



THE LEISURE INDUSTRY'S

# PREMIER EVENT

IN EUROPE

**LONDON, UNITED KINGDOM**

**EDUCATION:** 21-25 SEPT.  
**SHOW FLOOR:** 22-24 SEPT.

[IAAPA.org/Expos-and-Events](https://iaapa.org/Expos-and-Events)

**SPONSORSHIP PROGRAM**

# ABOUT IAAPA EXPO EUROPE

CONNECT WITH BUYERS FROM THE ATTRACTIONS INDUSTRY

## IAAPA EXPO EUROPE 2024



AMSTERDAM,  
NETHERLANDS



17.370

Registered  
Attendees



13.195

Qualified Buyers



685

Exhibiting  
Companies



18.670

Square Meters Sold

SPONSORSHIPS ARE LIMITED!  
CONTACT US TODAY!

[Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org)



By the end of 2026, the amusement and theme park industry in Europe is expected to have nearly

**199 MILLION VISITORS**  
and spend slightly over \$10 billion.



**Attendance** is forecasted to increase by about **3%** each year through 2028, while **spending** is anticipated to grow by about **6%** over the same time. (Source: IAAPA, 2024)

## MEET ATTENDEES FROM 100+ COUNTRIES AND REGIONS

REPRESENTING ALL ASPECTS OF THE INDUSTRY:

- AMUSEMENT AND THEME PARKS
- ADVENTURE AND NATURAL ATTRACTIONS
- FAMILY ENTERTAINMENT CENTERS
- MUSEUMS AND SCIENCE CENTERS
- WATER PARKS AND RESORTS
- ZOOS AND AQUARIUMS



## ADDITIONAL REACH BEYOND THE SHOW



160.000+

AVERAGE MONTHLY PAGEVIEWS ON  
IAAPA.ORG



28.000+

IAAPA NEWS DAILY E-NEWSLETTER  
SUBSCRIBERS



47.000

BI-MONTHLY *FUNWORLD* READERS  
(PRINT AND DIGITAL)

IAAPA Expo Europe 2026 Sponsorship 2



# SPONSOR OPPORTUNITIES

## BRANDING, BANNERS, AND MORE

(additional photo examples available upon request)



### AISLE SIGNS BRANDING — Exclusive

Place your brand and booth number on every aisle! Sponsor aisle signs throughout the Expo and grab attendees' attention, driving more traffic to your booth.



### ATTENDEE BADGES — Limited

Receive exclusive logo recognition on ALL attendee badges and grab attendees' attention from the moment they arrive at the registration desk!

### ATTENDEE GIVEAWAY — Exclusive

Get your logo in the hands of every attendee. Sponsor works with IAAPA team to decide on the giveaway item.



### EXPO BAGS — Exclusive

Get your brand in attendees' hands! Sponsor the official IAAPA Expo Europe Bags with your logo, booth, tagline, and contact info. IAAPA handles design and production.

### IAAPA MEMBER LOUNGE — Exclusive

Step into distinction with full naming rights to our premier Member Lounge—an elite space designed for connection, comfort, and influence. Sponsorship includes full naming rights, prominent logo recognition, and exclusive use of private meeting space.



### IAAPA THEATRE NAMING RIGHTS — Exclusive

Gain exclusive recognition by naming the IAAPA Theatre, the hub for multiple premier events throughout the Expo. This sponsorship includes naming rights and the opportunity to showcase your video during special events held in the IAAPA Theatre.



### LANYARDS — ALL 4 EXPOS

(Global Sponsor Only)

#### — Exclusive

**SOLD for 2026. Inquire for 2027.**

Receive exclusive logo recognition on thousands of lanyards to be worn by all IAAPA Expo Europe attendees. This opportunity is offered at a global sponsorship level (includes IAAPA Expo Middle East, IAAPA Expo Asia, and IAAPA Expo).



### MOBILE APP — Exclusive

Sponsor the Connect+ mobile app, IAAPA's digital platform for events, allowing attendees and exhibitors to make 1:1 connections. Sponsorship includes loading image, premium ad space, and a premium exhibitor listing.



