



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



ABOUT IAAPA

The global attractions industry is a vibrant landscape, pulsating with innovation and fueled by consumer demand. As a leader in this dynamic space, you understand the importance of staying ahead of the curve.

But how do you ensure your brand is seen, heard, and chosen by the key decision-makers shaping the future of fun?

THE ANSWER LIES WITH IAAPA EXPOS

THE PREMIER INTERNATIONAL EVENTS FOR THE ATTRACTIONS INDUSTRY.

IMAGINE A PLATFORM WHERE YOU CAN:

Connect with a Global Audience

Network with a vast pool of qualified buyers, influencers, and industry leaders from theme parks, water parks, zoos, museums, family entertainment centers, and more – all under one roof at IAAPA Expos.

Ignite Sales and Lead Generation

Showcase your cutting-edge products, services, and technologies through interactive exhibits and demonstrations. Capture the attention of high-potential leads, generate qualified inquiries, and nurture lasting business relationships.

Create Strategic Partnerships

IAAPA Expos offer an ideal environment for collaboration. Meet with potential partners, and suppliers who share your vision for pushing the boundaries of the attractions industry.

Elevate Your Brand as a Thought Leader

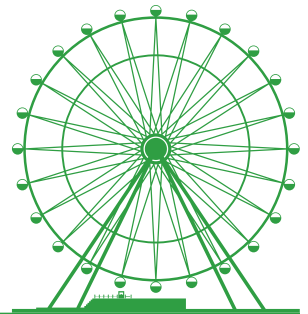
Step onto the center stage of innovation. Participate in educational sessions, lead discussions, and share your expertise with the industry, solidifying your brand as a trusted authority.

Gain Invaluable Market Insights

Stay ahead of the latest trends, technologies, and consumer preferences shaping the attractions landscape. Learn from industry leaders and gain insights that empower informed business decisions.



THEME AND AMUSEMENT PARK INDUSTRY IN EUROPE



By the end of 2026, the theme and amusement park industry in EUROPE is expected to have nearly **198 MILLION VISITORS** with spending nearly 10 billion USD.



Attendance is forecasted to increase by about 4% each year through 2028, while spending is anticipated to grow by over 7% over the same time. (Source: IAAPA, 2025).

ABOUT IAAPA EXPO EUROPE 2025 THE REGION'S LARGEST TRADE SHOW FLOOR IN HISTORY!



**BARCELONA,
SPAIN**



11,477



Verified
Buyers

710



Exhibiting
Companies

15,877



Verified
Attendees

20,916



SQM Sold



TOP TEN

BUYER COUNTRY/REGION COUNT

SPAIN.....	2,729	NETHERLANDS	471
FRANCE.....	1,762	BELGIUM	391
UNITED KINGDOM	851	POLAND	355
GERMANY.....	810	PORTUGAL.....	289
ITALY	767	U.S.....	268



EXHIBITING COMPANIES BY REGION

435 companies from the **Europe, Middle East, Africa** region

205 companies from the **Asia-Pacific** region

67 companies from the **North America** region

3 company from the **Latin America, Caribbean** region



Buyers from

121

Different Countries and Regions



DISCOVER HOW THE BUSINESS OF FUN GETS DONE

IAAPA Expo Europe Exhibit Pricing

STANDARD

Member: Shell scheme	€500
Member: Space only	€375
Nonmember: Shell scheme	€585
Nonmember: Space only	€460
Corner Fees	€250
Compulsory Insurance Fee*	€125

Pricing is per square meter. Minimum booth size is 3m x 3m.

Fees do not include 21% Belgian VAT, which is applicable to all Belgian exhibitors and European exhibitors who do not possess a valid VAT number, and will be indicated on your invoice.

Shell Scheme: Includes panels, carpet, lighting, name board, and electricity.

Global Exhibitor Discount: Companies who exhibit at three IAAPA Expos in 2026 will earn a \$2 discount on their exhibit fee for IAAPA Expo 2026. Companies who exhibit at four Expos in 2026 will earn a \$2.50 discount on their exhibit fee for IAAPA Expo 2026. The discount will be applied to exhibitor's final IAAPA Expo 2026 invoice and is not deducted from Asia, Europe or Middle East invoices.

