CONFLUENCE OF FACILITIES & FLORA 2027 ST. LOUIS



SPONSORSHIP & EXHIBIT OPPORTUNITIES
October 3-7

ASSOCIATION OF ZOOLOGICAL HORTICULTURE

Saint Louis Zoo
Animals Always®

AZFA
AQUARIUM & ZOO FACILITIES ASSOCIATION



BACKGROUND

The Aquarium and Zoo Facilities Association (AZFA) and the Association of Zoological Horticulture (AZH) are excited to present a joint annual conference, dubbed the Confluence of Facilities and Flora. This event unites both communities under one roof as the premier operations conference for zoo and aquarium professionals - not two legacy events sharing a room, but a single, unified program built for the people who run these facilities day to day.

AZFA is a non-profit organization that connects facility professionals from aquariums, zoos, and similar animal conservation facilities for collaboration and networking.

AZFA
AQUARIUM & ZOO FACILITIES ASSOCIATION

Members are architects, engineers, management personnel, tradespeople, animal keepers, grounds and housekeeping staff, and more. They are responsible for the design, construction, and maintenance of the infrastructure critical to animal welfare, safety, and a world-class guest experience.

ASSOCIATION OF ZOOLOGICAL HORTICULTURE

AZH is a non-profit membership organization dedicated to the advancement of horticulture in zoos, zoological parks, botanic gardens, and aquariums.

The association brings together horticulturists and plant professionals from zoos, botanical gardens, parks, and public gardens across the United States and beyond. Members include decision-makers, buyers, and purchasing agents responsible for plant material, supplies, service, and long-term institutional partnerships.

Playing host, the Saint Louis Zoo is a free public zoo in Forest Park in St. Louis, Missouri. Spanning over 90 acres, it is home to over 12,000 animals representing hundreds of species.

Saint Louis Zoo
Animals Always®

The Zoo is undergoing its most ambitious period of growth in its 116-year history. Major expansion is highlighted by the spring 2027 debut of Henry A. Jubel Foundation Destination Discovery, a 2.8-acre reimagining of the former Children's Zoo, and the upcoming summer 2027 launch of Saint Louis Zoo WildCare Park, a massive 425-acre safari park and conservation center in north St. Louis County.



QUICK FACTS

DATES
October 3-7, 2027

LOCATION
St. Louis, Missouri

WEBSITES
azfa.org; azh.org

CONTACT
Dolores Dunsford
Director, Administrative Operations
Saint Louis Zoo
ddunsford@stlzoo.org
(314) 646-4738

WHY BECOME A SPONSOR OR EXHIBITOR?

Your 2027 Confluence of Facilities and Flora will take place at the Hilton St. Louis at the Ballpark in downtown, St. Louis, Missouri. At the conference, you will have the opportunity to meet and get to know experienced, passionate, and committed facilities and horticultural professionals. Sponsoring or exhibiting puts your brand in front of engaged and high-intent decision-makers.

Join for a week of networking, educational sessions, a vendor trade show, and behind-the-scenes access to the host facility. The agenda includes topics like safety, conservation, sustainability, water quality, design and construction, professional development, various hands-on training workshops, and more. Sponsors receive multi-channel exposure (onsite signage, mobile app, email and social) and direct access to attendees via reserved booths, speaking slots, and VIP touchpoints.

- 700+ members representing over 170 aquariums & zoos with 300+ members expected in attendance
- Five days of sessions, tours & networking with decision makers
- Association of Zoos and Aquariums (AZA) facilities spent over $2.1 billion in 2025 capital expenditures*



***Facility expenditure from the annual AZA institution benchmark reports**



SPONSORSHIP TIERS

There are five tiers, including a Startup/Community tier for local and nonprofit partners, with a fixed number of slots for higher tiers to preserve exclusivity and value. All tiers are available on a first-commit, first-reserved basis.

Early Bird pricing applies to any tier or add-on reserved and paid in full by August 6. Standard pricing applies after that date.

BENEFIT	PLATINUM Early Bird $10,000 Standard $12,000	GOLD Early Bird $6,000 Standard $7,500	SILVER Early Bird $3,500 Standard $4,250	BRONZE Early Bird $2,000 Standard $2,500	STARTUP/COMMUNITY Early Bird $500+ Standard $650+
Available Slots	1 (Exclusive)	4	8	12	Open
Complimentary Registrations	3	2	2	1	-
Exhibit Booth	Premium, 10x20	Premium, 10x10	Standard, 10x10	Standard, 10x10	Shared Community Table
Speaking Opportunity	Opening Keynote Intro	Breakout Session	Panel Seat (As Available)	-	-
Logo Placement	Homepage, Stage, Signage, Badge	Website, Signage, Program	Website, Program	Website (List)	Website (Community Wall)
Attendee List (Opt-In)	Full, Pre + Post	Full, Pre + Post	Full, Post-Event	Post-Event Summary	-
Email + App Placement	Dedicated Email Blast	Shared Blast Mention	App Banner	App Listing	App Listing
Social Media	4 Dedicated Posts	2 Dedicated Posts	1 Shared Post	1 Group Post	Included in Group Post



EXHIBIT INFORMATION

Exhibitor opportunities exist for vendors who want floor presence without a full sponsorship. All exhibitor packages include vendor table space, access to conference sessions, the vendor mixer, and a complimentary commercial membership to either AZFA or AZH.

