



Press Conference Schedule

Tuesday, November 18, 2025

10:30 AM – 10:50 AM | Mack Rides x Dollywood | Booth #2269

Don't miss the ride unveil for a new Dollywood and Mack Rides attraction! Coming in 2026.

11:00 AM – 11:25 AM | DOF Robotics | Booth #1369

DOF Robotics will launch a new product called "Dark Ride" and it will remain under wraps until the first day of IAAPA Expo 2025. In addition to this, DOF Robotics will introduce new Smurfs collaboration content.

11:40 AM – 12:00 PM | Vekoma x SeaWorld Orlando | Booth #5124

Vekoma and SeaWorld Orlando will reveal a new project.

12:10 – 12:30 PM | B&M x Six Flags Over Texas | Booth #4806

¡Viva la fiesta! Six Flags Over Texas and B&M will reveal the lead car for the highly anticipated "Tormenta Rampaging Run," the tallest, fastest, longest and world's first giga dive coaster.

12:40 – 1:00 PM | Zamperla x Morgan's Wonderland | Booth #2024

Morgan's Wonderland, in partnership with Zamperla, will debut the World's First Wheelchair Accessible (and interactive) Tower Ride, The WingZ! Riders are welcome following the event.

1:10 – 1:30 PM | S&S Worldwide | Booth #5118

S&S Worldwide is proud to unveil the new RailRyder vehicle. The RailRyder Coaster is the newest family coaster from S&S. We have reimagined the Steeplechase coaster, increasing the capacity by replacing the carts with full trains and enhancing the ride experience for all park guests.

1:40 – 2:00 PM | Rocky Mountain Coasters | Booth #4800

Rocky Mountain Coasters will be unveiling a new roller coaster to a new park.

2:10 – 2:30 PM | Sally Dark Rides x Six Flags | Booth #2267

It's showtime! Join Kings Island and Sally Dark Rides as they raise the curtain on grand and ghostly elements from Phantom Theater: Opening Nightmare! Get an exclusive first look at two of the quirky characters that will bring this original and immersive experience to life, and the spellbound flashlights set to capture ghostly notes that have escaped the Maestro's organ.

2:40 – 3:00 PM | Brogent Technologies | Booth #5431

Brogent is excited to host the press conference for our newest media-based attraction—an immersive experience that blends motion, storytelling, and cutting-edge technology. This event offers a first look at the innovation behind the attraction and highlights our continued commitment to redefining the future of themed entertainment.

3:10 – 3:30 PM | ProSlide Technology Inc. | Booth #2254

What we've been designing is unlike anything seen in the water ride industry. It's big. It's bold. It's high-performance. And it's about to deliver excitement and immersion in ways that will transform the water ride experience worldwide. Be among the first to witness a world-first milestone at IAAPA Expo 2025!

3:40 – 4:00 PM | Triotech | Booth #1331

Triotech is thrilled to announce its largest product launch ever! This is a Trio-announcement - not one, not two, but three new attractions that will redefine all genres, all set to open in 2026! More details about the locations will be revealed during the IAAPA Expo 2025 press conference.

4:10 – 4:30 PM | Zamperla | Booth #2024

We are proud to announce the installation of our iconic Double Heart coaster in Asia. This high-thrill ride, known for its compact footprint and dramatic vertical elements, represents a strategic expansion into a new market. The exact location will be revealed during the conference at IAAPA Expo 2025.

4:40 – 5:00 PM | Wiegand.Waterrides GmbH + Norwegian Cruise Line Holdings Ltd. | Booth #3212

After the World Premiere of the first waterslide with a roller-coaster type of extreme launch experience on the Norwegian Cruise Line Ship "AQUA" in 2025, we are proud to announce that both successful and trustful relationship continues with the second SlideCoaster attraction making its debut in 2026 on the spectacular "LUNA" ship.

5:10 PM – 5:30 PM | Storyland Studios | Innovation Stage (S230BC)

Storyland Studios will be publicly unveiling for the very first time a major new U.S.-based theme park. Join us for an exclusive Q&A session to learn more about this exciting new destination.

Wednesday, November 19, 2025

10:00 – 10:25 AM | LEGOLAND | Innovation Stage (S230BC)

Merlin Entertainments is taking a giant leap for man and kid kind with a \$90 million investment across LEGOLAND Florida and LEGOLAND California Resorts to launch the world's first indoor family roller coaster where guests design their own LEGO spacecraft and blast off on an interstellar adventure...How?! Find out as Merlin's COO Rob Smith reveals the innovation behind Galacticoaster, opening in early 2026.

10:35-10:55 AM | Sally Dark Rides x Doha Quest | Booth #2267

Join Sally Dark Rides as they announce the first “mini” dark ride - a new product debuting at Doha Quest in Qatar!

