



OFFICIAL
PARTNER

STRATEGIC PARTNERSHIP OPPORTUNITIES

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ABOUT IAAPA

IAAPA is more than an association—it's your **gateway to regional and global opportunities** in the attractions industry. With members in **100+ countries and regions**, we connect you to the **brightest minds and top decision-makers** shaping the future of attractions.

Whether your goal is **brand expansion, lead generation, or high-impact networking**, IAAPA's tailored programming opens doors to year-round success worldwide to help you thrive.

9,500+
MEMBERS

representing a variety of attractions.



AMUSEMENT AND THEME PARKS



CRUISE LINES



FAMILY ENTERTAINMENT CENTERS



MANUFACTURERS AND SUPPLIERS



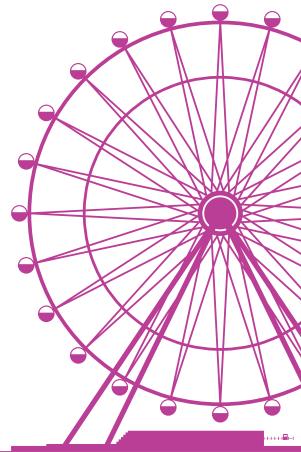
MUSEUMS AND SCIENCE CENTERS



WATER PARKS AND RESORTS



ZOOS AND AQUARIUMS



THEME AND AMUSEMENT PARK

GLOBAL INDUSTRY

By the end of 2025, the theme and amusement park global industry is expected to have nearly **1.1 BILLION VISITORS** with spending just over **\$58 billion**.



Attendance is forecasted to increase on average **7.1% each year** through 2028, while spending is anticipated to grow by approximately **7.6% each year** over the same time.

(Source: IAAPA, 2024)

JOIN THE BUSINESS OF FUN!

IAAPA'S OFFICIAL PARTNER PROGRAM

UNLOCK YEAR-ROUND OPPORTUNITIES

Position your brand at the forefront of the global attractions industry with our Official Partner Program. Our **highly customized packages** are designed to **maximize your reach 365 days a year**.

From press-release announcements and strategic introductions to exhibiting at our Expos and sponsorship opportunities worldwide, **we create tailored solutions that align with your business development goals** and bring value to our members.

WHY PARTNER WITH IAAPA?

AMPLIFY BRAND VISIBILITY:

Build lasting credibility and maximize exposure through IAAPA's influential channels.

ACCELERATE GROWTH:

Leverage IAAPA's reach to uncover new business opportunities, and open doors to untapped markets.

CONNECT WITH KEY DECISION-MAKERS:

Forge high-value connections with top leaders who are shaping the attractions the industry.

EXPAND YOUR MARKET REACH:

Target highly relevant audiences through IAAPA's worldwide network.

GAIN A COMPETITIVE EDGE:

Showcase your expertise, elevate your brand, and position your company as a go-to leader.

**LET'S BUILD A STRATEGIC
PARTNERSHIP THAT
DELIVERS RESULTS.**

Contact us at Partnership@IAAPA.org

TOP FIVE BUSINESS SOLUTIONS CATEGORIES

IAAPA Members are most interested:



TECHNOLOGY



SAFETY AND SECURITY



FOOD AND BEVERAGE



PAYMENT SERVICES



INSURANCE

(IAAPA Member Survey, 2024)

“ Working alongside IAAPA to bring AI solutions to such a creative and guest-focused industry is incredibly exciting. Together, we are creating tools that not only improve guest experiences but also push the boundaries of operational efficiency and innovation. We're thrilled to be a part of this journey. **”**

- Dan Flores,
Head of Tourism, Satisfi Labs

ACTIVATION OPPORTUNITIES

Accelerate your growth with IAAPA. Whether you're growing your presence or breaking into the attractions industry, the IAAPA Official Partner Program empowers you with the right tools to achieve measurable success. Designed for companies that deliver **savings, efficiency, or innovation**, this program positions your brand at the center of a global, engaged network.

As an official partner, you'll benefit from **showcasing your products/services, brand exposure, connecting with key decision-makers, and knowledge-sharing opportunities.**



UNLEASH THE POWER OF PARTNERSHIP

Starting at \$25,000, each package is customized to align with your strategic goals—**maximizing your visibility, credibility, and ROI.**

IAAPA MEMBERSHIP

As a partner, you and your company roster will become IAAPA Members, and we want to ensure that you take advantage of your invaluable benefits.

- ▶ **Discounted tickets** for our regional and global events such as Expos, Summits, Meetups, and more.
- ▶ Discounted rates on **Professional Development programs** for you and your team.
- ▶ Stay up to date with **industry news and trends** with free Funworld Magazine, News Daily and News Hub.
- ▶ Highlight your company on the **IAAPA Marketplace** and **IAAPA Connect+** platform and reach out to members to build your network.
- ▶ Free **research reports** on global and regional economic conditions, consumer behavior, and safety reports that will help you make informed decisions.
- ▶ And much more!

