

**Find
possible.**



Exhibitor Welcome Guide

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Exhibitor Welcome Guide

Welcome to IAAPA Expo!

In the early 1900's, IAAPA was born out of a need for a unified voice for park owners to navigate the future, to set industry standard, and share operational best practices. The fledgling association grew over the years demonstrating a commitment to providing valuable resources and fostering a spirit of collaboration among its members. Even through the worst of times, the association remained committed to supporting its members and adapting to the evolving needs of the industry. IAAPA adapted to the growing global reach of the industry and its commitment to connecting and supporting amusement parks around the world.

After 100 years, IAAPA is amusement parks, zoos and aquariums, museums, and science centers, family entertainment centers, and water parks. We are manufacturers and suppliers that fuel the industry. We all seek to create and deliver exceptional experiences to our guests.

As you begin your journey as an IAAPA Expo exhibitor, whether it is your first time or 31st time, I encourage you to take advantage of the information that follows and incorporate it in your planning along with the Exhibitor Services Guide. Understanding and knowledge of the resources provided will help garner exhibiting success at IAAPA Expo.

Our imagination is the only limit to what the future holds, but one thing is certain: IAAPA will be there every step of the way, supporting its members, driving modernization, and ensuring that the attractions industry continues to thrive.

Should you have any questions, please reach out to our team and let us assist you as only IAAPA can.

Sincerely,

A handwritten signature in black ink, reading "Lane M. Vento". The signature is written in a cursive, flowing style.

Lane Vento, CEM, CMP
Director, Expo Operations, North America
International Association of Amusement Parks and Attractions



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Exhibitor Information Center

Bookmark the [IAAPA Expo Exhibitor Information](#) page! This is your one-stop hub for all exhibitor-related resources. Here, you'll find everything you need to prepare for the event, including setup guides, key event details, promotional materials, and ways to enhance your exhibiting experience.

Exhibitor Resource Center

IAAPA Expo 2025 is introducing a new [Exhibitor Resource Center](#) where you will be able to easily access the Exhibitor Services Guide and Registration, complete required forms, monitor exhibitor deadlines, mark completed items off your checklist, and add other contacts from your company.

Exhibitor Services Guide

The [Exhibitor Services Guide](#) (ESG) contains all the order forms and information exhibitors need to have a successful IAAPA Expo 2025. The ESG is broken down into sections and here are some of the highlights:

General Information – Includes links to contacts, schedules, important show information, exhibitor-appointed contractors, links to the floor plan, safety guidelines, hotel reservations, and more.

Required Forms – ALL exhibitors need to complete some items in advance of the Expo, including the Booth Layout Form, Audience Participation Safety Form & Ride Registration, Exhibitor Badge Registration and updating your Booth Profile.

Booth Items & Specifications – As you design your booth and components to include, be sure to review the Booth Design Specifications, Linear Booth Options, the OCCC Multi-Level & Covered Booth Application, the Food and Beverage Sampling Approval Request Application, and more.

Official Vendor Order Forms – IAAPA has arranged with reputable companies to provide products and services that you'll need to have a successful exhibit. Working with official contractors will save you money and they are backed by IAAPA. Please note that GES and the Orange County Convention Center (OCCC) will only accept online orders. Please contact them directly if you need help logging into their systems.

Shipping/On-site Handling/Parking – Information on material handling, hand-carry policies, shipping, parking, and more to help with the movement of your materials to your booth and back again.

Marketing Your Booth – Make sure to take advantage of the wide variety of tools IAAPA offers to help your company and product standout, including the exhibitor guest program, media exposure, appointment setting through Connect+, digital promotion toolkit, and more.

Rules and Regulations – To ensure IAAPA Expo is one of the best trade shows in the industry, there are requirements all exhibitors should be familiar with. This includes facility regulations, show and intellectual



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property policies, potential violations, and union regulations. Information on ancillary and satellite events is also found here.

Exhibitor Bulletins

Exhibitor bulletins, sent periodically leading up to the expo, will contain important reminders and information to help you exhibit successfully at IAAPA Expo. To stay informed on all IAAPA Expo news, be sure you and your team are set up to receive IAAPA Expo emails.

- Set your email to receive emails from NorthAmerica@mail.IAAPA.org so exhibitor bulletins are not marked as spam.
- Using the new [Exhibitor Resource Center](#), add any additional contacts to your account that you want to receive IAAPA Expo emails.
- If you miss a bulletin or want to read a past bulletin again, all exhibitor bulletins for IAAPA Expo 2025 will be accessible through the [IAAPA Expo Exhibitor Information](#) page to reference throughout the planning process.

If you miss any bulletins, previous editions can be found [here](#).

Exhibitor Schedule

Exhibitor Move-in

Thursday, November 13	8 a.m. – 5 p.m.	Targeted Exhibitor Move-in
Friday, November 14	8 a.m. – 5 p.m.	Targeted Exhibitor Move-in
Saturday, November 15	8 a.m. – 7 p.m.	General Exhibitor Move-in
Sunday, November 16	8 a.m. – 7 p.m.	General Exhibitor Move-in
Monday, November 17	8 a.m. – 8 p.m. *	General Exhibitor Move-in

* All booths must be mostly set by 5 p.m. on Monday, November 17 to avoid a “Late Set-up” violation and penalty.

Please be sure to review the [Targeted Move-In Schedule](#) to see if you have been assigned a Targeted Move-In Date.

