



2025 MEMBER BENEFIT GUIDE



FROM OUR CEO

As we embark on another exciting year in the attractions industry, I am thrilled to introduce the 2025 IAAPA Membership Benefit Guide! This guide reflects our unwavering commitment to you – the heart and soul of our global community.

For over a century, IAAPA has been the driving force behind the attractions industry, bringing members together to learn, grow, and advocate for a brighter future. With offices around the world, we provide regional expertise and support in your time zone and language.

This year, we're taking our commitment further with a renewed focus on digital connections and personalized experiences. We're excited to announce:

Brand-new Personalized Website Experience: Navigate with ease and build a personalized experience.

Simplified Benefit Access: Enjoy seamless access to all your member benefits online.

New and Evolving Benefits: Look forward to exciting additions throughout the year.

At IAAPA, we believe in the power of connection. We are a family of fun builders, dreamers, and innovators.

Our mission is to foster a vibrant community where you can connect, learn, and thrive 365 days a year.

This guide reflects our dedication to providing exceptional value and support. We are committed to empowering you with the tools, knowledge, and network to excel in this dynamic industry.

Thank you for being a part of the IAAPA family. Together, let's continue to build a brighter future for the attractions industry.



A stylized, handwritten signature in black ink, consisting of several bold, sweeping strokes.

Jakob Wahl
IAAPA President and CEO

YOUR COMPETITIVE EDGE STARTS TODAY!

WHY JOIN IAAPA?

It is the **world's largest global network** of attractions industry professionals, dedicated to helping you connect, grow, and succeed. For over a century IAAPA has been providing **unparalleled access** to global industry insights, **exclusive networking** opportunities, and essential business resources designed to **elevate your business and career**.

You will gain the tools and support needed to stay ahead of trends, enhance safety, increase sustainability, and maximize guest experiences—all while saving money on essential industry events and resources.

8,200 IAAPA Members
100+ countries and regions



1,000+ HOURS
of in-person and virtual
EDUCATIONAL CONTENT
delivered each year

100+ COMMITTEE AND VOLUNTEER LEADERS
shaping the future of the industry



4
MAJOR GLOBAL EXPOS
held annually in NORTH AMERICA,
EUROPE, ASIA, AND
NEW IN 2026 - MIDDLE EAST



8
GLOBAL OFFICES

Brussels, Dubai, Hong Kong SAR,
Mexico City, Orlando, São Paulo,
Shanghai, and Singapore



90+
FULL-TIME STAFF
across the globe dedicated
to your success



1 MISSION
to inspire, grow, and protect
the global attractions industry

YOUR COMPETITIVE EDGE STARTS TODAY!

WHY JOIN IAAPA?

OUR PURPOSE

We exist to connect the diverse and dynamic attractions industry, for the good of us all. Through this, we grow and improve our members, our companies, and our industry.

OUR VISION

IAAPA's vision is to be the driving force behind the global attractions industry's growth and success.

FUELED BY:

- ▶ Inspiring our members with innovative ideas and best practices.
- ▶ Growing the industry through collaboration and strong member connections.
- ▶ Protecting the industry's reputation by promoting safety and high standards.
- ▶ We are committed to being an invaluable resource for our members worldwide, a respected authority within the industry, and a top-tier employer for our talented team.



FIND THE MEMBERSHIP THAT FITS FOR YOU!

COMPANY MEMBERSHIP



AMUSEMENT FACILITY

Designed for operators of attractions such as amusement parks, water parks, family entertainment centers, location-based entertainment centers, zoos, aquariums, museums, or similar venues.



MANUFACTURER, SUPPLIER & CONSULTANT

For companies that provide products or services to the attractions industry, including ride manufacturers, food and beverage suppliers, consultants, and more.

INDIVIDUAL MEMBERSHIP



ATTRACTION PROFESSIONAL

Ideal for professionals not affiliated with a specific facility or supplier company but who are involved in the attractions industry.



YOUNG PROFESSIONALS

Tailored for individuals aged 35 and under who are beginning their careers in the attractions industry.



STUDENT

For full-time students pursuing a career in the attractions industry.



RETIREE

For individuals with 5+ years in the attractions industry who are now retired.



EDUCATOR

For full or part-time faculty or staff at educational institutions who develop or support curriculum related to the attractions industry.

