



INTRODUCING

IAAPA EXPO MIDDLE EAST

ABU DHABI, UAE

EDUCATION: 30 MARCH - 2 APRIL

SHOW FLOOR: 31 MARCH - 2 APRIL

► [IAAPA.org/Expos-and-Events/Expo-Middle-East](https://iaapa.org/Expos-and-Events/Expo-Middle-East)

SPONSORSHIP PROGRAM



ABOUT ABU DHABI

Abu Dhabi is rapidly becoming a global hub for leisure and tourism, making it an ideal location to do business.

Here's why:

➤ **STRATEGIC LOCATION**

Abu Dhabi's central location and efficient transit hub make it a convenient destination for global travelers.

➤ **UNIQUE ATTRACTIONS**

From cultural landmarks to modern entertainment, Abu Dhabi offers a diverse range of experiences to learn from.

➤ **ZAYED INTERNATIONAL AIRPORT**

This modern airport makes Abu Dhabi easily accessible for a third of the world's population.

➤ **INFRASTRUCTURE INVESTMENT**

The emirate is investing heavily in infrastructure, including accommodation, transportation, and streamlined visa processes, to ensure a seamless experience for visitors and businesses.

IAAPA EXPO MIDDLE EAST 2026

IAAPA Expos are the epicenter of innovation for the entire attractions industry, welcoming everyone from FECs and museums to zoos, aquariums, and heritage sites. With global attractions investment surging and predicted to continue growing, your presence at IAAPA Expo Middle East is not just an opportunity, it's a strategic imperative.

Becoming a sponsor provides unique opportunities to unveil cutting-edge technologies, sustainable solutions, and immersive experiences that captivate today's discerning visitor.

- Forge connections with global and regional industry leaders
- Access exclusive market insights
- Benefit from world class education
- Tap into the collective energy of a sector experiencing unprecedented growth

Your presence at IAAPA Expo Middle East ensures you're not merely part of the conversation; you're shaping the future of how the world plays.

DATES: 30 March to 2 April, 2026

LOCATION: Abu Dhabi, UAE
Abu Dhabi National Exhibition
Centre (ADNEC)

IAAPA EXPOS

BY NUMBERS

IAAPA EXPO ASIA 2024



**BANGKOK,
THAILAND**



5,057

Registered
Attendees



3,187

Qualified Buyers



354

Exhibiting
Companies



7,830

Square Meters Sold

IAAPA EXPO EUROPE 2024



**AMSTERDAM,
NETHERLANDS**



17,370

Registered
Attendees



13,195

Qualified Buyers



685

Exhibiting
Companies



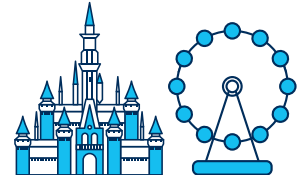
18,670

Square Meters Sold

IAAPA EXPO 2024



**ORLANDO,
FLORIDA**



41,429

Registered
Attendees



27,468

Qualified Buyers



1,134

Exhibiting
Companies



565,925

Square Feet Sold

SPONSORSHIP OPPORTUNITIES AND BENEFITS

OPPORTUNITIES

SPECIAL EVENTS AND EDUCATION

Lock in these Early Bird rates through 12 Dec. 2025

	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ \$8,500	☐ \$12,500	☐ \$22,500
Education Sessions	☐ \$7,500	☐ \$11,500	☐ \$21,500
Opening Ceremony	☐ \$7,500	☐ \$11,500	☐ \$21,500
Opening Reception	☐ \$7,500	☐ \$11,500	☐ \$21,500
Tour Experience (Pre Tour OR Post Tour)	☐ \$6,500	☐ \$10,500	☐ \$17,000
Attendee EDUTour: Yas Island	☐ \$6,500	☐ \$10,500	☐ \$17,000
Indoor Entertainment EDUTour	☐ \$6,500	☐ \$10,500	☐ \$17,000
Museum Day	☐ \$6,500	☐ \$10,500	☐ \$17,000
Sportainment Day	☐ \$6,500	☐ \$10,500	☐ \$17,000
Sustainability Forum	☐ \$6,500	☐ \$10,500	☐ \$17,000
Water Park Day	☐ \$6,500	☐ \$10,500	☐ \$17,000
Women in the Industry Reception	☐ \$6,500	☐ \$10,500	☐ \$17,000
Young Professional Reception*	☐ \$5,000	☐ \$8,500	☐ \$14,000

*Sponsorship at the Silver Level does not qualify for global sponsor recognition.

BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

Lock in these Early Bird rates through 12 Dec. 2025

	PLATINUM
Lanyards — GLOBAL SPONSORSHIP (includes lanyards for all four IAAPA Expos in 2026) - Sold	☐ \$110,000
IAAPA Theatre - Sold	☐ \$27,500
Expo Bags - Sold	☐ \$25,000
IAAPA Member Lounge - Sold	☐ \$25,000
Registration - Exclusive	☐ \$25,000
Attendee Badges - Exclusive	☐ \$19,000
Banners/Aisle Signs - Sold	☐ \$18,500
Mobile App - Exclusive	☐ \$17,000

Select your sponsorships by 12 Dec. 2025 to lock in these early bird rates. Sponsorships reserved after 12 Dec. 2025 are subject to an additional fee of \$1,000.

Listed rates are for exhibitors only. Non-exhibiting sponsors are subject to IAAPA's approval and an additional fee of \$2,000.

RESERVE NOW AND SAVE!

SPONSORSHIP OPPORTUNITIES AND BENEFITS

BENEFITS

SPONSOR LEVELS

SILVER

GOLD

PLATINUM

Solution Spotlight Speaking Opportunity (limited sessions available)			●
Sizzle-reel video (30 seconds) at sponsored event (with IAAPA's approval four weeks in advance) OR PowerPoint slides included in session decks for Education Session sponsors or other places video may not be possible (when applicable)			●
Crystal Sponsor Plaque			●
Full attendee pre-show email opportunity*			●
Full attendee post-show email opportunity*		●	●
Complimentary premium listing on event mobile app		●	●
Recognition in IAAPA News Daily email prior to show (30,000+ subscribers)		●	●
Ability to provide sustainable giveaways at sponsored event (when applicable, and subject to IAAPA approval in advance)		●	●
Logo recognition on IAAPA website	●	●	●
Logo recognition in Funworld issue	●	●	●
Logo recognition on lobby signage	●	●	●
Logo recognition on event signage (where applicable)	●	●	●
Verbal recognition by event speaker (when applicable)	●	●	●
Reserved seating/tables at sponsored event (when applicable)	●	●	●
Recognition in member emails (when applicable)	●	●	●
Social media recognition (when applicable)	●	●	●
Complimentary tickets to sponsored event, amount varies by level (when applicable)	●	●	●
Complimentary Expo registrations (non-exhibiting sponsors)	●	●	●
Tabletop signage at trade show booth (exhibitors only)	●	●	●
Booth floor stickers (exhibitors only)	●	●	●
Special sponsor icon for email signatures and websites	●	●	●
Special sponsor badge ribbons	●	●	●

* Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. IAAPA does not distribute or sell attendee lists with email information — the email campaign benefit for Gold and Platinum Sponsors is managed by a third-party vendor on behalf of IAAPA and the sponsor, and it includes opt-in registrants only. For sponsor brochures/giveaways/videos, all must meet IAAPA's safety standards specifically as they relate to good taste and safe riding procedures (i.e., no images of riders with hands in the air). Logo recognition includes a single company logo. Dual or multi-logo branding is not permitted. Sponsor recognition begins after the deposit payment has been made.

Questions about sponsorships or just need more information about how to customize a package to meet your needs? Contact us at Sponsorship@IAAPA.org

SOLO BRAND ACTIVATION OPPORTUNITIES

WHY CHOOSE BRANDING?