Show Floor Hours

Tuesday, November 18	10 a.m. – 6 p.m.
Wednesday, November 19	10 a.m. – 6 p.m.
Thursday, November 20	10 a.m. – 6 p.m.
Friday, November 21	10 a.m. – 4 p.m.



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Exhibitors may access the show floor beginning at 7:30 a.m. on show open days. On Nov. 18-20, all exhibitors must exit the show floor by 7 p.m.

Exhibitor Move-out

Friday, November 21	4 p.m. – 1 a.m. +
Saturday, November 22	8 a.m. – 5 p.m.
Sunday, November 23	8 a.m. – 12 p.m. ^

+ Exhibitor Appointed Contractors (EACs) and those who will be accessing the hall to assist with exhibitor move-out on Nov. 21 will not be permitted on the show floor until 5 p.m. to allow attendees to exit the show and GES to roll up the aisle carpet. Please schedule labor accordingly.


^ All carriers must check-in to the marshaling yard no later than 10 a.m. on Sunday, November 23.



Please be sure to review the [Targeted Move-Out Schedule](#) to determine your target move-out day and time. Your booth should be fully packed and your carrier checked in at the marshaling yard by the end of the scheduled move-out time on your targeted move-out day.

Exhibitor Deadlines / To Do List

Your [Exhibitor Resource Center](#) includes an Exhibitor Checklist you can use to stay on top of your to-do's, track what has been completed, add personalized notes, and link to the webpages or forms you need to accomplish your tasks.

Your Exhibitor Checklist also offers two options for reminders:

- Click on the  to set-up the checklist to email you and anyone else on your team reminders that are sent out 5 days prior to the due date and the day the item is due.
- Click [Get More Info](#) to download a calendar reminder to your personal calendar. You can customize the reminder date and share with anyone on your team.

If there is a checklist item that does not pertain to you, you can hide it by clicking on the . You can review your hidden items by selecting "Hidden" in the Checklist menu on the left side of the page. To unhide a checklist item, click  for the item in the Hidden list. Please note that some checklist items are required and cannot be hidden



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Registration

Exhibitor Registration

Once Exhibitor Registration is open, you'll be able to register your on-site staff for name badges, purchase special event tickets, invite your exhibitor appointed contractors to register for the expo as an EAC, invite guests to attend the expo, order lead retrieval services, and make hotel reservations.

Login to your [Exhibitor Resource Center](#) using your email and password to get started.

Visit the [Expo Badges / Exhibitor Registration Information](#) page to read the badge guidelines, look up your staff badge allotment, and review all the exhibitor badge information.

Special Event Tickets

Attending Special Events is a great way to network during the expo. Tickets to Special Events can be purchased through Exhibitor Registration. Events can sell out quickly so purchase your tickets as early as possible. Please note that tickets for IAAPA Celebrates and the Women in the Industry Networking Lunch can only be purchased by IAAPA members and cannot be purchased in bulk so they must be assigned to individual registrations.

Wristbands for Exhibitor Move-In/Out

Exhibitors have the option to wear wristbands to access the show floor prior to registration opening and can request to have them mailed in advance based on the parameters below.

- Exhibitor wristbands may be worn during move-in instead of their exhibitor badge through Sunday, Nov. 16.
- Wristbands are not valid on the last day of move-in, Monday Nov. 17, and all exhibitors must have their exhibitor badge to access the show floor on this day. Please be sure your on-site staff is aware of this so there are no delays accessing the floor on Monday.
- Exhibitor registration opens at 12 p.m. Saturday, Nov. 15 after which exhibitors can pick up and wear their exhibitor badge to access the show floor.

U.S. based exhibitors can request to have wristbands mailed to you in advance by completing the Exhibitor Move-In Wristband form in your [Exhibitor Resource Center](#) no later than **Oct. 10**. Wristbands will be mailed via regular U.S. mail the week of Oct. 13. It is not necessary to request wristbands in advance. International companies and companies that miss the deadline may pick up wristbands on-site at the IAAPA Security Office in Room S211 on the second level of the South Concourse beginning Thursday, Nov. 13.

Exhibitors may not access the show floor prior to Saturday, Nov. 15 unless they have been assigned a [Targeted Move-In Date](#).













Wristbands for move-out are only needed for those staff that were not registered for the show and do not have an IAAPA Expo Exhibitor badge. All staff participating in the move-out will need either an Exhibitor badge or wristband to access the show floor.











EAC staff should order wristbands through the EAC Registration site and pick-up the wristbands daily inside the labor entrances of the North and South Buildings. Exhibitor move-in/out wristbands should NOT be ordered for or given to EAC staff.

For safety and security concerns, non-exhibitors are NOT permitted to access the show floor during move-in and move-out. Exhibitors that provide wristbands to buyers or EAC's will receive a \$300 fine and/or loss of seniority points.

Official Contractors

Many companies use the internet to gain access to IAAPA's exhibitor list then reach out to you via telephone or email pretending to be an official contractor for IAAPA Expo. Below is a list of IAAPA approved contractors you can comfortably conduct business with. Non-official contractors need to be approved by IAAPA to access the show floor (see EAC Registration for more information).

