

# Sample On-site Press Release

[Company Logo]

## HEADLINE

[DATELINE] – [Insert Company Name] debuted [insert name of product or service] to more than 40,000 attractions industry professionals from around the world in Orlando, Florida, during IAAPA Expo 2026, the attractions industry’s premier trade show and conference.

Add language to describe the product or service, include its impact to the industry. What’s new, interesting, and different about your product or service?

### About [insert company name]

Include a paragraph about your company

#### About IAAPA

IAAPA is a diverse and dynamic community of global attractions professionals. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents leading industry attractions and supplier companies, consultants, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, cruise lines, manufacturers, and suppliers.

The association’s global headquarters and North America office are in Orlando, Florida, U.S. IAAPA also maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; and, Mexico City, Mexico.

[IAAPA Online Press Room](#)

[PressOffice@IAAPA.org](mailto:PressOffice@IAAPA.org)

[Insert On-site Contact Information]

[Attach a link to key visuals such as company logos, renderings, videos, testimonials, etc.]

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