ADVERTISING ALL-YEAR-ROUND

Get in front of your audience with our priority ranking system that ensures your message gets noticed and makes a lasting impression on the web and in print worldwide.

- ▶ **Funworld Magazine:** Available in print and digital, our bi-monthly magazine gets over 47,000 views between the physical and digital editions.
- ▶ **News Daily:** Over 20,000 subscribers receive our daily newsletter, including association and industry trends and news.
- ▶ **Website:** With 500,000+ average monthly page views, new digital ad capabilities were added to our website.
- ▶ **News Hub:** Showcase your latest innovations and service offerings in a dedicated section of our website while sharing your expertise and insights with the attractions industry.
- ▶ **Sponsored Content:** Our experienced writers will help you create high-impact content that you own and control for use across multiple platforms.

ACTIVATION OPPORTUNITIES

IAAPA EXPOS SPONSORSHIP

Expand your reach in one or multiple regions through our Expos in **Asia, Europe, Orlando**, and the **Middle East** in 2026.

Packages may vary according to investment level and agreement, possibly including program registration, logo recognition on-site and/or our website, emails, event signage, and much more.

Upcoming opportunities:



IAAPA EXPO MIDDLE EAST 2026

Abu Dhabi, UAE
March 30-April 2



IAAPA EXPO ASIA 2026

Hong Kong, China
June 30-July 3



IAAPA EXPO EUROPE 2026

London, United Kingdom
Sept. 22-24



IAAPA EXPO 2026

Orlando, FL, U.S.
Nov. 17-20

IAAPA EXPOS

There are many ways to **expose your brand** and **generate leads** during the shows. Maximize the value of your presence at IAAPA Expos and the exclusive resources available to you as an Official Partner.

- ▶ **Booth Space:** Attract quality buyers by exhibiting your product/service at our Expos show floor - booth size varies according to your needs and budget.
- ▶ **IAAPA Rookies: FEC 101:** Connect with entrepreneurs looking into opening an FEC or LBE venue during this multi-day program that happens at IAAPA Expo.
- ▶ **Off-Expo Floor Activations:** Learn many ways you can elevate your brand beyond the show floor, such as the Street Market pavilion for food and beverage exhibitors at IAAPA Expo.
- ▶ **Solution Spotlight:** Showcase your business solutions and reach Expo attendees in a special stage reserved for IAAPA Official Partners and Sponsors presentations.



ACTIVATION OPPORTUNITIES

REGIONAL EVENTS

Amplify your strategy and connect with new markets—or deepen your impact in a specific region. IAAPA events span North America, Latin America and the Caribbean, Asia Pacific, and Europe, Middle East, and Africa. As a partner, you'll gain access to tailored opportunities by region and event type, including **sponsorships, exhibiting, and targeted networking introductions**.

- ▶ **IAAPA FEC Summit:** This two-and-a-half-day event happens once a year in different hosting cities in the North America region; it brings together FEC professionals of all levels.
- ▶ **IAAPA Summits:** Each region has one or two summits per year; programming lasts between two and three all-day events combining top-tier networking and insightful education.
- ▶ **IAAPA Presents:** Each region offers multiple IAAPA Presents events throughout the year. This all-day event is a mix of networking, education, and behind-the-scenes tours at a hosting facility.
- ▶ **IAAPA Meetup:** Each region offers multiple IAAPA Meetup events throughout the year. This two-three-hour networking reception is paired with opportunities to connect with attractions professionals in a casual setting.
- ▶ **IAAPA Explores:** This global event happens throughout the year in different cities and countries. We gather small groups of C-suite executives and senior leaders for a programming filled with exclusive insights into key trends in sustainability, food and beverage innovation, technology, and more.

IAAPA WEBSITE AND DIGITAL OPPORTUNITIES

In addition to advertising on **IAAPA.org**, becoming a partner gives you direct access to our global membership, increased brand visibility, and valuable lead generation opportunities through a variety of channels.

- ▶ **IAAPA Marketplace:** List your company in a special section of our website along with our Manufacturers and Suppliers members to offer your products and services.
- ▶ **IAAPA Connect+:** Create a page on our app and online platform where you can connect directly with members.
- ▶ **IAAPA Member Guide:** Include your business solution in our member guide, where our global members can learn how you can help them.

BUSINESS DEVELOPMENT

Explore these additional business development opportunities to drive **lead generation, boost brand visibility**, and build valuable **industry connections**.

- ▶ **Soft Introductions:** Access soft introductions to influential decision-makers through our global network.
- ▶ **Press Release:** As you become a partner, we will release an official press release to introduce you and your business solutions to trade publications to spread the news.
- ▶ **Partner Webinar:** Host a one-hour webinar for our members. We will help you along the process and market it to our audience as well.
- ▶ **Host Meetings or Events:** From small meetings to training your team, you can rent office spaces at the IAAPA HQ in Orlando, FL.

CONTACT US TODAY

at Partnerships@IAAPA.org to start customizing your package