Official Contractor	Services	Order Online	Download Form		
GES	Booth Packages; Carpet/Floor Covering; Furnishings; Graphics/Signs; Cleaning; Labor; Forklift/Rigging Labor; Material Handling		N/A		
Orange County Convention Center	Electrical; Air/Water/Drain/Gas; Rigging/Sign Hanging; Aerial Lighting; Cable TV		Information Sheet & Rate Guide		
PRG	Audio/Visual & Computers				
Sodexo Live!	Catering; Dry, Refrigerated, or Frozen Storage; Sample Distribution Requests		Catering Flyer 	Food Storage 	Sampling Request 
Smart City	Internet & Telephone		Internet Form 	Telephone Form 	

onPeak	Housing		N/A
MCI	Lead Retrieval (order through Registration)		
Events TNT	Booth Security	N/A	
TLC Convention Plant Services	Plants & Floral		
Steven Miller Photography	Photography & Videography	N/A	
Image	Interpreters, Hosts & Talent		
DSV	International Shipping	N/A	

Housing

It is recommended exhibitors book their hotel rooms as soon as possible through IAAPA's official housing provider, onPeak, to secure a reduced-rate hotel room and save money on your trip to Orlando. Rooms at the group rates are limited and available on a first-come, first-served basis. Reservations can be made through the [IAAPA Expo Travel](#) page.

Booth Display Specifications / Booth Layout Form

As you design and plan your booth for IAAPA Expo 2025 and the components to include, be sure to review IAAPA Expo's [Booth Display Specifications](#) to ensure your booth is constructed per the guidelines for your specific booth type.

Please remember that IAAPA Expo is a cubic content show. Exhibitors are permitted to fully occupy the width and depth of the booth footprint up to the maximum allowable height based for your specific booth type. There is no height restriction based on sight lines within your booth space.

NEW FOR 2025: Split island booths will be allowed to have hanging signs with graphics facing adjacent booths to be set back no less than five feet (5') from the adjacent split island booth. Peninsula booths with hanging signs with graphics facing the adjacent booths must remain set back no less than ten feet (10') from adjacent booths. Any floor supported graphics over the 8' high drape facing adjacent booths regardless of booth type must remain set back no less than ten feet (10') from adjacent booths.



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Carpet & Drape

All exhibitors (except those located in the outdoor exhibits) must have carpet or floor covering within the entire booth space. Floor covering options are available through [GES](#) or exhibitors may bring their own.

All booths (except island booths) will receive some type of drape. See the booth configurations and colors [here](#).

The trade show floor consists of 9 pavilions, each with its own carpet color to help attendees find companies easily.

<u>Pavilion</u>	<u>Carpet Color</u>
Family Entertainment Center	Gray
First Time Exhibitor	Safari (brown/black/white)
Food & Beverage	Red
Games & Arcade	Green
Inflatable	Blue Jay (blue/black/white)
Operational Services	Plum
Rides & Equipment	Pepper (black/white/gray)
Show Production & Design	Black
Water Park	Blue

Booth Layout Form

ALL exhibitors are REQUIRED to complete the [Booth Layout Form](#) regardless of booth size. Additional information is required for booths that are 20ft x 20ft (6.10m x 6.10m) or larger, feature an inflatable of any size, or are requesting a variance to the booth design specifications.

To access the form, login to your [Exhibitor Resource Center](#) using your email and password and, under the Exhibitor Required Forms section, click on Booth Layout Form. Once in the form, select “Yes” or “No” to the three questions and continue in the form based on your answers. The deadline to submit this form and required information is **Sept. 12** and late submissions or failure to submit are subject to [fines and/or loss of exhibit seniority](#).

Audience Participation Safety Form & Ride Registration

ALL exhibitors are REQUIRED to complete the online [Audience Participation Safety Form](#), regardless of booth size or display type. Additional information is required for booths that will have a product or device that moves a participant through a fixed course.

To access the form, login to your [Exhibitor Resource Center](#) using your email and password and, under the Exhibitor Required Forms section, click on Ride Reg/Aud. Participation. Once in the form, select all product types that relate to anything you will display in your booth. The deadline to submit this form and required



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information is **Oct. 3** and late submissions or failure to submit are subject to [fines and/or loss of exhibit seniority](#).

Exhibitors displaying a dynamic device at IAAPA Expo are required to attend one of the review sessions presented by CLM Risk Management, the official show safety inspector. The required 30-minute sessions will take place **Monday, Nov. 17 at 10 a.m. and 3 p.m.** Please send a representative to attend one session so there are no delays in operating your product during the show.

Exhibitors with dynamic devices must have a first aid kit and fire extinguisher within their booth.

Additional Insurance

ALL exhibitors are required to complete the online Certificate of Insurance Form, regardless of booth size or display type.

IAAPA contracts a basic general liability policy for all exhibitors. Exhibitors that are displaying a dynamic product, serving or sampling any food or beverage not provided by the venue exclusive caterer Sodexo, cooking or using an open flame device, or using a heat-producing device must obtain and provide IAAPA with additional insurance coverage.

The additional insurance coverage must include the following:

- The Certificate of Insurance must have a total combined general liability policy to include the equivalent of US\$3 million general aggregate and US\$2 million per occurrence.
- The Certificate of Insurance must include the following information on the certificate: IAAPA, Orange County Convention Center, GES, their entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees, are additionally insured for IAAPA Expo 2025, November 13-23, 2025.
- The Certificate of Insurance must list IAAPA as the Certificate Holder with 4155 West Taft Vineland Road, Orlando, FL 32837 as the address.

If required, the Certificate of Insurance must be submitted to IAAPA using the Certificate of Insurance Form in your [Exhibitor Resource Center](#) no later than **Oct. 10**. To access the form, login to your [Exhibitor Resource Center](#) using your email and password and, under the Exhibitor Required Forms section, click on Certificate of Insurance. Late submissions or failure to submit are subject to [fines and/or loss of exhibit seniority](#). More information can be found on the [Exhibitor Insurance](#) page.