QUICK COMPARE SECTION

		COMPANY MEMBERSHIPS		INDIVIDUAL MEMBERSHIPS					NONMEMBER
		Amusement Facility	Manufacturer/Supplier	Attraction Professional	Retiree	Educator	Young Professional	Student	Nonmember
MEMBERSHIP	Access to IAAPA.org	Account logins for all employees	Account logins for all employees	One personal login	One personal login	One personal login	One personal login	One personal login	One personal login - non-member content only
	Funworld magazine	Up to 15 print copies, unlimited digital copies	Up to 10 print copies, unlimited digital copies	Digital only	Digital only	Digital only	Digital only	Digital only	Current edition available on IAAPA.org
	Funworld archive online	✓	✓	✓	✓	✓	✓	✓	✗
	News Hub on IAAPA.org	✓	✓	✓	✓	✓	✓	✓	✓
	News Daily e-newsletter	For all employees	For all employees	✓	✓	✓	✓	✓	✗
	Advertising opportunities in print and online	✓	✓	✓	✓	✓	✓	✓	Nonmember rate
CONNECTIONS	Connect+ Marketplace	✓	Free basic listing, member pricing for enhanced listing	✓ No Company Name	✓ No Company Name	✓ No Company Name	✓ No Company Name	✓ No Company Name	✗
	IAAPA Job Board	Member pricing for all job listings	Member pricing for all job listings	✓	✓	✓	✓	✓	✓
	IAAPA Food Purchasing Program	✓	✓	✗	✗	✗	✗	✗	✗
	Research Reports	✓ Included in dues	✓ Included in dues	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	Nonmember rate
	Facility Toolkits	✓	✓	✗	✗	✗	✗	✗	✗
	Crisis Communication Template	✓	✓	✓	✓	✓	✓	✓	✗
EXPOS	Opportunity to exhibit at IAAPA Expos	Member pricing	Member pricing	✗	✗	✗	✗	✗	✓
	Opportunities to sponsor IAAPA Expos and other events	Member pricing	Member pricing	✗	✗	✗	✗	✗	✗
	Free Access to IAAPA Expo Education Conference	✓	✓	✓	✓	✓	✓	✓	✗

The benefits listed represent a selection of IAAPA member offerings and do not reflect the full scope of membership advantages. To view the complete list, please visit <https://iaapa.org/membership/membership-benefits>

UNLOCK EXTENSIVE MEMBER BENEFITS

No matter which membership type you choose, you'll enjoy access to a full range of benefits designed to support your growth, connect you with industry leaders, and give you a competitive edge.



NEWS/EDITORIAL

- ▶ Industry updates to your inbox with IAAPA News Daily
- ▶ Receive six editions of Funworld, IAAPA's official publication, in print and/or digital
- ▶ Share your press release on new products through News Daily
- ▶ Access to our online archives with articles and case studies on the global attractions industry



RESEARCH

- ▶ Keep up to date on important safety trends and best practices with the North America Ride Safety Report
- ▶ See how you compare to your competitors with the Global Benchmark Report
- ▶ Make data-driven decisions with global research on economic trends and consumer behavior



OPERATIONAL TOOLKITS

- ▶ A 24/7 crisis hotline and a Crisis Communication template, crafted by industry emergency experts and available for customization
- ▶ Expert facility manuals designed to support excellence in every aspect of your business
- ▶ Access expert-defined best practices to enhance your operations



ADVOCACY & INDUSTRY SUPPORT

- ▶ Stay ahead of policy changes and get opportunities to advocate and protect your business
- ▶ IAAPA's dedicated Public Affairs team advocates for you on the national and state levels



EXCLUSIVE PARTNER OPPORTUNITIES

- ▶ As an IAAPA member, you gain access to official partners offering innovative solutions and exclusive resources to help you succeed in today's competitive landscape.
- ▶ IAAPA Official Partner Program - Become a Partner and get customized opportunities tailored to your business goals



EXPOS & EVENTS

- ▶ Member discount for IAAPA Expo, Summits, Presents, Meetups, Public Affairs Conference, and all other events
- ▶ FREE access to all IAAPA Expos Education Conferences Education Conference
- ▶ Member-only events and receptions, plus special ticket allotments for highly demanded IAAPA Expo events
- ▶ IAAPA Marketplace to source your global business solutions with ease
- ▶ Exclusive access to the IAAPA Member Lounge at IAAPA Expos, with complimentary amenities