### REGISTRATION — Exclusive

Grab their attention before they even arrive on site with your company's banner ad featured in the footer of the entire registration process and on all confirmation emails sent to IAAPA Expo Europe registrants. Continue the brand exposure onsite with high-visibility logo placement on the registration desks and directional signage.

### ATTENDEE WI-FI — Exclusive

Free Wi-Fi is available to all attendees throughout the convention center the week of the show, and it can have your company's name on it. An exclusive sponsor will receive logo recognition on a splash page that refreshes daily on all mobile devices.



### SPONSOR MULTIPLE EVENTS AND PROGRAMS AND RECEIVE A DISCOUNTED BUNDLE PACKAGE!

Contact IAAPA for details on event exclusivity and global sponsorships.

# SPONSOR OPPORTUNITIES

## EXTENDED OFFERING AT EXCEL LONDON

### EXTERNAL VENUE ENTRANCE



### HANDRAIL BANNERS

Create a bold first impression, capturing attention and engaging every attendee as they enter IAAPA Expo Europe. Exclusive opportunity for Platinum Sponsors. All banners are double-sided, 14 units available at eye level. Dimension: 3,700x1,100mm.



### WELCOME BANNERS

Welcome attendees coming from Custom House with these customisable banners. One banner for Silver, two banners for Gold, and three banners for Platinum Sponsors. All banners are double-sided, 11 units available. Dimension: 5,250x1,706mm.



### DIGITAL SCREEN

Two double-sided screens at the Custom House Walkway provide maximum visibility, perfect for impactful welcome and farewell messaging. Silver sponsor gets 1x10-second slot on one screen, 1x10-second slot on two screens for Gold, and 2x10-second slots on two screens for Platinum. Screens are double-sided, 2 units available, content ratio is 8:3. Dimension: 4mx1,5m.

### INTERIOR WELCOME SCREEN



Make a strong first impression with a 4K digital welcome screen, visible as attendees enter IAAPA Expo Europe. Supports animations and video for high-impact brand exposure. A 10-second slot is available for Platinum Sponsors only. Content ratio 39:9. Dimension: 12,3mx2,9m.

### EXPO HALL ENTRANCE SIDE WALL PANELS



Brand the side wall panels at the hall entrances (S1-S8, excluding S3 and S6) for expanded visibility. This prime placement ensures your booth stands out as attendees enter the trade show floor. Exclusive for Platinum Sponsors. There are six entrances available. Dimension: 3,000mm (w) x 6,000 mm (h)

### BOULEVARD



### EATERY TABLETOPS

Get excellent brand visibility on tables along the Boulevard, surrounded by busy food retailers. One area for Silver, two areas for Gold, and three areas for Platinum Sponsors. Approximately 30 tables per area, 13 areas across 4 zones. Dimension: 580 mm.



### RAZOR SCREENS

These high-visibility digital displays deliver unmissable presence and exceptional brand exposure. Silver sponsor benefits from 1x10-second slot, 2x10-second slots for Gold, and 3x10-second slots for Platinum. There are 16 double-sided portrait screens available, content ratio 9:16. Dimension: 1,080px x 1,920px.

### BATHROOM BRANDING

Capture attention in areas used by all attendees! Strategically placed throughout the venue, these mirrors and doors can be branded individually or as a group using sustainable vinyl, creating high-visibility touchpoints.



### TOILET DOORS

Available in relevant areas at S1- 21. One block for Gold Sponsor and two blocks for Platinum.



### TOILET MIRROR

There are seven toilets with vinyl full-cover mirrors in the S-Halls, and one at N11. One block for Gold Sponsor and two blocks for Platinum.