Sustainability & Exhibitor Sustainability Pledge

IAAPA and its partners are committed to instituting sustainable efforts whenever possible. Click [here](#) to read about the practices being followed at this year's Expo.

Exhibitor Sustainability Pledge

In an effort to make IAAPA Expo more sustainable, IAAPA is inviting exhibitors to participate in the IAAPA Expo Exhibitor Sustainability Pledge.

Participate is simple. We ask each company willing to take the pledge to select seven or more items from the following categories and commit to them for IAAPA Expo.

- Reducing Energy Use and Transport Emissions
- Designing for Reuse and Resource Efficiency
- Minimizing Emissions and Packaging from Logistics
- Preventing Waste and Lower the Environmental Footprint
- Offering Sustainable and Low-Waste Food & Beverage
- Responsible Sourcing and Accessibility

The full list of items you can choose to commit to can be found [here](#).

Participate in the Exhibitor Sustainability Pledge by logging into your [Exhibitor Resource Center](#) and clicking on Sustainability Pledge under Exhibitor Required Forms.

In return for your company's commitment to IAAPA's sustainability program, the IAAPA sustainability logo will be added to your booth sticker on-site and you'll receive a digital badge added to your listing in Connect+.

Food & Beverage Sampling

All food & beverage samples brought into the Orange County Convention Center with the intent to distribute from your booth must have written approval from Sodexo Live!, the exclusive caterer at the convention center, 21 days prior to the event. Sampling requests should be submitted using Sodexo's Sampling of Consumable Guidelines Approval Request & Liability Application/Waiver found on the [Food and Beverage Sampling/Preparation](#) page.

Exhibitors that are the distributor or manufacturer of a product are allowed to sample food in 2 oz. servings or less and non-alcoholic beverage samples in 2 oz. servings or less (no cans or bottles). Alcoholic

beverages may be sampled and must be serviced by a trained Sodexo bartender. Alcohol sample size is a half-ounce (0.5 oz.) serving or less and must be served by a trained Sodexo Live! bartender.

Failure to abide to the sample serving size could result in additional fees being charged by Sodexo.

It is each exhibitor's responsibility to ensure that lines or gatherings of attendees waiting to receive samples does not inhibit passage through designated aisles or visibility or access of other booths. Failure to maintain and control lines for your product samples is subject to [fines and/or loss of exhibit seniority](#).

EAC Registration

An Exhibitor Appointed Contractor (EAC) is defined as any service contractor that is not an official service provider for the trade show. Examples include set-up/tear-down, I&D contractors, audio-visual, floral, etc. Official Contractors do not need to apply as an EAC. Exhibitors that are constructing their own booth using full-time employees of the company are not EAC's.

Exhibitor Appointed Contractors (EAC's) and Non-Official Contractors must be registered for IAAPA Expo. Refer to the [Exhibitor Appointed Contractors](#) page for instructions on registering your EAC's and to review all information related to Non-Official / Exhibitor-Appointed Contractors. The deadline for EAC's to register for IAAPA Expo is **Oct. 14**, after which late fees are assessed to the EAC.

Wristbands for exhibitor move-in should NOT be ordered for EAC staff. All EAC staff should order wristbands through the EAC Registration site and pick them up daily at either of the labor entrances to the Orange County Convention Center North and South Concourses.

Material Handling & Targeted Move-In

Whether you are scheduled for a targeted move-in or for general move and whether you are shipping your materials to the GES advance warehouse or directly to show site at the Orange County Convention Center, here is what you need to know for the delivery of your shipment to your booth:

Targeted Move-In vs. General Move-In

Some exhibitors, due to booth size and/or location, are assigned a Targeted Move-In Date on Thursday, Nov. 13 or Friday, Nov. 14. ***This assignment does not mean that you need to begin set-up on your assigned Targeted Move-In Date, only that any direct shipments being delivered to the Orange County Convention Center should arrive on your Targeted Move-In Date.*** Exhibitors with an assigned Targeted Move-In Date will find all shipments sent to the GES advance warehouse at their booth by this day. Shipments delivered outside of your Targeted Move-In Date could result in off-target fees.

Exhibitors that have not been assigned a Targeted Move-In Date are scheduled for move-in during the General Move-In dates of Saturday, Nov. 15 through Monday, Nov. 17. Exhibitors scheduled for General



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Move-In will find all shipments sent to the GES advance warehouse at their booth by Saturday, Nov. 15. For shipments sent directly to the Orange County Convention Center, shipments should be scheduled to arrive during General Move-In dates. Shipments delivered prior to General Move-In dates could result additional fees.

Exhibitors may request a Targeted Move-In Date change or to be assigned a Targeted Move-In Date by completing and submitting the [Target Variance Request Form](#) to GES by Oct. 23. Your request will be reviewed and you will be contacted with the decision. Requesting a target change or assignment does not guarantee your request.

Please be sure to review the [Targeted Move-In Schedule](#).

Advance Warehouse Deliveries vs. Show Site Deliveries

If you send your freight to the GES advance warehouse and are scheduled for a Targeted Move-In Date, your freight will be delivered to your booth by your Targeted Move-In Date and ready for your arrival to begin setup.