PROFESSIONAL DEVELOPMENT

- ▶ Member discount for Certifications and Institute Programs
- ▶ Keeping you competitive with exclusive webinars and live chats covering the latest industry trends
- ▶ Access on-demand professional development content and IAAPA Expo education sessions—designed to fit your busy schedule

OFFICIAL PARTNERS AND THEIR SOLUTIONS



Fiserv and Clover's partnership with IAAPA, aimed at transforming payment systems in the attractions industry. As a global leader in financial technology, Fiserv and its Clover POS platform provide tailored, innovative solutions that enhance operations and guest satisfaction. The collaboration focuses on seamless payment experiences that support the industry's goal of delivering memorable visits.

IAAPA members gain access to exclusive perks including streamlined payment processing, advanced Clover POS systems, and powerful data insights. With dedicated support and tools built for attractions, members can optimize transactions, reduce friction, and improve operational efficiency. These solutions help businesses elevate their guest experience while staying competitive in a fast-evolving market.



Craft Standard is transforming the beverage industry with its patented draft cocktail system, engineered to deliver high-quality cocktails at speed and scale. With over 10 patents, this innovative solution is designed

specifically for high-traffic venues like amusement parks, stadiums, and fast-casual restaurants. The system ensures consistency, reduces labor strain, and improves operational efficiency, making premium cocktail service faster and more accessible than ever.

IAAPA members can benefit from a proven, high-speed solution that enhances guest experience without compromising on quality. Craft Standard's system enables venues to serve signature cocktails rapidly, maintaining consistency and minimizing

SEAMLESS PAYMENTS & BEYOND – PARTNERING WITH IAAPA TO ELEVATE YOUR GUEST EXPERIENCE

Join Fiserv and Clover to unlock exclusive IAAPA member benefits and revolutionize the way you manage payments. [Visit Clover's IAAPA Partner Page](#) today to get started on delivering secure, efficient, and delightful guest interactions that set your attraction apart.

Juliana Quintero

✉ StrategicPartners@Fiserv.com

📞 862-339-5772 🌐 www.fiserv.com @ [LinkedIn](#)

staffing needs. This technology opens new revenue opportunities for attractions seeking to elevate their food and beverage offerings while meeting high demand.

SERVE MORE. SERVE FASTER. SERVE BETTER WITH CRAFT STANDARD.

Discover how Craft Standard can streamline your beverage service and delight your guests with premium draft cocktails. Visit Craftstandard.com to learn more, explore FAQs, and get started with a system built for speed, scale, and superior quality.

✉ Info@CraftStandard.com

📞 1.888.441.4770 @ [LinkedIn](#) 🌐 Craftstandard.com

OFFICIAL PARTNERS AND THEIR SOLUTIONS



J&J Snack Foods is a leading provider of iconic and innovative snack brands across the U.S., including SUPERPRETZEL, ICEE, LUIGI'S Real Italian Ice, Hola Churros, and more. Serving both foodservice and retail sectors, J&J is known for delivering fun, craveable products that delight guests of all ages. With a strong focus on sustainability and responsible sourcing, J&J continues to grow while prioritizing health, the environment, and consumer trust.

IAAPA members gain access to a wide portfolio of beloved, high-quality snacks that are perfect for attractions, boosting guest satisfaction and driving repeat visits. From frozen beverages to baked goods and novelties, J&J's variety and reliability help operators serve fun, flavorful products with ease. Members can also align with a company committed to sustainability, transparency, and long-term industry partnerships.



Satisfi Labs' conversational experience platform is designed to build stronger relationships with customers through connected outbound campaigns and intelligent, AI-driven inbound chat. By unifying marketing, guest experience, and sales, the platform helps attractions transform every interaction into a meaningful touchpoint. Through personalized conversations and seamless journey management, businesses can engage guests across multiple channels and drive loyalty.