# SPONSORSHIP

## OPPORTUNITIES AND BENEFITS

### OPPORTUNITIES

#### SPECIAL EVENTS AND EDUCATION

Lock in these Early Bird rates through 1 May 2026

	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ €9.500	☐ €14.500	☐ €22.500
EDUSessions	☐ €8.500	☐ €12.500	☐ €20.500
Opening Ceremony	☐ €8.500	☐ €12.500	☐ €20.500
Opening Reception	☐ €7.500	☐ €10.500	☐ €20.500
Attendee EDUTour	☐ €5.500	☐ €9.000	☐ €15.000
Indoor Entertainment Day	☐ €5.500	☐ €9.000	☐ €15.000
Safety Day	☐ €5.500	☐ €9.000	☐ €15.000
Sustainability Day	☐ €5.500	☐ €9.000	☐ €15.000
Targeted Networking Receptions (Select Three Receptions)	☐ €5.500	☐ €9.000	☐ €15.000
Water Park Day	☐ €5.500	☐ €9.000	☐ €15.000
Young Professional Reception*	☐ €4.000	☐ €7.000	☐ €11.000

\*Event does not qualify for sponsor recognition.

#### VENUE OPPORTUNITIES

	SILVER	GOLD	PLATINUM
Handrail Banners			☐ €39.500
Interior Welcome Screen			☐ €22.500
Expo Hall Entrance Side Wall Panels			☐ €22.500
Welcome Banners	☐ €9.500	☐ €14.500	☐ €22.500
Eatery Tabletops	☐ €9.500	☐ €14.500	☐ €22.500
Razor Screens	☐ €9.500	☐ €14.500	☐ €22.500
Toilet Doors		☐ €12.000	☐ €20.000
Toilet Mirror		☐ €12.000	☐ €20.000

#### BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

Lock in these Early Bird rates through 1 May 2026

	GOLD	PLATINUM
Global Lanyards — <b>Exclusive</b> (includes lanyards for all four IAAPA Expos in 2026)		<b>SOLD</b>
Expo Bags — <b>Exclusive</b>		☐ €30.000
IAAPA Theatre (Naming Rights) — <b>Exclusive</b>		☐ €28.500
Attendee Gift (as determined by IAAPA with consultation of sponsor) — <b>Exclusive</b>		☐ €28.500
IAAPA Member Lounge — <b>Exclusive</b>		☐ €27.000
Registration — <b>Exclusive</b>		☐ €25.000
Banners/Aisle Signs — <b>Exclusive</b>		<b>SOLD</b>
Mobile App — <b>Exclusive</b>		☐ €18.000
Attendee WiFi — <b>Exclusive</b>		☐ €19.000
Attendee Badges	☐ €14.000	☐ €19.500

Sponsorships reserved after 1 May 2026 are subject to an additional fee of €1,000.

**ALL IAAPA Expo Europe Sponsors are required to be IAAPA members.**

Prices shown are for IAAPA Expo Europe exhibitors. Non-exhibiting sponsors subject to an additional €2.000 fee.

**RESERVE WITH EARLY BIRD RATES AND SAVE!**

#### ADD-ON PRICING AVAILABLE!

Add a sponsorship of a second or third event at the following 'add-on' rates (discounted rates do not apply to all opportunities):

- Silver Level: €4.000
- Gold Level: €6.000
- Platinum Level: €11.000

# SPONSORSHIP

## OPPORTUNITIES AND BENEFITS

### BENEFITS

#### SPONSOR LEVELS

SILVER

GOLD

PLATINUM

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 EDUSession 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 Connect+ mobile app** platform



Recognition in IAAPA **News Daily** email prior to show (28.000+ subscribers)



Ability to provide **sustainable giveaways** at sponsored event  
(when applicable, and subject to IAAPA approval in advance)



Logo recognition on **IAAPA's website**



Logo recognition in **Funworld** issue (47.000+ subscribers)



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 **IAAPA Expo Europe 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. Sponsor recognition begins after the deposit payment has been made. 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.

**Questions? Contact us at [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org)**



# SPONSORSHIP AGREEMENT



**EDUCATION: 21-25 SEPT. | SHOW FLOOR: 22-24 SEPT. | LONDON, UNITED KINGDOM**

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S. | [IAAPA.org/Expos-and-Events](http://IAAPA.org/Expos-and-Events)  
North America: Phone: +1 321/319.7600 | Email: [Sponsorship@IAAPA.org](mailto: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): \_\_\_\_\_

PRIMARY CONTACT NAME: \_\_\_\_\_ DIRECT PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ BILLING EMAIL (if different): \_\_\_\_\_

VAT NUMBER (IF APPLICABLE): \_\_\_\_\_

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 19 June 2026.** Flexible payment plans available upon request.  
Select your sponsorships and make full payment by 1 May 2026 to lock in early bird rates. Sponsorships reserved or payments received after 1 May 2026 are subject to an additional fee of €1,000.