If you send your freight directly to show site at the Orange County Convention Center and have a Targeted Move-In Date, your freight delivery should be scheduled to arrive at the convention center on your Targeted Move-In Date. Upon arrival, your delivery vehicle will need to check-in at the [marshaling yard](#). As space to unload at the convention center becomes available, vehicles will be dispatched to the convention center in the order they checked in. Upon arrival at the convention center, GES will unload the delivery vehicle and deliver the freight to your booth so you can begin setup. The truck will be weighed upon arrival and again upon exiting to determine the weight of the unloaded shipment. There are many variables in place with direct deliveries so it is impossible to know exactly when the freight will arrive at your booth.

If you send your freight to the GES advance warehouse and are scheduled for General Move-In, your freight will be at your booth by 8 a.m. on Saturday, Nov. 16 and ready for your arrival to begin setup.

If you send your freight directly to show site at the Orange County Convention Center and are scheduled for General Move-In, your freight should be scheduled to arrive on Nov. 16-18 and not before. Upon arrival, your delivery vehicle will need to check-in at the [marshaling yard](#). As space to unload at the convention center becomes available, vehicles will be dispatched to the convention center in the order they checked in. Upon arrival at the convention center, GES will unload the delivery vehicle and deliver the freight to your booth so you can begin setup. The truck will be weighed upon arrival and again upon exiting to determine the weight of the unloaded shipment. There are many variables in place with direct deliveries so it is impossible to know exactly when the freight will arrive at your booth.

Please be sure to review the [Shipping Information](#).

Hand Carry Policy

If you are planning to deliver materials directly to the Orange County Convention Center (OCCC), please be aware of the policies surrounding [hand-carried materials](#). The main points of this policy are:

- The POV area is designed for privately owned vehicles, small rental trucks no larger than 22', or trailers no larger than 22'.
- Unloading in the POV area must be completed within 30 minutes if using the ramps on the dock.
- Only the ramp may be used for unloading – if use of a loading dock is needed, you cannot use the POV area or self-unload.
- One person must always remain with the vehicle and vehicles may never be left unattended.
- Items allowed for hand-carry include:
 - Materials moved using a two-wheel dolly operated by one person.
 - Materials moved using a four-wheel furniture dolly operated by one person.
 - Products such as go-karts that are rolled in one at a time and by one person.
 - A product that is itself on wheels and rolled in by one person.
- Items prohibited from hand-carry include:
 - Anything in a crate.
 - Anything motorized.
 - Crates on wheels.
 - An excessive number of boxes/materials stacked on a dolly or cart that could be a safety hazard.
 - Large pieces of equipment or product that require multiple people to move.
 - Anything deemed unsafe by the freight supervisor.

Please be sure to review the [Material Handling Information](#).

Clean Floor Policy

Due to the volume of crates, limited space for set up, and time needed to install aisle carpet, a Clean Floor Policy will be enforced. To assist with the overall setup of IAAPA Expo, please review the specific empty removal timelines identified below to help avoid any logistical disruptions to a successful event opening. Please discuss this policy with all staff and EAC's involved in your booth construction.

- All crates will need to be tagged with the appropriate empty labels based on your targeted move-in time shown below. If not a \$50 per crate surcharge will apply.
- Targeted Move-in Zones 1 & 2 (**yellow & blue**) – Those exhibitors assigned Targeted Move-in for Thursday, Nov. 13 need to have all crates tagged for removal by 7 p.m. on Sunday, Nov. 16.
- Targeted Move-in Zones 3 & 4 (**orange & green**) – Those exhibitors assigned Targeted Move-in for Friday, Nov. 14 need to have all crates tagged and labeled for removal by 7 p.m. on Sunday, Nov. 16.
- General Move-in (**pink & purple**) – Those exhibitors assigned General Move-in for Saturday, Nov. 15 through Monday, Nov. 17 need to have all crates tagged and labeled for removal by 3 p.m. on Monday, Nov. 17.
- Exhibitors may continue working within the booth space with Monday, Nov. 17 being the last day for exhibitors to complete final touch-up on their displays and have their product set by 5 p.m.
- Label crates for empty removal as soon as they are empty and no longer needed. Since empty crates get stored in multiple locations, having them removed at the same time does not mean they will be stored together or returned at the same time.
- Any crates without empty or accessible storage labels will be tagged by the floor managers or the General Service Contractor and removed from the exhibit hall, whether they are empty or not. Any retrieval or movement of these materials for exhibitors to finish set up of the booth will be at the exhibitor's expense.
- All booths must be set or in progress by 5 p.m. on Monday, Nov. 17.
- There will be no exceptions to the Clean Floor Policy and violation may result in a fine and/or loss of seniority.

Thank you for your cooperation. We look forward to working with you to ensure a successful show!

Move-Out & Outbound Shipping

All booths must remain staffed and intact until 4 p.m. on Friday, Nov. 21 to avoid an early tear-down violation.

Exhibitor Appointed Contractors (EACs) and those who will be accessing the hall to assist with exhibitor move-out on Nov. 21 will not be permitted on the show floor until 5 p.m. to allow attendees to exit the show and GES to roll up the aisle carpet so please schedule labor accordingly.

Please review the [Outbound Targeted Floor Plan](#) to see when you need to have all materials packed and ready for removal from the exhibit hall.



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All outbound shipments require a GES material handling agreement, which can be picked up at the GES Exhibitor Service Desk on-site. Once all your materials have been packed, labeled and ready to be shipped, return the agreement to the GES desk. Pre-printed Outbound Shipping Labels can be requested [online](#) in advance or using the [self-service label printing](#) using the kiosks at the exhibitor service desk after creating a QR code in advance.

