Exhibitor Prospectus

ZAA Annual Conference 2022
Phoenix, Arizona
November 29 – December 2, 2022
ZAA Annual Conference 2022

ZAA’s Annual Conference is North America’s largest annual gathering of zoological professionals from both private and public animal institutions.

Hundreds of decision makers within the industry attend the ZAA Annual Conference including directors, owners, department leaders, curators, and senior personnel. ZAA’s Annual Conference is your best opportunity to connect with an enthusiastic, industry-specific audience. Our attendees come to the Annual Conference eager to learn about new services, products, and solutions to better support their zoological facilities. By joining us this year, you are demonstrating your commitment to our mission and establishing your brand as part of our trusted community.

Frequently Asked Questions:

What is the ZAA Annual Conference?
The Annual Conference is a tradeshow and educational gathering including workshops, presentations and educational sessions that will take place on November 29-December 2, 2022, at the Delta Marriott Hotel and Mesa Convention Center, 200 North Centennial Way, Mesa, Arizona 85201.

As our organization grows, so does our annual gathering. The Zoological Association of America is committed to bringing our unique membership together each year for days filled with industry discussions, continuing education opportunities, conservation initiatives, and fellowship. Attendees come to meet friends old and new, to celebrate our successes, identify and confront our challenges, and plan for opportunities that lie ahead—in our zoological facilities, in our growing regional communities, and out in the larger world of zoo professionals.

What is the Exhibit Hall?
The Exhibit Hall is one of the most popular attractions at the Annual Conference, with attendees spending a significant amount of time learning about, and engaging with, the large number of exhibitors that support ZAA. In addition, we host an interactive Vendor Blender networking event with drink tickets to further highlight exhibitors in a fun and engaging setting.

Who are the attendees?
Our attendees are key decision makers, such as directors, owners, department leaders, curators, and senior personnel within the zoo and aquarium industry. Our attendees are leaders who serve and represent a wide net of thousands of support personnel within their organization such as zookeepers, aquarists, zoo veterinarians, administrators, animal trainers, educators, animal registrars, marketers, guest services personnel, ticketing personnel, gift merchandisers, food service departments, and rides and attractions.
What is the Zoological Association of America?
The Zoological Association of America (ZAA) is a non-profit, membership-based, accrediting organization dedicated to responsible wildlife management, conservation, and education. Founded in 2005, with over 60 accredited facilities and 500 individual members nationwide, the association upholds the highest level of professional standards in animal welfare, safety, and ethics. ZAA and its members have combined annual budgets of $150 million and reach over 15+ million individuals each year.

Why Should I exhibit? Hosting an exhibit booth at the ZAA Annual Conference will allow you to:

- Showcase your service or product face-to-face with Zoo leaders
- Broaden your contacts with zoo professionals, decision makers
- Make sales of your product or service right on the spot
- Increase recognition of what your company can offer individuals and organizations
- Expose your brand and connect with a new audience

Who May Exhibit?
The ZAA Annual Conference exhibit hall is a premium marketing opportunity for your brand. Booths sell out every year as more and more vendors choose to return. We are committed to establishing a relationship with each vendor, as you are part of our community when you exhibit. In order to maintain the integrity of our community, we ask that each exhibitor provide a product or service that aligns with the mission and audience of the Zoological Association of America. Please contact ZAA if you have any questions about eligibility to exhibit.

What does each space include?
Each 8’ x 8’ exhibit space will include pipe and drape on 3 sides: 8’ high back wall, 3’ high side rails, one 6’ skirted table, two chairs, one wastebasket, & one 7” x 44” booth identification sign with name and booth number, and daily trash removal. Additional items can be ordered through our contracted trade show services (Convention Solutions + Innovation or “CSI”) ZAA will also include all deliverables within the exhibitor package selected such as links to your website on the conference website, promotional mentions, and event tickets.

How can I gain more exposure?
ZAA provides customized marketing opportunities in our Add-Ons including exposure in social media, swag bag sponsorships, virtual supporter packages and more. For more information contact, conference@zaa.org with questions.
Do you require vendors to use a drayage service?
No. The Delta Marriott has an internal services company, but you may ship your materials via any carrier you prefer. Please note that the Delta Marriott and Mesa Convention Center is a non-union facility, and therefore exhibitors are free to move their own materials and do all setup in their booth. Be aware that access to the loading dock is limited, so if you are planning on using a personal vehicle to unload and load materials, you must contact ZAA to make arrangements.

*Map of the loading dock and location is featured on the following page.

Can two or more vendors share a booth space?
No, sharing of booth space is not permitted.

Is Wi-Fi available in the Exhibit Hall?
Yes, we will have a private, secure wi-fi network available for exhibitors only.

What is the layout of the Exhibit Hall?
The exhibitor hall is in the Arizona Ballroom, on ground level. Booth assignment for all applications is “first-come, first-served” policy, with the full floorplan at the end of this document.

What is the Exhibitor Schedule for 2022?

**Monday, November 28**
- Pipe & Drape set-up 9:00am – 3:00pm

**Tuesday, November 29**
- Exhibitor Move-in 9:00am – 6:00pm
- Icebreaker Reception 4:00pm – 7:00pm

**Wednesday, November 30**
- Exhibit Hall Opens 8:00am
- Vendor Blender 5:00pm - 7:00pm

**Thursday, December 1**
- Exhibit Hall Open 8:00am – 4:00pm
Optional Tear down 4:00pm

Friday, December 2

Exhibitor Move-out 8:00am – 12:00pm
Zoo Day 11:00am – 7:00pm

Do I need to stay through Friday morning?

The Exhibit Hall will close to attendees on Thursday at 4pm. We will have a quick collective de-brief meeting with ZAA staff and if you would like to tear down, move-out afterwards, you are welcome to. If time or shipping logistics prevent you from completing tear down and move out on Thursday, the exhibit hall will be open starting 8am on Friday for additional time.

What is the cancellation policy?

Seventy-five percent (75%) of the exhibit fees paid will be refunded, provided that written cancellation is received via email or US mail by ZAA before 9/15/22.

Fifty percent (50%) of the exhibit fees paid will be refunded, provided that written cancellation is received via email or US mail by ZAA before 10/30/22.

After 10/31/22 there will be no refunds for cancellations. Exhibitor has the sole responsibility of confirming with ZAA receipt of written cancellation. All cancellation notices should be sent to conference@zaa.org.

How do I apply?

The floorplan and pricing can be found at the end of this document. To apply, click here. Once ZAA has received confirmation of your completed registration and payment you will be contacted for your booth assignment. Credit cards or checks are accepted.

IMPORTANT NOTES ON HOTEL ROOMS

We strongly encourage you to make hotel reservations as soon as you receive your exhibitor confirmation, as the hotel will sell out.
## Exhibitor Package Options

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<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<td>Exclusive Add-on Sponsorship of your Choice: wifi password, name tag sponsor, room keys, Gobo lights</td>
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<td>VIP Banquet Table at Zoo Day with signage</td>
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<td>Platinum sponsor logo placement on all ZAA signage at tradeshow and attendees events</td>
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Contact Meg Lampert at conference@zaa.org for exhibitor and sponsorship information.
EXHIBIT HALL FLOOR PLAN

Please see layout for booth locations. Note: ZAA reserves the right to update, modify or change the floor plan.