Only Belgian companies must pay VAT. Contact IAAPA for flexible payment plan options. Full payment is due with the submission of your signed agreement. Payment by credit card: IAAPA will send you a payment link via email. Payment by wire transfer: Payment instructions will be on the according invoice. Thank you for following the respective instructions. For sponsoring contracts, the following B2B VAT rules apply:

- **Belgian companies: 21% VAT**
- **EU companies with VAT ID: "Reverse charge" procedures (tax-exempt on intra-community supply of goods)**
- **Non-EU companies: Tax-exempt as "place of supply of service"**

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

☐ **PAY BY WIRE TRANSFER IN THE AMOUNT OF €** \_\_\_\_\_

Bank of America, Account #58779021

IBAN: BE74 6858 7790 2107

Swift Code (if needed): BOFABE3X

**Please identify yourself with your name, company name, and member ID and send proof of payment to [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org).**

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

Questions about sponsorships or just need more information about how to customize a sponsorship to meet your needs? Contact us at [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org)

# SPONSORSHIP AGREEMENT

EDUCATION: 21-25 SEPT. | SHOW FLOOR: 22-24 SEPT. | LONDON, UNITED KINGDOM



## TERMS AND CONDITIONS

**Signing this Agreement indicates firm commitment (noncancelable) of the above sponsorship(s) in accordance with the corresponding rate card fees.**

1. **Defined Terms:** The term "Event" refers to the International Association of Amusement Parks and Attractions ("IAAPA") Expo Europe in 2026 at the Excel London ("Event Facility"). The term "Agreement" refers to, collectively, the Sponsorship Program Order Form and these Terms and Conditions. The term "Sponsor" refers to, collectively, the entity or person that executes this Agreement to sponsor the Event and each of its officers, directors, shareholders, employees, contractors, agents, representatives, and/or assigns, as applicable.
2. **Compliance; No Endorsement:** The parties agree that the activities contemplated by the Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Sponsor hereby agrees to be bound by this Agreement, the IAAPA Show Policies, the IAAPA Privacy Policy, and any additional rules, regulations, and policies as may be adopted and communicated by IAAPA or the Event Facility. 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 a sponsorship 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 sponsorship in accordance with applicable laws, rules, and regulations.
3. **Listings and Promotional Materials; Recording of Event:** Sponsor grants to IAAPA a worldwide, perpetual, non-exclusive license to use, display and reproduce the name, trade names and product names of the Sponsor in any directory (print, electronic or other media) listing the sponsoring companies and to use such names in IAAPA promotional materials. IAAPA shall not be liable for any errors in any listing or descriptions or for omitting the Sponsor from such a directory or other lists or materials. Sponsor represents and warrants it owns, or has right to use under a valid license, intellectual property to be used for Sponsor's promotion. Sponsor acknowledges that the Event may be photographed, recorded, and reproduced in any form (including digital formats) and hereby authorizes IAAPA and its designees to photograph, record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. Sponsor hereby releases IAAPA and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.
4. **Liability, Indemnification, and Insurance.** Sponsor agrees to indemnify, defend, and hold harmless IAAPA, its officers, directors, employees, and agents, from and against any and all suits, claims, damages or losses, including reasonable attorneys' fees and costs, arising from the negligence, intentional misconduct, or breach of the Agreement by Sponsor or its officers, directors, employees, or agents. In no event will IAAPA be liable to Sponsor, whether in contract or tort, for any amount in excess of the sponsorship fees in relation to any damages, including lost profits, arising out of or relating to this Agreement, the IAAPA Event, the sponsorship, the conduct of IAAPA, any breach of the Agreement, or any other act, omission, or occurrence. In no event shall IAAPA be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards (or

any similar categories of damage in any jurisdiction). The parties shall each maintain appropriate and sufficient insurance to cover their obligations under the Agreement.