11:10 - 11:30 AM | Polin Waterparks | Booth #1091

Discover the newest innovations from Polin Waterparks at our press conference, highlighting pioneering slide designs, advanced technologies, and initiatives driving sustainability in the industry.

11:40 AM 12:00 PM | ROLLER | Booth #3047

ROLLER will be announcing and introducing two new products to its Software Solution catalog and platform that will continue to enhance and support its clients in the attractions, FEC's, waterparks and amusement park industries.

12:25 – 12:45 PM | IAAPA Press Conference | Innovation Stage (S230BC)

Don't miss a major announcement from IAAPA President and CEO Jakob Wahl.

1:25 – 1:45 PM | Sub Sea Systems, Inc. x Rixen Cableway | Booth #2854

Sub Sea Systems Introduces Snorkel Drift: The World's First Towed Snorkel Ride System. Imagine flying underwater — not in a submarine, not with scuba gear — but on a ride.

1:55 - 2:15 PM | WhiteWater | Booth #2236

We have a range of new projects and products to announce for WhiteWater (water parks and water rides), Endless Surf, Vantage, and FlowRider.

2:25 – 2:45 PM | Magic Jump, Inc. | Booth #5655

Magic Jump, celebrating 30 years as one of the world's leading manufacturers of commercial inflatable attractions, is proud to announce an exciting new partnership with SEGA®. Together, we are bringing the legendary Sonic the Hedgehog™ to life with officially licensed inflatable attractions.

3:45 – 4:05 PM | LAI Games | Booth #231

LAI Games is proud to introduce Ubisoft All-Star VR, a next-level arcade VR experience featuring cutting-edge driving haptics, D-BOX motion technology, and a cinematic LED wall, allowing up to four players to compete in real time.

4:45 – 5:05 PM | S&B Candy and Toy Co. x STL Game Company | Booth #106A

STL Game Company proudly introduces The Gateway Triple, a patent-pending arcade innovation making its world premiere at IAAPA Expo 2025. This is the first real time (except for some beta testing) that the FEC and Street Operators have seen this machine. There have been no photos or social media reveals of this game prior to IAAPA Expo!

5:15 – 5:35 PM | ZED Digital | Booth #3180

ZED Digital announces the Orlando launch of ZIG Superwallet, its patented AI-powered, hands-free access and payment platform designed to eliminate queues and prevent ticketing fraud.

Thursday, November 20, 2025

10:10 AM – 10:30 AM | Blue Motion Games | Innovation Stage (S230BC)

Lionsgate & Blue Motion Games announces an official collaboration to create the next blockbuster arcade attraction featuring the famous IP. Both parties will showcase a sneak preview of the upcoming arcade gameplay and talk in more detail about this collaboration.

11:00 AM – 11:20 AM | LaserMaxx LLC | Booth #7730

At IAAPA Expo, LaserMaxx will proudly unveil the NEW M2MAXX Interactive Floor – the next generation of active entertainment with a groundbreaking LED-based gaming platform that transforms any floor into a fully immersive, interactive experience.

11:30 AM – 11:50 AM | Inowize | Booth #4274

Inowize returns to IAAPA Expo to share the next chapter in the QBIX story, it can now Integrate 6-player Group Redemption This year's presentation highlights how QBIX has redefined social gaming for family entertainment centers worldwide, combining immersive gameplay, high throughput, and a proven ROI. Inowize will also unveil the newest QBIX game title, expanding the library to nine experiences. Join us for updates on redemption integration, new content, and the results that made 2025 QBIX's most successful year yet.

12:00 PM – 12:20 PM | Leisure Development Partners | Booth #2064

Join us for the launch of our unmissable next edition of The Experience Economist focusing on The Americas. The Americas offer growth opportunities in attractions, with innovation driving mature markets and untapped potential in developing ones. Success depends on aligning projects with local market conditions and needs. We explore this and so much more in LDP's The Experience Economist Americas Edition, you do not want to miss it!

12:30 PM – 12:50 PM | Intelliplay Inc. | Booth #7340

Intelliplay is a guest-engagement and attraction gamification platform built for trampoline parks and family entertainment centers. Powered by IntelliBand® smart wristbands, it tracks each guest's location and activity in real time and turns every visit into friendly competition with achievements, rankings, and live leaderboards.

2:00 – 2:20 PM | Think Big Stuff | Innovation Stage (S230BC)

THE LIGHT THE WORLD PARADE® 'A celebration of joy and hope' is a new portable, mobile attraction, live show and exhibit that can be featured in Grand Openings, Celebrations, Theme Parks, Festivals, and Parades worldwide.

The press conference schedule is subject to change. Please download and check the IAAPA Connect+ app for the latest updates.