BENEFIT	PREMIUM EXHIBITOR Early Bird $1,750 Standard $1,950	STANDARD EXHIBITOR Early Bird $1,450 Standard $1,650	LIMITED EXHIBITOR Early Bird $1,250 Standard $1,450
Booth	10x10, Corner	10x10, Inline	10x10, Inline
Complimentary Registrations	2	1	1
Program & App Listing	Yes	Yes	Yes
Priority Booth Selection	Yes	-	-
Vendor Mixer	Yes	Yes	Yes
All Conference-Related Activities and All Meals	Yes	Yes	-
Exhibit-Related Functions Only and Two Meals	-	-	Yes

VENDOR TRADE SHOW SCHEDULE

Important dates and helpful information:

Exhibitor Move-In
Sunday, October 3
10:00 AM – 5:00 PM

Vendor Trade Show Hours
Monday, October 4
10:30 AM – 5:00 PM

Tuesday, October 5
8:00 AM – 12:00 PM

Exhibitor Move-Out Options
Tuesday, October 5
12:00 – 6:00 PM

Wednesday, October 6
8:00 – 12:00 PM

VENDOR MIXER

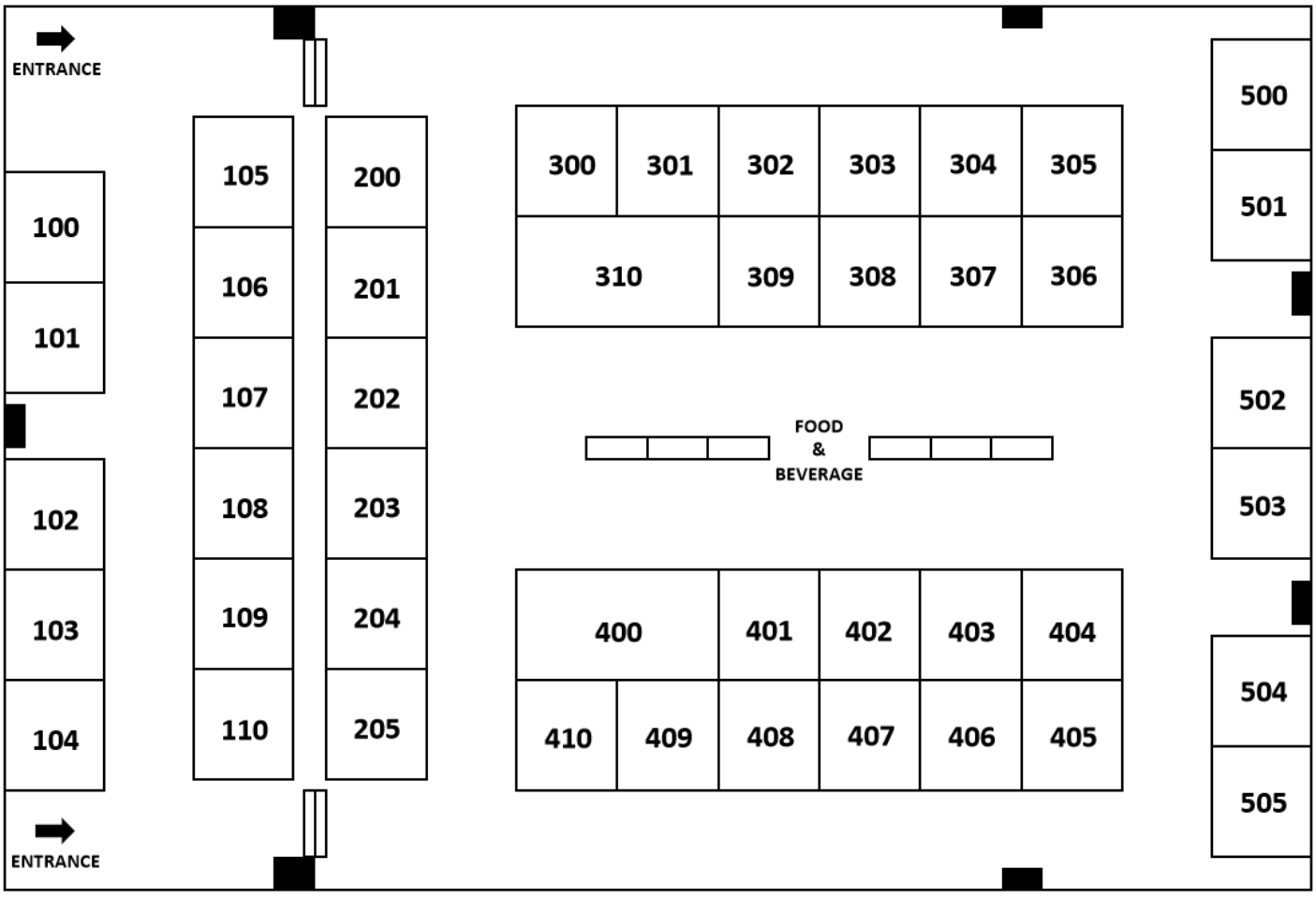
Monday, October 4

5:00 – 7:00 PM

- **DEEPER CONNECTIONS**
  Natural, unhurried conversations.
- **LEAD GENERATION**
  Making future follow-ups warmer and more effective.
- **INSTANT FEEDBACK**
  Real-time reactions without the pressure of a formal presentation.



