIA
AQUARIUM
& MARINE SCIENCE CENTER

Contact April Strickland by phone 757-385-0262 or E-mail strickland@VirginiaAquarium.com.



Icebreaker

Virginia Zoo

Monday, March 1, 2010 ~ 6:00 – 9:00 pm

Supporter Sponsorship: \$1,000

Commitments due by January 29th

- Includes tabletop display at Icebreaker
- Recognition on Icebreaker Donor Board, in the newsletter *Virginia Zoo Review*, and on the Virginia Zoo website
- Recognition in AZA meeting program, *CONNECT* magazine, AZA.org, & *INSIGHT* e-newsletter
- Eligible for discount on meeting exhibit space



Contact Annie Vogt by phone 757-441-2374, ext. 222 or E-mail anne.vogt@norfolk.gov.