Branding opportunities offer a powerful way to boost your company's visibility and presence at the event, with less commitment than a full sponsorship package. Whether you're looking to create a lasting impression, increase brand recall, or simply stand out in a high-traffic area, branded placements ensure your message is seen by the right audience at the right time. This is a flexible and impactful solution for companies seeking strategic exposure with options that can accommodate a range of budgets.

BRANDING OPPORTUNITIES AT IAAPA EXPO MIDDLE EAST 2026

These are stand-alone visibility options and do not include sponsorship benefits beyond the branded item itself.

Please note:

- Branding options do **not** include sponsor status or logo recognition beyond the branded item itself.
- All locations are subject to availability at the time of booking.
- Rates include production, installation, and removal (unless otherwise noted). Content creation is not included in the rates.
- 5% VAT is applicable in accordance with UAE VAT Law and Regulations.
- Sizes listed are for indication purposes only; detailed specifications will be provided upon confirmation of the location.

PRINTED OPTIONS INSIDE ADNEC:



CONCOURSE HANGING BANNER \$1,000 per banner

These striking flags can be used throughout the entire venue and offer an impressive opportunity for exhibitors. Dimensions: Width 0.85 meters x Height 2 meters. **30 banners available in relevant area.**



SPIDER POLE \$65,000

Create a lasting impression with this large spider pole located near the main Expo entrance.



CONCOURSE BLUE WALLS \$25,000

By covering the blue wall, your branding will be the first thing visitors see as they enter the concourse area. This prominent location offers a significant opportunity for exhibitors to prominently associate their names with the exhibition. Situated along the Concourse area. Dimensions: Width 6 meters x Height 3 meters



CONCAVE WALL \$55,000

Grab the attention of expo attendees with a bold, unique shape right near the entrance. Dimensions: Approximately 18 x 13 meters.



MEGA PANEL \$65,000

Premium location and the largest advertisement inside. It is located next to registration and opposite of Hall 11 entrance. The sheer size and scale of these locations guarantee impact for any brand. Dimensions: Width 15 meters x Height 12 meters.

CONCOURSE BANNER \$16,000 per banner

Placed at the entrance of the exhibition center for high visibility, these are the perfect sites for advertisers aiming to deliver mass reach messages. These double-sided banners are placed at the main concourse with high visibility, making them ideal for advertisers targeting a broad audience. Dimensions: Width 3 meters x Height 4 meters.

SOLO BRAND ACTIVATION OPPORTUNITIES



CONCOURSE GLASS BRANDING \$4,000 per 5 meters

Concourse glass advertising is great for logo placement seen from far. Location: Near IAAPA Member Lounge. Dimensions: Width 5 meters x Height 1.1 meters.

PRINTED EXTERNAL BRANDING



MEGA PANELS - EXTERNAL \$58,000

Located along the car park, this is a phenomenal opportunity to influence the buying decisions of your target audience as they arrive at ADNEC. Dimensions: Width 12 meters x Height 11.2 meters.



EXTERNAL GLASS PANEL \$70,000

Brands looking to create a significant impact should start here.



RADIUS GLASS PANEL \$75,000

Passing traffic around ADNEC gives the radius glass panels real bang-for-buck. Big, visible and public facing.



CURVED PANEL \$45,000

Enhance your brand's visibility by securing a spot at one of ADNEC's prime locations. Positioned at the main entrance, this signature site captures the attention of all incoming visitors, guiding them straight to your brand.

DIGITAL BRANDING OPTIONS



DIGITAL INTERNAL MEGA PANEL \$40,000



DIGITAL MEGA EXTERNAL \$38,000

The internal and external mega panel screens are a powerful medium for reaching large audiences with compelling and visually striking content. The dynamic and high-resolution content can capture and hold viewers' attention more effectively than traditional media. Maximum display area: 2816x384 | Video duration: 10 seconds per minute | Artwork/video.



DIGITAL HANGING SCREENS \$20,000

An exclusive digital advertising site above the VIP balcony, this media will deliver a strong message to event visitors. Network of 5 units | Maximum display area: 1792x 1152 meters | Video duration: 10 seconds | Artwork/video.