**Mandatory Insurance fee must be included with your booth purchase. IAAPA has negotiated a group rate for all exhibitors.*

[**CLICK TO VIEW THE FLOORPLAN!**](#)

[**CLICK HERE COMPLETE YOUR APPLICATION TODAY!**](#)

BEYOND THE BOOTH

A SPECTRUM OF OPPORTUNITIES TO TAKE YOU TO NEW HEIGHTS

IAAPA Expos offer a variety of opportunities to maximize your value proposition. Gain unparalleled brand visibility, secure speaking opportunities for your leadership team, generate qualified leads through exclusive tools, and cultivate connections at VIP networking events.

INVESTING IN YOUR FUTURE

Your participation in IAAPA Expos is more than just exhibiting, **it's an investment in your company's future.** It's about securing a seat at the table where the most influential minds shape the attractions landscape.

TOGETHER, LET'S CREATE THE FUTURE OF ATTRACTIONS

Opportunities are limited, are first come, first served, and many sell out early. Contact our Sponsorship team at Sponsorship@IAAPA.org with questions to make the most of your sponsorship investment.

MAXIMIZE YOUR REACH WITH TARGETED ADVERTISING

Reach a targeted audience of attraction industry professionals through bundled online, digital, and print opportunities. Contact Advertising@IAAPA.org for rates and additional details.

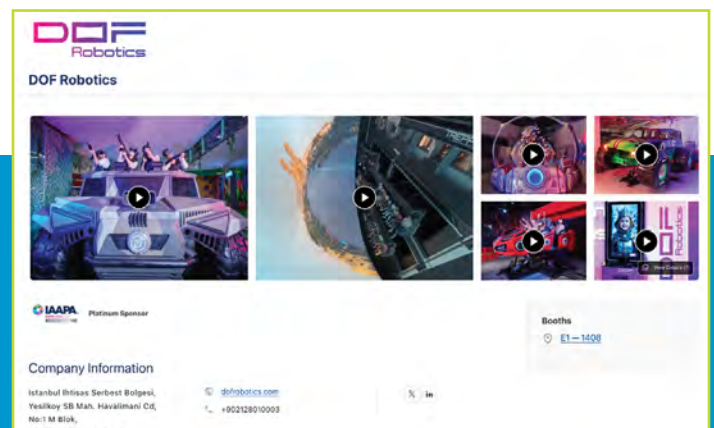
DIGITAL BOOTH UPGRADE

Supercharge your reach! Build awareness of your products and services before each Expo and drive engagement on the show floor.

You'll gain powerful advantages like:

- ▶ Premier Placement in Search Results
- ▶ Highlighted Booth on Floorplan
- ▶ Featured Exhibitor Listing
- ▶ Enhanced Content Options

Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, we equip you with the tools to make it happen. Contact ExhibitSales@IAAPA.org for more information.



COMMITTED TO YOUR SUCCESS

IAAPA GLOBAL HEADQUARTERS

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Our experienced sales team is pleased to provide you with the information and resources needed to effectively present your company to the attractions industry.

For more information about how IAAPA can connect you with buyers interested in your products, please contact:

▶ CLAUDIO BONI

Italian, English

CBoni@IAAPA.org | +39 339 5384196

▶ IULIANA FORNEA

Romanian, English, Italian, French

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TAILORED FOR GLOBAL IMPACT

IAAPA Expos offer innovative opportunities, each catering to specific regions with unique growth trajectories:



NEW!

IAAPA EXPO MIDDLE EAST

Abu Dhabi, UAE
31 March–2 April 2026
13–15 April 2027



IAAPA EXPO ASIA

Hong Kong SAR, China
10–12 June 2026



IAAPA EXPO EUROPE

London, United Kingdom
22–24 Sept. 2026
Vienna, Austria
21–23 Sept. 2027



IAAPA EXPO

Orlando, FL, U.S.
17–20 Nov. 2026
16–19 Nov. 2027