



CONTRIBUTOR OPPORTUNITIES

SUPPORT THE FUTURE OF THE ATTRACTIONS INDUSTRY.



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 industry professionals shaping the future of fun?

TOGETHER, WE WILL ENLIGHTEN AND ENGAGE OUR INDUSTRY.

EDUCATION CONTRIBUTOR BENEFITS:

BRAND INFLUENCE & RECOGNITION

Elevated brand recognition through consistent, high-impact logo placement across IAAPA educational programs, materials, events, webinars, and official communications.

STRATEGIC LEAD ENGAGEMENT

Cultivate high-value leads through IAAPA Education programs and webinars, connecting with a global audience actively seeking forward-thinking solutions.

INDUSTRY INFLUENCE & INSIGHT

Establish your organization as a trusted voice by sharing expertise and perspectives that shape dialogue and drive progress across the industry.

EXPERTISE IN ACTION

Showcase your knowledge through impactful case studies featured in IAAPA Academy programs and Education Webinars, demonstrating real-world application and industry advancement.

CONNECTION & COLLABORATION

Engage directly with industry leaders, educators, and prospective partners, fostering high-impact relationships that drive collaboration and long-term growth.



ONLINE GLOBAL REACH

IAAPA EDUCATION CONTRIBUTOR WEBINARS

WHO WILL YOU CONNECT WITH?

REACH A DIVERSE GLOBAL AUDIENCE

Connect with a broad spectrum of organizations across the attractions and leisure industry while engaging a global network of industry leaders and innovators—from emerging professionals to seasoned executives—actively seeking fresh ideas and solutions.

SHOWCASE YOUR EXPERTISE

Share your success stories, cutting-edge products, and thought leadership through an IAAPA Education Contributor Webinar. Position your brand as a trusted resource and innovator in the attractions industry.

PRICING*	MEMBER	NONMEMBER
1-2 Webinars	\$1,500	\$2,500
3-4 Webinars	\$1,250	\$2,100

*Pricing is listed per webinar

MARKETING

- ▶ An email campaign to IAAPA's email lists (one initial send, and a resend to non-openers and those who open but do not click the registration link)
- ▶ Up to two posts on IAAPA's social media channels

Marketing is subject to availability and contingent upon booking and providing required materials with sufficient lead time. Webinars scheduled with limited advance notice may be subject to an abbreviated marketing calendar. IAAPA reserves the right to consolidate or adjust promotional efforts if multiple webinars occur during the same month.

REPORTING

- ▶ Receive a weekly registration report leading up to your webinar date
- ▶ Receive an attendee report, including contact information for registrants who opted-in, and demographic information for registrants who opted-out
- ▶ Receive a Q&A report to review questions that were asked during the webinar

ADDITIONAL DELIVERABLES

- ▶ Your webinar will be recorded and distributed for future viewing via IAAPA Learning Library.

A copy of the webinar recording may be provided to the Education Contributor upon request. Access to the recording is subject to IAAPA's prior review and approval based on the Contributor's stated intended use. The Education Contributor may not distribute, publish, or use the recording for any purpose other than the approved use without IAAPA's express written consent.

- ▶ Your logo will appear on IAAPA's website on the event page for the webinar and the webinar registration page
- ▶ Receive a link to webinar registration that can be shared directly to your network
- ▶ Receive an IAAPA Education Contributor logo package that can be placed on your company's website, socials, and marketing.

IAAPA EDUCATION CONTRIBUTOR WEBINARS

THE REGISTRATION & SATISFACTION OVERVIEW ANNUAL TOTAL (2024-2025)



3,463

REGISTERED



1,673

ATTENDED



4.4

AVERAGE ATTENDEE SATISFACTION

WEBINAR MARKETING CAMPAIGN RESULTS ANNUAL AVERAGE (2024-2025)



36,119

EMAIL OPENS



1,189

SOCIAL ENGAGEMENT



5,790

EMAIL CLICKS



32,477

SOCIAL IMPRESSIONS

PREMIUM CONTRIBUTOR OPPORTUNITIES

An annual investment in IAAPA's professional development initiatives — empowering the attractions industry workforce through education, innovation, and leadership. Multi-year agreements are welcome.