PORTRAIT SCREENS \$16,000

Digital Screens at ADNEC Concourse. 26 units available, 6 in relevant areas. Maximum display area: 1080x1920 pixels | Duration: 10-15 seconds per minute.

Contact us at Sponsorship@IAAPA.org for more information

SPONSORSHIP AGREEMENT



EDUCATION: 30 MARCH - 2 APRIL | SHOW FLOOR: 31 MARCH - 2 APRIL | ABU DHABI, UAE

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S. | IAAPA.org/Expos-and-Events/Expo-Middle-East
North America: Phone: +1 321/319.7600 | Email: Sponsorship@IAAPA.org
Europe, Middle East and Africa: Phone: +32 487 49 74 48
Asia Pacific: Phone: +852/2538 8799 or +86-21/51175878

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

SPONSORSHIP(S) AND LEVEL(S) OR SOLO BRAND ACTIVATION SELECTED: _____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

COUNTRY: _____ BOOTH NUMBER (if applicable): _____ WEBSITE: _____

SOCIAL MEDIA HANDLES: Instagram: _____ Facebook: _____

LinkedIn: _____ Other: _____

TOTAL PRICE: \$ _____

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of \$2,000.
All sponsors are required to be IAAPA members.

BECOME A GLOBAL SPONSOR AND RECEIVE ADDED BENEFITS AT ALL FOUR IAAPA EXPOS IN 2026.

BENEFITS INCLUDE: added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, recognition in November 2026 Funworld magazine, and more!

PAYMENT OPTIONS:

50% DUE WITH CONTRACT. Remaining balance due by 12 Dec. 2025. Flexible payment plans available upon request.

Select your sponsorships and make full payment by 12 Dec. 2025 to lock in early bird rates. Sponsorships reserved or payments received after 12 Dec. 2025 are subject to an additional fee of \$1,000. 5% VAT is applicable in accordance with UAE VAT Law and Regulations.

Reserving more than one sponsorship? Take advantage of discounted ADD-ON

RATES (subject to IAAPA approval; rates do not apply to all opportunities).

☐ **Silver Add-on**
\$4,000

☐ **Gold Add-on**
\$6,000

☐ **Platinum Add-on**
\$11,000

☐ **PAY BY CREDIT CARD.** IAAPA Team will provide a digital link.

☐ **MAIL A CHECK** IN THE AMOUNT OF \$ _____ CHECK #: _____ (Check must be drawn from a U.S. bank)

Check payable to: **IAAPA**

Send check to: **IAAPA, Attention: Sponsorship Sales, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S.**

☐ **I WILL WIRE TRANSFER** IN THE AMOUNT OF (\$ _____ + \$25*) = \$ _____

(*Please include a \$25 transaction fee for all wire transfers.)

International Wire Transfer

SWIFT Code (use for International wires only): BOFAUS3N

Bank Account #: 0020-866-30597 (Payable to IAAPA)

Domestic Wire Transfer (from U.S. accounts only)

ABA/Routing Number (Domestic U.S. only): 026009593

Bank Account #: 0020-866-30597 (Payable to IAAPA)

Please be sure to identify yourself with the name of the company and member ID.

☐ **I WILL PAY BY ACH TRANSFER** (from U.S. accounts only)

ABA/Routing Number (Domestic U.S. only): 054001204

Bank Account #: 0020-865-69662 (Payable to IAAPA)

Bank of America • 1501 Pennsylvania Avenue, NW Washington, D.C. 20005

☐ **INVOICE US.** IAAPA team will provide an invoice for 50% deposit.

SPONSORSHIP AGREEMENT



EDUCATION: 30 MARCH - 2 APRIL | SHOW FLOOR: 31 MARCH - 2 APRIL | ABU DHABI, UAE

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo Middle East 2026 (the "Event"), in accordance with the corresponding rate card fees. A faxed or emailed signed Agreement is also binding.