All carriers must be checked in at the [Marshaling Yard](#) by 8 a.m., Sunday, Nov. 23. All exhibit material must be removed from the OCCC by 12 p.m., Sunday, Nov. 23. If your designated carrier fails to pick-up by 8 a.m. or refuses to accept your shipment, GES will re-route such shipment at the exhibitor's expense.

As part of the material handling service provided by GES, GES will move any packed materials from the booth to the loading area when the carrier vehicle arrives to pickup the outbound shipment. Shipping information, outbound forms, and labels will be available at the GES Exhibitor Service Center. Exhibitors can save time by completing the [Request for Pre-Printed Outbound Labels](#) form found in the GES IAAPA Site by Thursday, Oct. 23.

Product Donations

At the conclusion of IAAPA Expo, exhibitors can donate new/unused items, such as plush, games, candy, T-shirts, rides, and more, to [Give Kids the World Village](#), an 89-acre, nonprofit "storybook" resort in Central Florida where children with critical illnesses and their families are treated to weeklong, cost-free vacations. IAAPA and many of our members have partnered with Give Kids the World Village for more than 30 years.

Exhibitors that have excess items at the end of the show can donate them to Give Kids the World Village quickly and easily. Drop off items at the south dock 05 which is near the beginning of aisle 100 (South Hall) from 4 to 6 p.m. on Friday, Nov. 21 in the designated Give Kids the World Village donation trailer.

To assist Give Kids the World Village with preparing for donations, exhibitors should download and complete the [Give Kids The World Village In-Kind](#) form and fax it to 407-396-1207. Additional information and questions can be directed to Give Kids the World Village at 407-396-1114.

Show Rules & Violations

The IAAPA Manufacturers and Suppliers Committee has established guidelines to ensure a safe, professional, and attractive trade show. We ask all exhibitors to be mindful of [IAAPA Expo's Show Policies](#) and the penalties for not adhering to them. Those that violate the policies are subject to fines, loss of exhibit seniority, and/or removal from the trade show floor as detailed in the [IAAPA's Show Rules and Violation Penalties](#). Common violations include:

- Late Setup (not having your booth mostly set by 5 p.m. on Monday, Nov. 17)



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- Early Tear-Down before 4 p.m. on Friday, Nov. 21 / Booth Unstaffed for more than 30 Minutes / Not Showing to Exhibit
- Sharing / Co-Locating Booth Space / Display or Advertising for any Company other than the Exhibiting Company
- Cash and Carry Sales
- Product and/or Literature Displayed or Distributed Outside of the Booth
- Costume Characters Outside of Booth (unless in transit to enter/exit or use a changing room)
- Noise Violation (over 75db)
- Buyers Wearing Exhibitor Badges
- Lines or Gatherings of Attendees Outside of the Booth that Prohibit Access to Aisles or Other Booths

Intellectual Property

The IAAPA Intellectual Property (IP) Policy and Guidelines were created in response to concerns from members about protecting intellectual property at IAAPA events. For more information on IAAPA's Intellectual Property Policy and Procedures, please click [here](#).

Safety & Security

IAAPA wants you to have a pleasant and safe experience while exhibiting at IAAPA Expo. Nothing can ruin your show more than the loss of expensive products or equipment. Please be sure you are mindful of your materials, especially during move-in and move-out. Please review these [Security Tips](#) to help secure your valuables and [Safety Guidelines](#) to ensure a safe setup of your booth.

Marketing & Sponsorship/Advertising

Brass Ring Exhibitor Awards

Enter for the IAAPA Brass Ring Exhibitor Awards to be recognized as the Best New Product or Service in the Attractions Industry or for the Best Exhibit Booth at IAAPA Expo. Learn more about the Brass Ring Exhibitor Awards and apply [here](#). There is no cost to apply and the benefits will help your company stand out from the rest.

Become a Sponsor



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Elevate your brand's presence, expand your network, and drive growth through customized sponsorship opportunities. The IAAPA Sponsorship Program offers your company many exciting opportunities to maximize your exposure at Expos, conferences, and events – across the globe. View [available sponsorship opportunities](#) now and connect with our Sponsorship team to increase your visibility at IAAPA Expos!

Advertise with IAAPA

Maximize your brand's visibility and sales potential at the premier international event for the global attractions industry! Elevate your presence by promoting your business in the official print and digital media distributed to attendees. Don't miss this opportunity to reach a highly targeted audience and make a lasting impact. Explore the [available advertising options](#) now and connect with our Advertising team to amplify your brand awareness!

Manufacturer and Supplier News Returns to IAAPA News Daily

An IAAPA member benefit has returned! IAAPA News Daily once again publishes press releases containing news from member manufacturers - on a complementary basis. News of new product launches, staff appointments, and partnerships are welcome. Interested suppliers can submit a press release twice a year to IAAPANewsDaily@IAAPA.org.

Media Exposure

If your company has a new product or service you would like to announce at IAAPA Expo 2024 in Orlando, you can take part in complimentary [media services](#). Schedule a press conference, request the registered media list, or submit new product information. Fill out the [Media Coverage at IAAPA Expo](#) form to be included in more proactive media pitching and on-site interview requests. To schedule a [Press Conference at IAAPA Expo](#), review the guidelines and submit the request form by **Sept. 19**.

Booth Profile & Exhibitor Listing

IAAPA Expo has an all-new interactive floorplan and exhibitor directory to help attendees find your company faster and easier than ever before. To maximize your benefits, your Exhibitor Profile should include a clear description, targeted keywords, and the right product categories so you appear in searches and get noticed.

