



Abu Dhabi, UAE

EDUCATION
30 MARCH - 2 APRIL

SHOW FLOOR
31 MARCH - 2 APRIL

CELEBRATE THE WONDER

For the first time in the iconic UAE, IAAPA Expo Middle East is making the world of attractions shine brighter than ever!



Opening Reception

The networking reception for the entertainment industry in the Middle East region.

31 March 2026

[REGISTER TODAY](#)

Special Ticketed Events

A great opportunity to learn, connect and network with key stakeholders in the industry.



[CHECK FULL AGENDA](#)

Leadership Breakfast

An inspiring keynote discussing trends, leadership challenges and innovation opportunities.

1 April 2026

[REGISTER TODAY](#)

Why Attend?

IAAPA Expo Middle East is your portal to take your business to the next level.



How will you differentiate your attractions in this dynamic market?



What emerging trends will redefine guest experiences?



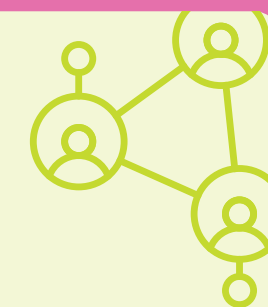
How can innovative solutions unlock growth in a competitive landscape?

Find Innovation



Discover over 325 exhibiting companies presenting their latest product and services for the entertainment industry.

Find Connections



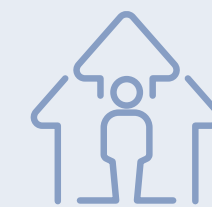
Build your network among thousands of professionals in the entertainment and leisure industry.

Find Inspiration



Learn from real business cases from world-class operators to apply to your business.

Find Growth



Develop your career and new skills with extended education opportunities.

PRO TIP

Navigate IAAPA Expo Middle East with Ease!

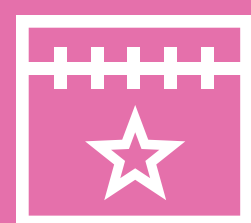
Download IAAPA Connect+, the official mobile app to build your personalized, agenda, make 1:1 connections with other attendees, view the full exhibitor list, and plan your day!

DOWNLOAD TODAY!



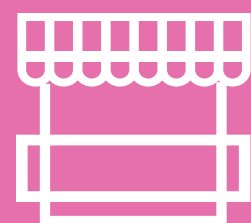


AT A GLANCE



50+ Education events
12 Special ticketed events
7 EDUTours

[VIEW FULL AGENDA](#)



The first-ever Expo in the region marks
a historic success: sold out!
325+ exhibiting companies
7,854+ square metres

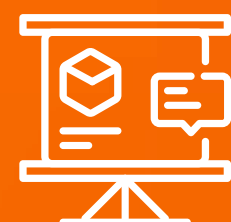
[FIND AN EXHIBITOR](#)

WHAT TO EXPECT



Elevate Your Knowledge

Benefit from a comprehensive education conference programme covering timely topics such as: safety, latest trends, technology, operations and marketing best practices, and more.



Exclusive Insights from Keynotes

High-profile keynotes delivered by renowned industry leaders discussing trends, leadership challenges and innovation opportunities.



Spotlight on Sustainability and Experience Innovation

The Trade Show Floor unveils cutting-edge technologies, sustainable solutions, and immersive experiences for all the leisure and entertainment industry.



Certification Programmes

Internationally recognised certification to elevate your skills and drive operational excellence. Development programmes tailored for executives, senior leaders, attraction managers, indoor professionals, safety and operations experts.

Who Should Attend?

DISCOVER. CONNECT. CELEBRATE!



Attraction and Entertainment Professionals

Connect with theme park operators, museums, and live event producers to explore innovative solutions.



Cultural and Tourism Leaders

Engage with decision-makers from tourism boards and cultural institutions to discuss collaboration and growth.



Mixed-Use Development and Hospitality

Discover how to integrate attractions, retail, and accommodations to create vibrant destinations that drive tourism and community engagement.



Experiential Innovators

Discover cutting-edge experiences and technologies from leaders in immersive entertainment.



Strategic Partners

Network with industry influencers and planners to shape the future of tourism.

IAAPA Expo Middle East is the epicenter of innovation for the entire attractions industry in the region.



Explore the Trade Show Floor

IAAPA Expo Middle East show floor includes anything an entertainment attraction will need. From dry rides, water rides, play structures, F&B, immersive technology, ticketing, VR, Audio visual, and more.

Engage in the Educational Conference

Benefit from a comprehensive education conference programme covering timely topics such as: safety, latest trends, technology, operations and marketing best practices, and more.



Exclusive Special Ticketed Events

Special events available for purchase with access to theme parks behind-the-scenes and unique networking opportunities. 12 special events in six days visiting iconic landmarks like Yas Island theme parks, Saadiyat Island museums or Al Qana Mall.

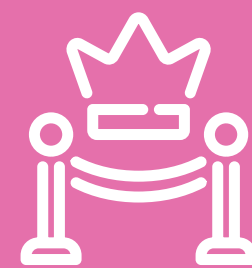




IAAPA MEMBER BENEFITS

- **Industry hub:** Connect with the diverse talent driving the attractions industry, from creators to leaders and innovators.
- **Trusted source:** Access insights, reports, and research to stay ahead of trends and opportunities.
- **Where the industry connects:** Collaborate, network, share ideas, and grow through meaningful partnerships.
- **Learning at every stage:** Discover training and education tailored to your professional journey.
- **Your voice amplified:** Advocate for your business and engage with key industry decision-makers.

JOIN TODAY



IAAPA MEMBER BENEFITS AT THE EXPO

- The education conference part of the Expo is complimentary for IAAPA members.
- IAAPA member facilities have complimentary tickets to the show floor according to their size.
- Access to the IAAPA Member Lounge, a space to relax, catch up on work and enjoy complimentary coffee.
- Special discounted pricing for any special ticketed event.



IAAPA®
EXPO MIDDLE EAST 2026

REGISTER NOW



TRAVEL MADE EASY

IAAPA Expo Middle East attendees benefit from exclusive accommodation and travel discount deals.

Check out the travel page for the latest information.

FIND OUT MORE