2. IAAPA and the Company Sponsor named above ("Sponsor") agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No Materials developed or intended for use in connection with the sponsorship activities will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the sponsorship selected, IAAPA will provide appropriate acknowledgment and recognition of the Sponsor in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/or materials ("Sponsor Content") distributed by or on behalf of Sponsor must comply with (i) IAAPA's advertising policies and procedures as determined from time-to-time by IAAPA and (ii) by IAAPA's Intellectual Property ("IP") Enforcement Policy.

3. Sponsor agrees to indemnify and hold harmless IAAPA, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Sponsor's acts, omissions, breach of contract or any actions or claims made by Sponsor or any third party against Sponsor under IAAPA's Intellectual Property Enforcement Policy (see item 8).

4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy. Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA Expo Middle East 2026 (or any other IAAPA show) will not violate the laws of any country or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Sponsor Content is owned and/or lawfully distributed by Sponsor. In addition, Sponsor warrants that it will not make any claims that are not substantiated or that are prohibited by law.

5. Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA of the Agreement, IAAPA shall refund any sponsorship fees received by IAAPA prior to termination.

6. IAAPA may postpone the Event for any reason. Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the new Event dates.

7. IAAPA and/or Sponsor/exhibitor are liable should one or the other default. Any 3rd party agency signing on behalf of the Sponsor/exhibitor will be held responsible for the fulfillment of this non-cancelable contract.

8. IP Enforcement Policy: In an effort to ensure any claims or disputes by Sponsor/exhibitors at the Event (or in the time period prior to the Event) are handled in a nondisruptive manner, the Association hereby agrees to provide all Sponsor/exhibitors at the Event with the services of an intellectual property mediator ("IP Mediator"). At the Event and in the time period leading up to the Event, IP Mediator will provide assistance to Sponsor/exhibitors by evaluating potential intellectual property infringement claims and will work closely with the Association to issue any Sanctions (as defined below), if necessary.

The Sponsor/exhibitor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between Sponsor/exhibitor related to intellectual property or proprietary rights, as well as any violation of the Rules. Sponsor/exhibitor understands and agrees that all decisions made by the IP Mediator are final, and shall not be subject to appeal or challenge. The Sponsor/exhibitor understands and agrees that, at the Event and in the time period leading up to the Event, any Sponsor/exhibitor ("Complaining Sponsor/exhibitor") may lodge with IP Mediator a complaint against any other Sponsor/exhibitor ("Defending Sponsor/exhibitor"), which after investigation may result in the Sanctions by the IP Mediator

or the Association at the Event. IP Mediator's evaluation of such a complaint will be free of charge to the Complaining Sponsor/exhibitor. Sponsor/exhibitor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or the Association in their sole discretion and may include but shall not be limited to: (i) the removal of any item, product, catalog, photograph or image (whether in digital or print) material, URL, product or device ("Sponsor/exhibitor Content"), (ii) the shutdown of a Sponsor's/exhibitor's booth at the Event, (iii) restrictions on access or services provided by the Association, (iv) a loss of membership to the Association; or (v) a ban from any future show or event.

The Sponsor/exhibitor understands and agrees that any determination by IP Mediator and/or the Association to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce the rules and guidelines at the Event, including the Rules; (ii) when IP Mediator believes that the display of any Sponsor/exhibitor Content is potentially infringing on another Sponsor/exhibitor's intellectual property or proprietary rights, or (iii) when IP Mediator and/or Association believes the display of any Sponsor/exhibitor Content is disruptive to the Event.

In exchange for being permitted to exhibit at the Event and also for the services described above, Sponsor/exhibitor agrees as follows:

- That Association is not responsible or liable for any claimed or recognized violations of the Sponsor/exhibitor's intellectual property or proprietary rights, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights.
- That the Sponsor/exhibitor will abide by any and all intellectual property laws, rules or guidelines, including the Rules, whether imposed by national or local laws or by the Association as part of its ownership and/or management of the Event.
- That the IP Mediator and the Association have no obligation to enforce or act on the behalf of the Sponsor/exhibitor and that both IP Mediator and Association may, in their sole discretion, determine whether to issue Sanctions or take any action in any case, depending on the facts presented by the Complaining Sponsor/exhibitor. Nothing herein obligates IP Mediator or Association to take any action or issue any Sanctions.
- Not to display Sponsor/exhibitor Content that violates or potentially violates the intellectual property or proprietary rights of another Sponsor/exhibitor at the Event or that is otherwise disruptive to another Sponsor/exhibitor. Sponsor/exhibitor hereby further agrees that the Association and/or its IP Mediator may determine—in their sole and complete discretion—whether to issue the Sanctions described herein.
- To comply with any Sanctions issued by IP Mediator and/or the Association. Sponsor/exhibitor further understands that its refusal to comply with any issued Sanctions may result in further action by Association, which may include the issuance of additional Sanctions or another action as determined by Association in its sole discretion.
- That a failure by Sponsor/exhibitor to abide by any Sanctions imposed by IP Mediator and/or the Association may lead to additional Sanctions imposed by Association.
- That any claim of infringement made to IP Mediator or the Association shall be made with the good faith intent to enforce owned or licensed intellectual property or proprietary rights, and not solely in an effort to disrupt or impact another party's ability to operate.
- SPONSOR/EXHIBITOR AGREES TO RELEASE AND HOLD HARMLESS THE ASSOCIATION, IP MEDIATOR, AND THEIR AGENTS, CONTRACTORS, AND SERVICE PROVIDERS, (COLLECTIVELY, THE "RELEASED PARTIES") FOR ANY CLAIMS, DEMANDS, OR LIABILITIES RELATED TO: (i) A CLAIM OR DETERMINATION THAT A VIOLATION OF THE RULES HAS OCCURRED; (ii) A CLAIM OR DETERMINATION THAT ANY SPONSOR/EXHIBITOR CONTENT IS INFRINGING, POTENTIALLY INFRINGING, OR OTHERWISE DISRUPTIVE TO THE EVENT; OR (iii) ANY OTHER CLAIM OR DETERMINATION ISSUED BY THE IP MEDIATOR, ITS AGENT OR CONTRACTOR, OR THE ASSOCIATION RELATED TO

ACTIVITY AT THE EVENT. TO BE CLEAR, SUCH RELEASE OF LIABILITY WILL INCLUDE ANY CLAIMS OF TRADE LABEL, DEFAMATION, UNFAIR COMPETITION, OR NEGLIGENCE RELATED TO ANY DETERMINATION MADE AT THE EVENT BY THE RELEASED PARTIES.

i. To indemnify, hold harmless and defend the Released Parties from any claims, losses, damages or liability that may result from the Association or IP Mediator's enforcement of this IP Enforcement Policy.

j. That it will accept and not seek to challenge, modify or overturn any resolution made by IP Mediator or the Association, including the issue of any Sanctions.

9. Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of this Agreement will be decided by binding arbitration in Florida, USA. Specifically, all disputes between Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the Orlando, Florida, U.S. area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of this Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of Florida, in the United States.

10. Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement shall in no Event exceed the amount of the charges for the sponsorship or advertisement which was omitted or in which the error occurred and such liability shall be discharged by (abatement of the charges) or (a sponsorship/advertising allowance) commensurate with the error for the particular sponsorship or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular sponsorship or advertisement in which the omission or error occurred. No adjustment is applicable to any free sponsorship or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

11. For the purposes of this Agreement, the following terms shall have the following meanings:

- "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, laws and regulations of the People's Republic of China ("PRC") and any other jurisdictions, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"), the PRC Personal Information Protection Law ("PIPL") applicable to an Exhibitor incorporated in China, etc.; and
- "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.

12. The parties acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation and solely for purposes related to the performance of this Agreement.

13. Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA and any other information to be notified to the Data Subject(s) if so required by the applicable Privacy Legislation ; and (iii) Sponsor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.

14. Sponsor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Sponsor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Sponsor has specified to the contrary in writing stating what data may not be so shared or transferred.

Please sign and email to Sponsorship@IAAPA.org.

By signing below, I acknowledge that I have read and agree to the terms as set forth above.

SIGNATURE: _____

PRINT NAME: _____

DATE: _____