

Build relationships.
Build **your business.**



Why Attend the ZAA Conference?

- Build relationships
- Meet directly with decision makers
- Limited number of vendors = more exposure
- Expand customer base
- Discounted opportunities to promote your business year round



ZOOLOGICAL ASSOCIATION
OF AMERICA

ZAA is the fastest growing professional zoo association in the US, the only accrediting organization for both public and private zoological institutions. **ZAA member institutions host over 10 million visitors per year and have collective revenues in excess of \$250 million.** The pillars of our work to promote the survival of rare and endangered species stem from conservation, education and research. The ZAA Annual Conference is the showcase for collective successes within cooperative breeding programs, conservation and legislative initiatives, industry trends and best business practices. By supporting ZAA, you are gaining access to a completely new market of opportunity.

“I prefer working with whom I have a trustworthy relationship. And that, almost always, starts with a face-to-face meeting among colleagues and friends.”

CONFERENCE SURVEY*

For more information on attending the conference or becoming a sponsor, contact us today.

(816) 813-0696

conference@zaa.org



EXHIBITOR PROMOTIONAL PACKAGES

- All exhibitor levels include invitations to Zoo Day, Vendor Blender, lunch on Sunday–Wednesday, and mention in the Conference Passport.
- Booths, 8 x 10', include back and side wall draping; 8' skirted table and 2 chairs. All booths will be assigned on a first-paid, first-served basis.

BENEFIT	BASIC EXHIBITOR	PATRON EXHIBITOR	PARTNER EXHIBITOR	PRESENTING PARTNER
Sponsorship Commitment*	\$995	\$2,500	\$3,500	\$5,000
Company Listing and Description in Conference Passport	✓	✓	✓	✓
Mentions in Quarterly Membership Newsletters	1	1	2	2
Display on ZAA Conference webpage	Listed	Logo	Featured Logo & Link	Featured Logo & Link
Mention(s) during event/activity sponsored		✓	✓	✓
Name/logo displayed		Sponsored Event/Activity	Sponsored Event/Activity	Entire Conference
Mention on ZAA Facebook page	✓	✓	✓	✓
Materials in Swag Bags	✓	✓	✓	✓
Ad in Conference Passport		1/4 page	1/2 page	Full Page (inside front cover)
Contact information of conference attendees	✓	✓	✓	✓
Choice sponsorship of Sunday Breakfast, Monday Breakfast, Tuesday Breakfast, Wednesday Breakfast		✓		
Invitation to all offsite activities ¹			✓	✓
Reserved Seating at Banquet ²			✓	✓
Choice sponsorship of Banquet Auction, Sunday Lunch, Tuesday Lunch, Wednesday Lunch, Welcome Reception, and Logo on Conference Shirts			✓	
Logo on conference swag bags				✓
Mention in all conference materials ³ (ie "2017 ZAA Conference sponsored by COMPANY")				✓
Mentions in all email correspondence to the membership regarding the conference				✓
Sponsor of 2017 ZAA Awards Banquet				✓
NON EXHIBITOR OPPORTUNITIES	SUPPORTER			
Conference Supporter			\$500	
2017 Conference landyards			✓	
Choice of conference break with signage			✓	

¹ Invitation includes transportation to and from off-site facilities as well as meals associated with the trip

² Includes banquet dinner and two drink tickets

³ The name will be incorporated into the conference logo and included (where possible) on items such as the swag bags and conference t-shirts

*Early bird rates expire August 1st.