



Dear Friends and Colleagues,

30 years ago, a handful of aquarists in Ohio decided to get together to talk shop, share ideas, and enjoy each other's company. This was before the Internet, smartphones, email and social media, and all of the other modern communication conveniences we take for granted today. It was a convenient excuse to take a road trip and hang out with people who shared similar passions. The rules were simple: there were no rules—just keep it affordable, inclusive, and focused on the “nuts and bolts” of our profession. Little did we know at the time that this idea would grow into what is widely considered the most important annual meeting for aquarium professionals in North America.

Over the past 30 years, the Regional Aquatics Workshop (RAW) has traveled all over the country and even abroad. We are excited that it has finally come home to Ohio and, on behalf of the original group, the Columbus Zoo and Aquarium is proud to host the 2019 Regional Aquatics Workshop May 13th -17th, 2019. Columbus is centrally located in the Midwest with easy travel access, and it is a reasonably-priced destination with much to offer. We expect another sell out in 2019 with more than 400 attendees representing an international audience of curators, aquarists, LSS operators, and directors. Critical to our success has been the support from our friends who provide goods and services to our profession. This has allowed RAW to grow and remain affordable, all while keeping its original focus. We are grateful to our longtime supporters and welcome the new. We hope that you will consider supporting our gathering in 2019. In turn, we are making plans to give you enhanced access to meeting attendees and offer you prominent recognition. Our host hotel selection was made with you in mind and influenced by the logistical amenities the hotel offers for vendor displays and ease of set up. We will use the *Franklin Room* at the Hyatt Regency Columbus, which is large enough for all vendor tables and displays to be comfortably located in the same room where we will serve the food and refreshments during RAW. The *Franklin Room* is steps away from the main session hall and will be the hub of activity before and after sessions, as well as during breaks. Our venue will provide you with an easy and direct opportunity to make valuable connections and to showcase your products to this unique audience.

Sponsors for RAW 2019 can be vendors, industry suppliers, and other relevant companies or donors. Please note: ONLY those companies that have purchased a sponsorship package listed will be permitted to advertise, showcase, or distribute their materials. Sponsorship will be available on a first come, first served basis and are contingent upon receipt of both funds and the signed agreement. We ask that you return your payment and the signed agreement to Jen Compston (Jennifer.compston@columbuszoo.org). Deadlines for materials necessary for conference sponsors (i.e. logo submission, registrations, conference packet materials) will be detailed in subsequent communications. If you wish to register additional representatives beyond those provided with a particular sponsorship package, you may do so by paying the Commercial Affiliate registration price of \$500 for each additional individual.

RAW is intended to be an open and collegial forum for aquarium professionals and students employed by public aquariums. The registration fee is very reasonably priced due to the generous support of our commercial friends and partners that support RAW through sponsorships and paying at the exhibitor registration rates listed below. In fairness to all registrants, we respectfully ask that if you are a supplier of services or goods to the public aquarium industry that you please register at the minimum exhibitor level rate regardless of whether you are marketing or selling at the event.

Thank you for your support.

Doug Warmolts
Vice President, Animal Care
Columbus Zoo and Aquarium

2019 Retro RAW Exhibitor Sponsorships

Exhibit Sponsorships will be offered on a first come, first served basis and be contingent upon payment. Sponsors who commit early will have the opportunity to choose preferred booth locations, speaking times, and events.

The deadline for sponsorship is April 1, 2019. Deadlines for materials necessary for conference sponsors (logo submission, registrations, conference packet materials, etc.) are forthcoming.

| Benefit | Gnarly Nudibranch | Jammin' Jellyfish | Fly Flounder | Massive Manatee |
|--|-------------------|-------------------|--------------|--|
| | \$1,500 | \$2,500 | \$3,500 | \$5,000 |
| Logo recognition on sponsor board, displayed during entire conference | X | X | X | X |
| Logo recognition on RAW website | X | X | X | X |
| Conference registration | 1 | 2 | 3 | 4 |
| Promotional materials provided to attendees | X | X | X | X |
| One table in exposition room (6' x 30" table) | | X | X | 10X10 Booth in premium location in exposition room |
| Logo recognition on RAW t-shirt | | | X | X |
| Speaking opportunity during general sessions | | | 5 min. | 10 min. |
| Social media promotional opportunity | | | X | X |
| Recognition for session breaks | | | X | X |
| Sponsorship recognition during an evening event, including table and advertising opportunities | | | | X |
| VIP Experience Passes to the zoo to be used during the week of RAW for up to 5 guests | | | | X |
| Exclusive VIP Behind the Scenes Tour of the zoo for up to 5 guests | | | | X |

2019 Retro RAW a la Carte Sponsorship Opportunities

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|---|---------------|
| RAW Conference Mobile App Exclusive rights to list mobile app as “Presented by.” | \$2500 |
| Elevator Door Advertisement | \$2000 |
| Room key cards with logo or advertisement Sponsor to provide key cards. | \$1000 |
| Green Screen Photo Experience at Ice Breaker Vendor logo on all photos. Guests pose with old RAW memorabilia and a variety of backgrounds. | \$1000 |
| Advertisement Wrap on Pillars Choose lobby and/or meeting room pillars. Price is per pillar. | \$750 |
| Hotel Bar Drink Coasters Sponsor to provide coasters. | \$750 |
| Repetitive Hyatt Promotional Channel Visible in 633 guestrooms. Price is per day. | \$750 |
| VIP area at PINS Mechanical Company for Thursday Night Event Open area overlooking venue. Ability to hang a banner. Private cocktail server. Unlimited pinball and reserved duck pin bowling lanes. Area comfortably fits 20 guests. You control how you would like to use the space. | \$300 |
| Aquarist Olympic Towels Sponsor to provide towels with logo. | \$250 |