FLOORPLAN OVERVIEW



- **Booth selection is by sponsorship and exhibitor tier, available on a first-commit, first-reserved basis.**
- **Once finalized, the up-to-date floor plan will be available on the conference website.**
- **Certain structures may exceed 10' in certain areas of the show floor. Pre-approval must be granted by AZFA/AZH management at its sole discretion.**



À LA CARTE ADD-ONS

Standalone branding opportunities - stack with any tier or purchase independently. Ideal for sponsors with a specific activation in mind. Reserve by August 6 for a 10% Early Bird discount on the prices below.

Add-On	Investment	What's Included
HOSPITALITY & MEALS		
Icebreaker Sponsor	$2,000-$10,000	Signature branding on opening-night reception; toast/welcome remarks; support the Icebreaker event's food, dessert, bar, or all three; sponsor in $2,000 increments up to a $10,000 cap; multiple sponsors welcome
Lunch Sponsor	$3,750	Branded signage and verbal recognition during lunch on zoo day and post-conference visits; 1 available
Snack Time Sponsor	$2,250	Branded signage and verbal recognition at the Monday and Tuesday afternoon snacks; 1 available
Coffee Break Sponsor (per break)	$1,200	Branded signage and napkins at one of four breaks; 3 available
Hydration Station Sponsor	$1,100	Branded signage at the coffee, tea, and water station during educational session days (Mon–Tue)
Happy Hour Sponsor	$2,000	Branded signage, drink tickets, and signature-cocktail naming rights; 1 available
Tour Sponsor	$2,000-$10,000	Signature branding for site tour and welcome remarks; sponsor in $2,000 increments up to a $10,000 cap; multiple sponsors welcome
Closing Banquet Sponsor	$3,500	Presenting sponsor of the closing-night banquet; stage remarks and reserved table; 1 available
NETWORKING & COMMUNITY EVENTS		
Women in Facilities & Horticulture Networking	$1,800	Exclusive sponsor of the networking event for women attendees; signage and remarks
First-Time Attendee Breakfast Sponsor	$1,500	Branded graphic at the first-time attendee breakfast and verbal recognition from the podium



À LA CARTE ADD-ONS

Add-On	Investment	What's Included
FUNDRAISING & AUCTION		
Conservation Auction Sponsor	$2,500	Presenting sponsor of the live conservation auction; signage and stage recognition
Auction Paddle Sponsor	$1,200	Logo placement on bidder paddles used throughout the auction
Raffle Sponsor	$1,000	Logo on raffle tickets and signage at the raffle drawing
SUSTAINABILITY		
Sustainability Sponsor	$1,500	Branded recycling/compost stations; sustainability messaging in the program; and carbon-offset acknowledgment
LOGISTICS & MATERIALS		
Conference App Sponsor	$2,500	Exclusive branding on the event app splash screen and push notifications
Wi-Fi Sponsor	$2,000	Custom network name/password branded to sponsor; signage at check-in
Lanyard & Badge Sponsor	$1,750	Logo on every attendee badge and lanyard (600 units)
Hotel Key Cards	$2,500	Custom-branded key cards at the host hotel (subject to hotel approval)
Welcome Bags	$2,000	Logo placement on the bag every attendee receives at check-in
Notebook / Swag Bag Insert	$900	Branded item or literature in every attendee bag
Conference Photography Sponsor	$1,800	Branded photo booth/step-and-repeat; sponsor credit on official event photos
Transportation Sponsor	$2,500	Branded signage on shuttle buses between hotel and venue

We also welcome in-kind contributions (e.g. AV equipment, catering, printing) in exchange for comparable-tier recognition. Contact us to discuss a custom package.

Reserve your tier by August 6 to guarantee Early Bird pricing and logo placement in pre-event marketing. Sponsorship agreement and invoice are sent within two business days of confirmation. Assets (logo, booth details, session bios) are due 30 days before the event.



WE HOPE TO SEE YOU IN ST. LOUIS!

To become a sponsor or exhibitor at the
2027 Confluence of Facilities and Flora, please click the link below:

CONFLUENCE OF FACILITIES & FLORA -Sponsor Opportunities – Fill out form

Questions? Please contact:

Dolores Dunsford
Director, Administrative Operations
Saint Louis Zoo
ddunsford@stlzoo.org
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