To update your profile, login to the [Exhibitor Resource Center](#) and, under the Complete Your Profile section, click on "Description" or "Exhibitor Categories" to add or edit your information.

Learn about upgrade opportunities [here](#) and, if you have any questions, contact ExhibitSales@IAAPA.org.



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Connect+

[IAAPA Connect+](#) is the premier digital platform for the global attractions industry. Connect+ will be open for IAAPA Expo exhibitors around the beginning of October with attendee access beginning a few weeks later. To make the most of Connect+ during IAAPA Expo, please be sure to configure your company profile as soon as the platform becomes available, so everything is up to date when buyers begin to view your digital booth.

1. Edit your company description and contact information.
2. Display your logo.
3. Showcase new products.
4. Share press releases.
5. Adjust in-person meeting availability.

The IAAPA Connect+ online platform and mobile app is free for members and non-members. Get more familiar with Connect+ [here](#) and contact ConnectPlus@IAAPA.org if you have any questions.

Education

Exhibitor Success & ROI Center

IAAPA's [Exhibitor Success & ROI Center](#) is your FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find expert guidance to help you make sure every dollar and every hour you invest in exhibiting at IAAPA supports your core business objectives and delivers measurable, financial value beyond cost.

Follow this proven-effective 5-step exhibitor success program to revitalize your exhibiting experience.

Step 1 – Download free planning, cost control, and measurement tools.

Step 2 – Complete 5 strategic planning exercises at target timeframes.

Step 3 – Watch, learn, and succeed with on-demand webinars.

Step 4 – Read and learn with topical articles that provide additional insights and ideas.

Step 5 – Ask our team of tradeshow experts and questions you have along the way.

On-Site Education

We know schedules are tight during IAAPA Expo, but we encourage exhibitors to take advantage of the diverse range of educational experiences designed to boost your knowledge, expand your network, and inspire innovation. You and your team can learn and grow through EDUSessions, EDUTalks, EDUTours, Learning Lunches, Institutes and Symposiums.



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Online Learning

As an IAAPA Expo exhibitor, you have access to a world of learning opportunities with [IAAPA Online Education](#). From skill-building courses and insightful webinars to interactive workshops and virtual conferences, our digital platform offers a diverse range of programs to meet your needs.

Watch for information to register for upcoming live webinars providing IAAPA Expo information, Connect+ expertise, more essential tips for exhibitors, and how competing companies can work together to achieve their goals.

Save the Date and look for more information about these upcoming live webinars:

IAAPA Live Chat - Competition & Collaboration: How Manufacturers and Suppliers Can Work Together
Wednesday, Aug. 20 | 1 p.m. – 2 p.m.

IAAPA Expo Insider Secrets: Even More Essential Tips for Exhibitors
Wednesday, Sept. 10 | 1 p.m. – 2 p.m.

Take time to review these and other on-demand webinars related to successfully exhibiting at IAAPA Expo and current business topics:

[New Exhibitors Guide to Success at IAAPA Expos](#)

[Mastering Lead Quality and Post Show Conversion](#)

[IAAPA Expo Insider Secrets: Essential Tips for Exhibitors](#)

[Intellectual Property in Attractions A Global View of Rights and Remedies](#)

[Navigating the New Tariffs: Legal and Strategic Implications for International Transactions](#)

[Sustainable Futures: Creating a Culture of Recycling](#)

Exhibitor Guest Program

The Exhibitor Guest Program ensures your customers and prospects can attend the trade show—as your guest—for free. This is an excellent way for you to provide a personalized benefit to customers, increase your visibility, and strengthen your relationships with them at IAAPA Expo 2025.

To start inviting guests, your booth must be paid in full. Exhibitors can access Exhibitor Guest Invites by logging in to your [Exhibitor Resource Center](#) and going to Exhibitor Registration. Here, you'll have two options for the way you can invite your customers to IAAPA Expo 2025:

1. Enter the First Name, Last Name, and Email of the guest you are inviting and click the "Send Invite" button.
2. Copy your unique Invite Code or Registration Link and paste it into your own email that you want to send to your guests.



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You'll also be able to monitor the number of times your Guest Invite code has been used and download a list of the registrants that have used your code.

IAAPA members registering with an Exhibitor Guest Code will receive free admission to the expo and educational sessions and can purchase access to special events.

Non-members registering with an Exhibitor Guest Code will receive free admission to the expo and can purchase access to educational sessions and special events.

Refer to the [Exhibitor Guest Program](#) page for instructions on sending your invite code and to review all information related to the program.

Sales Office & Exhibitor Lounge

The IAAPA Sales team will be available on-site in the IAAPA Sales Office on days the trade show floor is open. Take advantage of this opportunity to meet face-to-face with the exhibit sales team, reserve a booth at any future IAAPA Expo, discuss sponsorship or advertising options, and meet with IAAPA's membership specialist.

Exhibitors have access to the Exhibitor Lounge inside the Sales Office. Please stop by to take a break and enjoy the complimentary coffee, water, lemonade, and iced tea will be available for your convenience. The lounge is for exhibitor use only and exhibitors must have credentials to enter the lounge.

Student Guidelines & Job Postings

Students looking to start a career in the attractions industry have an exciting opportunity at IAAPA Expo to network with industry leaders, learn from the brightest minds in the industry, and unlock resources to guide them through the early years of their career. Since the trade show floor plays an important business function to many exhibitors who host client meetings and conduct business sales within their booths, IAAPA Expo has established a [Student Resources & Guidelines](#) page. This page is dedicated to providing helpful recommendations and guidance on events and education sessions tailored to students, while outlining best practices and policies when interacting with exhibitors on the trade show floor.

