



The Attractions Industry's

PREMIER EVENT IN ASIA

EDUCATION: 9-12 JUNE
SHOW FLOOR: 10-12 JUNE

HONG KONG SAR, CHINA

▶ [IAAPA.ORG/EXPOS-AND-EVENTS](https://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.

CREATING STRATEGIC PARTNERSHIPS

IAAPA Expos are where game-changing collaborations begin. Connect with more than 9,500 potential partners, suppliers, and innovators who share your vision for redefining the attractions industry and driving mutual growth.

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 curve with the latest trends, technologies, and consumer behaviors transforming the attractions industry. Learn directly from industry leaders and walk away with actionable insights to drive smarter, faster business decisions.



THEME AND AMUSEMENT PARK INDUSTRY IN APAC



By the end of 2026, the theme and amusement park industry in ASIA-PACIFIC is expected to have more than **660 MILLION VISITORS** spend slightly over **22 billion USD**.



Attendance is forecasted to increase by approximately **8% each year** through 2028, while **spending** is anticipated to grow by about **10% over the same time**. (Source: IAAPA, 2024).

ABOUT IAAPA EXPO ASIA 2025



**SHANGHAI,
CHINA**

5,651



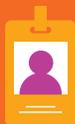
**Qualified
Buyers**

353



**Exhibiting
Companies**

8,016



**Registered
Attendees**

8,676



**Square
Meters
Sold**



EXHIBITING COMPANIES BY REGION

226 companies from the **APAC region**

88 companies from the **EMEA region**

38 companies from the **NA region**

1 company from the **LAC region**



82

Different Countries and Regions



TOP TEN BUYER COUNTRY COUNT

CHINA	3,458	SOUTH KOREA	95
UNITED STATES.....	177	THAILAND	77
JAPAN	151	MALAYSIA.....	74
HONG KONG SAR.....	113	INDIA.....	73
SINGAPORE	101	RUSSIA.....	61

MAXIMIZE YOUR GROWTH POTENTIAL

EXHIBIT WITH IAAPA AND REACH YOUR TARGET AUDIENCE

As an IAAPA manufacturer and supplier member, you gain an arsenal of tools to elevate your business. Connect with key decision-makers, expand your visibility, and leverage exclusive benefits designed to propel your business forward in the attractions and theme park industry.

KEY MEMBERSHIP ADVANTAGES

Stay Safe, and Compliant: Access resources, training, and best practices for safety, risk mitigation, and regulatory compliance.

Unlock Global Markets: Tap into IAAPA's worldwide network to reach new customers and expand into fresh territories.

Build Powerful Connections: Network with industry leaders - from Expos to Summits to IAAPA's global member network - to strengthen relationships, uncover new opportunities, and forge partnerships that deliver lasting success.

Showcase Your Brand: Exhibit at major Expos (IAAPA Expo, Expo Europe, Expo Asia, and Expo Middle East) and regional Summits, putting your solutions directly in front of key buyers.

Optimize Your Operations: IAAPA's Partnership Program provides tailored solutions for revenue growth, cost reduction, and operational efficiency.

Voice Your Interests: IAAPA advocates for the industry, representing your concerns to governments and regulatory bodies.

Stay Informed and Innovate: Gain exclusive insights on trends, market analysis, and emerging technologies to drive your product development.

Enhance Your Reputation: IAAPA affiliation boosts your brand credibility, signaling your commitment to excellence and industry standards.

DON'T JUST SURVIVE. THRIVE!

JOIN IAAPA AND EXPERIENCE THE POWER OF A CONNECTED INDUSTRY.

INTRODUCING THE IAAPA EXPO ASIA TECHNOLOGY HUB

Step into the future where **TECHNOLOGY MEETS ENTERTAINMENT** at IAAPA Expo Asia's all-new Technology Hub—an exhibitor pavilion dedicated to the most advanced technology providers shaping tomorrow's guest experiences.

At its core is an interactive **THINK TANK** designed to spark meaningful dialogue among innovators, operators, and industry leaders. Through facilitated discussions, Technology Hub exhibitors and attendees will explore the **REAL-WORLD OPPORTUNITIES AND CHALLENGES** driving emerging technologies forward.

WHAT'S IN IT FOR YOU?

1. Showcase Your Technology

- ▶ Get a **3m x 3m shell scheme exhibit space** to show off your latest AI and robotic innovations. Reach a new audience eager to transform guest experiences in attractions and tourism sectors.

2. Network & Lead

- ▶ **Participate as a thought leader in the interactive Think Tank.** Engage with industry leaders, share ideas, and influence the future of technology in attractions.

3. Exclusive Benefits

- ▶ **Five staff badges** for your team to attend IAAPA Expo Asia 2026.
- ▶ Enjoy **extensive promotion** as a **Technology Hub participant**.
- ▶ A **free 1-year membership to IAAPA**—unlock perks like first-hand industry insights, unmatched networking opportunities, and much more!



Contact Edna Kwan, Global Director of Sales at EKwan@IAAPA.org today for more information or to secure your exhibit space!

EXCLUSIVE INVESTMENT. EXCEPTIONAL VALUE.

Showcase your brand with this premium opportunity for just **\$4,166**—unlocking a **\$2,664** savings off the nonmember shell scheme rate.

BEYOND THE BOOTH

A SPECTRUM OF OPPORTUNITIES TO TAKE YOU TO NEW HEIGHTS

IAAPA Expos offer a variety of sponsorship and advertising packages designed 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 an exhibition; **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.

JOIN US AND UNLOCK THE FULL POTENTIAL OF YOUR BRAND

Let IAAPA Expos be the catalyst that propels your business to new heights. Contact us today to explore custom packages and secure your prime sponsorship or advertising position.

DON'T MISS THIS OPPORTUNITY TO:

- ▶ **Solidify** your brand as a leader in innovation
- ▶ **Expand** your market reach and generate qualified leads
- ▶ **Create** strategic partnerships that fuel growth
- ▶ **Gain** valuable industry insights and stay ahead of the curve



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:

ASIA-PACIFIC

▶ **EDNA KWAN** | Director of Global Sales (Hong Kong)
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TAILORED FOR GLOBAL IMPACT



NEW!

IAAPA EXPO MIDDLE EAST

Abu Dhabi, UAE
31 March - 2 April, 2026



IAAPA EXPO ASIA

Hong Kong SAR, China
10 - 12 June, 2026



IAAPA EXPO EUROPE

London, United Kingdom
22 - 24 Sept. 2026



IAAPA EXPO

Orlando, FL, U.S.
Nov. 17 - 20, 2026