LEVEL 1 - \$5,000+

Expanding opportunity through course creation — empowering every member, every role, everywhere.

NEW ONLINE COURSE DEVELOPMENT

- ▶ Your company name will be featured in the IAAPA Learning Library Course Catalog
- ▶ Your logo will be featured in the marketing materials and communications supporting the launch of the course
- ▶ Your logo will appear on the opening title slides within the course for the life of the course
- ▶ Receive an IAAPA Education Premium Contributor logo package that can be placed on your website or social media

LEVEL 2 - \$10,000+

Shaping tomorrow's leaders by supporting immersive education across the industry.

IAAPA INSTITUTES

- ▶ Select one from IAAPA Institute for Attractions Professionals (IAP), IAAPA Safety Institute, or IAAPA Institute for Executive Development (IXD)
- ▶ Your logo will be featured on pre-event marketing materials, printed participant resources, and event signage at each scheduled institute worldwide for the duration of your contribution year.
- ▶ Enjoy two complimentary registrations to attend the IAAPA Institute event you selected on the date(s) of your choosing, during your contract term.
- ▶ Receive an invitation for two to attend the opening or closing reception at each Institute scheduled during your contribution year (subject to individual event schedules). Take advantage of this exclusive opportunity to connect and network with participants whose learning experience your contribution helps make possible.
- ▶ Extend your brand presence by providing branded items or giveaways at each IAAPA Institute scheduled during your contribution year.
- ▶ Receive an IAAPA Education Premium Contributor logo package that can be placed on your company's website, socials, and marketing.


LEVEL 3 - \$15,000+

Providing global access to learning through technology — building the future of the attractions industry.

IAAPA LEARNING LIBRARY & PREMIUM VISIBILITY

- ▶ Logo placement on the LMS home page and IAAPA.org
- ▶ Acknowledgement in IAAPA communications and press releases regarding the LMS
- ▶ Logo placement and acknowledgment in IAAPA communications referencing the LMS, including new course announcements, newly released webinar and EDUSession recording announcements, and promotional materials for the Pre-Approved Provider Program
- ▶ Receive an IAAPA Education Premium Contributor logo package that can be placed on your website or social media





FREQUENTLY ASKED QUESTIONS

EDUCATION CONTRIBUTOR WEBINARS

HOW TO CHOOSE TOPICS FOR WEBINARS?

We suggest you share lessons learned from real-world projects, highlight emerging trends, tools, or solutions for the industry, and offer perspectives on industry challenges and strategies for growth. The goal is to educate and inspire.

HOW ARE THE EDUCATION WEBINARS PROMOTED?

The Education Webinars are listed on the IAAPA event calendar, event page, and registration site (with logo placement), through IAAPA global email marketing, and IAAPA global social channels. We encourage Education Contributors to also promote the webinars on their own channels.

HOW FAR IN ADVANCE SHOULD WEBINARS BE SCHEDULED?

Webinars should be scheduled, three months in advance as dates are assigned on a first come, first served basis. Less lead time may result in fewer opportunities for promotion.

IS THERE A MULTI-YEAR AGREEMENT OPTION?

Yes, multi-year agreements are available with a price guarantee.



IAAPA EDUCATION PREMIUM CONTRIBUTOR OPPORTUNITIES

ARE IAAPA EDUCATION PREMIUM CONTRIBUTOR OPPORTUNITIES A TIERED PRICING OR BENEFIT SYSTEM?

Each IAAPA Education Premium Contributor Opportunity is an individual level of support with individual benefits and pricing, allowing you to choose options that best fit your specific promotional needs.

IS THERE AN OPPORTUNITY TO GAIN VISIBILITY AT IAAPA INSTITUTES?

Yes. The Level 2 Contributor tier allows you to select one or more IAAPA Institutes to support, offering the opportunity to showcase your brand and connect with industry professionals and decision-makers.

COMMITTED TO YOUR SUCCESS

IAAPA GLOBAL HEADQUARTERS

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IAAPA.org/IAAPAEspo

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IAAPA EDUCATION CONTRIBUTOR AND PREMIUM CONTRIBUTOR OPPORTUNITIES **ARE LIMITED, INQUIRE OR CONFIRM TODAY!**

LEARN MORE