5. **Sponsor Content.** No logos, trademarks, media, advertising content, and/or other media, materials, or content developed or intended for use in connection with this Agreement ("Sponsor Content") may be distributed or otherwise used prior to IAAPA's advance review and approval. Sponsor Content must not be false, deceptive, misleading, illegal, harassing, discriminatory, disparaging, obscene, offensive, or otherwise objectionable, as determined by IAAPA in IAAPA's sole discretion. Sponsor Content including advertising content, if any, should be consistent with the industry's best practices in safety. Photos or illustrations cannot depict unsafe ride conditions or rider behavior (i.e. hands in air vs. holding on while riding). If advertisements or other Sponsor Content are submitted with aforementioned content, IAAPA can request new artwork, refuse artwork, or modify (within reason) the artwork. Please refer to IAAPA.org for industry safety tips.
6. **Representations and Warranties.** Sponsor represents and warrants that Sponsor (i) will fulfill its obligations under the Agreement in a professional, competent, and timely manner, (ii) has appropriate authority and/or permission to use the Sponsor Content and performance by Sponsor under the Agreement will not infringe any third party proprietary or personal rights (including, without limitation, trademark rights, copyrights, or privacy rights); and (iii) will not engage in any conduct that may harm or disparage IAAPA's business reputation (with any such determination to be made in IAAPA's reasonable discretion).
7. **Termination:** Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination of the Agreement by IAAPA, IAAPA will determine an equitable basis for the refund of a portion or all of the fees paid by Sponsor, after due consideration of expenditures and commitments already made.
8. **Cancellation:** All cancellations must be submitted in writing to IAAPA at: Sponsorship@IAAPA.org. In the event that Sponsor cancels the Agreement, 100% of the total sponsorship fees payable under the Agreement shall become immediately due and payable by Sponsor as liquidated damages. Upon receipt of cancellation notice from Sponsor, IAAPA shall have no further obligations to the Sponsor under the Agreement. If Sponsor fails to make any payment when due or otherwise breaches its obligations under this Agreement, IAAPA reserves the right to treat such breach as a cancellation by Sponsor subject to the liquidated damages set out above.
9. **Postponement:** IAAPA may postpone the Event, or decide to hold all or part of the Event virtually, for any reason, and Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the virtual Event or the new Event dates. The parties acknowledge and agree that IAAPA shall not be in breach of the Agreement by virtue of postponement of the Event, or the decision to hold all or any part of the Event virtually.
10. **Data Protection:**
  - a. For the purposes of this Agreement, the following terms shall have the following meanings:
    - i. "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, 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 sponsors incorporated in China, etc.

- ii. "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.
  - b. Both IAAPA and Sponsor 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. Both parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
  - c. 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 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.
  - d. 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.
11. **IP Enforcement:** If Sponsor is attending, or is allowing its materials to be distributed at, the Event, the relevant provisions of the [IAAPA IP Enforcement Policy](#) shall apply in the event of a dispute.
12. **Severability:** If any provision of the Agreement is held to be illegal, invalid, or unenforceable under the present or future laws, then such provision shall be fully severable, and the Agreement shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of the Agreement and the remaining provisions of the Agreement shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from the Agreement.
13. **Disputes:** Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the Agreement will be decided by binding arbitration. Specifically, all disputes between Exhibitor/Sponsor and IAAPA shall be submitted to the International Chamber of Commerce ("ICC") for binding arbitration under its Rules of Arbitration then in effect. The parties agree, pursuant to Article 30(2)(b) of the Rules of Arbitration of the International Chamber of Commerce, that the Expedited Procedure Rules shall apply irrespective of the amount in dispute. The number of arbitrators shall be one. The seat of the arbitration shall be London, England. The language to be used in the arbitral proceedings shall be English. This Agreement and any dispute, controversy, proceedings or claim of whatever nature arising out of or in connection with it or its subject matter or formation (including any question regarding existence, validity or termination of this Agreement or any non-contractual disputes arising out of this Agreement) shall be governed by and construed in accordance with the law of England and Wales.

**Please sign and email to [Sponsorship@IAAPA.org](mailto: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: \_\_\_\_\_