



Press Conference Guidelines at IAAPA Expos

Eligibility Criteria for IAAPA-Sanctioned Press Conferences

To host a press conference at an IAAPA Expo, your announcement should meet at least one of the following criteria:

- Announcement of a new product, ride, attraction or theme park (must include images/renderings and anticipated date timeframe of debut)
- Introduction of a new feature or exhibit at your park or facility
- New company initiative or offering
- Facility or park expansion plans
- Partnership announcements
- Leadership transitions or significant personnel updates
- Major company milestones (e.g., 25, 50, or 75 years in operation) accompanied by relevant celebratory news
- Company rebranding or renaming
- Significant staffing incentive programs (e.g., education benefits, loan repayment initiatives, wage increases)

Required Elements for Your Press Conference Presentation

To ensure a professional and impactful press conference, your presentation must include:

- A senior executive or appropriate company representative to deliver remarks
- An approved spokesperson available for post-event media interviews
- Visual assets, such as screen presentations, renderings, physical models, or prototypes
- Printed or digital collateral for distribution to media

- A one-sentence summary of your announcement submitted by the IAAPA Global Communications Team's stated deadline
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Recommended Materials and Best Practices

To elevate your presentation, we recommend the following:

- Use of high-quality audio/visual equipment (see your Exhibitor Services Guide for IAAPA-approved vendors)
 - Optional: Submit a request to schedule a planning call with the IAAPA Global Communications Team
 - Upon submission, we will contact you to confirm a date and time for the call
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Key Considerations for Hosting a Press Conference at Expo

- Press conferences are limited to 25 minutes and must start exactly a designated time
 - Non-exhibiting members must partner with an exhibiting company to be eligible
 - Access to the IAAPA-provided press conference room is available to all exhibitors, with priority given to IAAPA members
 - IAAPA-provided space is limited and comes with A/V set up and seating
 - Media list is available upon request—please contact PressOffice@IAAPA.org
 - The IAAPA Communications Team will promote the overall press conference schedule through media outreach; however, **individual exhibitors are responsible for promoting their own announcements**
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Scheduling & Cancellations

- Desired press conference times are not guaranteed. IAAPA will make every effort to accommodate your preferred time slot; however, final scheduling decisions will be made at the discretion of the IAAPA Communications Department.
- Final press conference dates/times will be confirmed no later than four weeks out from the show.

- No schedule changes will be accepted within two weeks of the Expo
- To cancel your press conference, email PressOffice@IAAPA.org