If you have open positions and will be looking for candidates at IAAPA Expo, you can enter information about your openings in the "We're Hiring!" section of your company profile in Connect+ and on the [IAAPA Job Board](#).



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Parking

Orange County Convention Center Parking

Exhibitors may park at the Orange County Convention Center at no charge during move-in on Nov. 13-17. Please note that exhibitors will need to show their IAAPA Expo Exhibitor Badge to park for free on Nov. 17.

On show days, Nov. 18-21, parking at the Orange County Convention Center is US \$20 + sales tax for standard vehicles and US \$40 + sales tax for oversized vehicles (prices subject to change).

The OCCC is cashless and accepts Visa, Master Card, American Express, Discover, Apple Pay and Google Pay. For a receipt for your parking transaction, please visit <https://receiptdownload.com/>.

Overnight parking in the Orange County Convention Center parking lots is not allowed and violators will be towed at the owner's expense.

For more information on parking at the Orange County Convention Center, please visit their [website](#).

Large Truck/Trailer Parking Passes

IAAPA offers a designated lot for exhibitors to park detachable trailers and large trucks. This lot will be open Nov. 13-22 and passes can be purchased for US \$90 per vehicle. No passenger vehicles or recreational vehicles may be parked in this lot and vehicles cannot be occupied overnight under any circumstances.

Exhibitors can order parking passes in advance for this lot in advance [here](#) until Nov. 3. After submitting your request, you will receive an invoice to pay for the passes in your order. Parking passes can be picked up on-site beginning Thursday, Nov. 13 in the IAAPA Security Office in Room S211 on the second level of the South Concourse. After Nov. 3, passes can only be purchased on-site in the IAAPA Security Office in Room S211 on the second level of the South Concourse.

2026 Expo Dates

IAAPA Expo Middle East

Abu Dhabi

Education: March 30 – April 2

Show Floor: March 31 – April 2

IAAPA Expo Asia

Hong Kong

Education: June 10 – 12

Show Floor: June 9 – 12

IAAPA Expo Europe

London

Education: Sept. 21 – 24

Show Floor: Sept. 22 – 24

IAAPA Expo

Orlando

Education: Nov. 16 – 19

Show Floor: Nov. 17 – 20

10 Tips for Success when Exhibiting at IAAPA Expo

The IAAPA North American Manufacturers and Suppliers Committee has put together the top 10 list of tips all exhibitors should know before exhibiting at IAAPA Expo and we want to share these recommendations from your peers with you!

1. Plan for personal comfort:

- Comfortable shoes – you will be on your feet a lot!
- Throat Lozenges – it is a loud environment, and your voice will strain a little in everyday conversations day after day.
- Aspirin – lots of loud sounds and flashy lights
- Hydrate, Hydrate, Hydrate

2. Plan entry and exit:

- Plan to get there on time and make plans for after the show. Remember that taxis and Uber can add 20-30 minutes (or more) to return to the hotel.

3. Plan time to walk the floor:

- This is new for you, and the show floor has many exciting things to see and connections to make. This experience will find a way into your business conversations and build credibility in this market.

4. Keep extra show maps in your booth [provided by IAAPA]:

- Undoubtedly people will stop needing help or directions; a little kindness goes a long way.

5. Take advantage of the IAAPA Connect+ App:

- Connect with attendees, view the agenda, on-site information and more.

6. Plan lunches and breaks:

- The show days are long and exciting, make sure your schedule of appointments allows for breaks to use facilities and walk a little, and you must be intentional about meals.

7. Register for the different networking events:

- This is a more organic opportunity to meet folks away from the show floor.

8. Potential customers are everywhere:

- Remember that once you board your flight to Orlando, from that point forward, you are always around someone in the business, therefore opportunities to meet industry folks, but also be aware of your conversations in elevators, etc. There are potential clients everywhere.



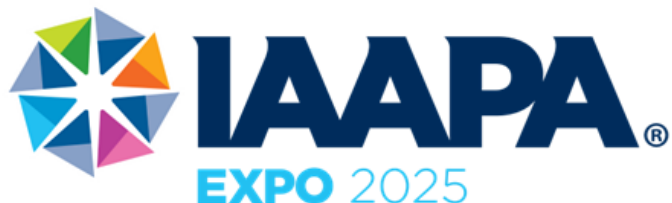
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9. Giveaway Smarts:

- No, you don't need that super powerful solar-powered bobblehead/keyboard vacuum/pen set from that booth. Your instinct is to get those free giveaways; some are super cool; just be mindful that you must get all this stuff home and have a place for it.

10. Hand Sanitizer is your friend:

- You will shake many hands at the show, which is part of the experience of this fantastic show, but this provides a quick way to clean your hands on the go.



Exhibitor Welcome Guide

IAAPA Contact Information

Exhibitor Assistance.....	Exhibitors@IAAPA.org
Exhibit Sales.....	ExhibitSales@IAAPA.org
Registration Support.....	IAAPAE expo@jade.mcievents.com
Membership.....	NorthAmerica@IAAPA.org
Connect+.....	ConnectPlus@IAAPA.org
Press & Media.....	PressOffice@IAAPA.org
Education.....	Education@IAAPA.org
Awards Information.....	Awards@IAAPA.org



IAAPA Global Headquarters
4155 West Taft Vineland Road
Orlando, FL 32837
+1 (321) 319-7600
IAAPA.org