IAAPA members gain access to Satisfi Labs' powerful three-engine ecosystem: the AI Agent Engine for automated, personalized guest interactions; the Marketing Engine for streamlined, multi-channel outreach; and the Live Chat Engine for smooth

SERVE THE SNACKS GUESTS LOVE - PARTNER WITH J&J SNACK FOODS

Explore how J&J Snack Foods can help your attraction deliver crowd-pleasing favorites while supporting your commitment to quality and sustainability. Visit jjsnack.com to discover our full product lineup and learn how to bring more fun (and flavor) to your guests today.

✉ ConsumerRelations@jjsnack.com

📞 **856.665.9533**

@ [@dippindots](https://twitter.com/dippindots) | [@theiceecompany](https://twitter.com/theiceecompany) | [@superpretzel](https://twitter.com/superpretzel)

🌐 www.jjsnack.com

transitions between AI and human support. This integrated approach enables attractions to enhance guest satisfaction, capture valuable data, and drive repeat visits—all while optimizing internal workflows.

READY TO TAKE THE NEXT STEP ON YOUR AI JOURNEY?

Partner with Satisfi Labs to revolutionize your guest experience through conversational AI and intelligent engagement tools. Visit satisfilabs.com to explore how our three-engine platform can help your attraction connect, convert, and grow.

Dan Flores, Head of Tourism

✉ Dan.Flores@SatisfiLabs.com

@ [LinkedIn](https://www.linkedin.com/company/satisfilabs) 🌐 www.satisfilabs.com

OFFICIAL PARTNERS AND THEIR SOLUTIONS

“Working alongside IAAPA to bring AI solutions to such a creative and guest-focused industry is incredibly exciting. Together, we are creating tools that not only improve guest experiences but also push the boundaries of operational efficiency and innovation. We’re thrilled to be a part of this journey.”

– Dan Flores, Head of Tourism, Satisfi Labs



SB Value is a food-buying program built to help businesses in the attractions industry save significantly on food and kitchen supplies. As US Foods’ largest client, SB Value leverages \$10 billion in buying power across 28,000+ locations to deliver premium pricing without contracts, fees, or minimums. Members enjoy an average savings of 17%—all while maintaining full flexibility in what and how they purchase.

IAAPA members benefit from effortless profit through reduced food costs, simplified ordering, and greater operational efficiency. The program requires no membership fees or long-term commitments and offers access to responsibly sourced, sustainable products through US Foods’ Serve Good program. With SB Value, members can boost profitability without changing how they operate—just by doing what they already do, but at a better price.



SPEND LESS. EARN MORE. EFFORTLESSLY.

Join SB Value and unlock powerful food cost savings with zero hassle. Visit <https://www.wegrowvalue.com> to start saving today—no contracts, no fees, just smarter food purchasing made easy for your attraction.

Trip Wheeler

✉ **Trip@WeGrowValue.com**

📞 **704-904-9000**

Clint Elkins

✉ **Clint@WeGrowValue.com**

📞 **980-429-0398**

@ **Facebook**

@ **Instagram**

🌐 **www.wegrowvalue.com**

THANK YOU

TO OUR 2025 IAAPA GLOBAL SPONSORS



UNLOCK THE FULL VALUE OF IAAPA MEMBERSHIP

NEXT STEPS:

1. JOIN IAAPA

Sign up online to unlock exclusive benefits and savings.

2. LOGIN AND UPDATE YOUR MEMBER PROFILE

PRO TIP: If you're part of a company membership, don't forget to add your team! Your roster is unlimited—so everyone can access member benefits and stay connected. *Special Note: Only the primary contact can add or edit team members. If you don't have access to make changes, reach out to your IAAPA regional office for assistance.*

3. ATTEND AN EVENT

Register for an IAAPA Expo, Summit, networking event, or webinar—and discover the full value of IAAPA membership through connection, learning, and exclusive benefits!

4. ENHANCE YOUR EXPERTISE

Enroll in any IAAPA professional institute or certification program.

5. GET INVOLVED

Join an IAAPA committee, task force, become a speaker, or submit for an IAAPA Award.

TURN MEMBERSHIP INTO MOMENTUM



IAAPA NORTH AMERICA

ADDRESS: 4155 W Taft Vineland Rd, Orlando, FL, U.S. 32837

EMAIL: NorthAmerica@IAAPA.org

PHONE NUMBER: +1 (321) 319-7688

