



THE MOST **INFLUENTIAL GATHERING** FOR THE ATTRACTIONS INDUSTRY IN ASIA

OSAKA, JAPAN

EDUCATION: 28 JUNE - 1 JULY

SHOW FLOOR: 29 JUNE - 1 JULY

▶ [IAAPA.org/Partners/Sponsorships](https://iaapa.org/Partners/Sponsorships)

SPONSORSHIP PROGRAM



ABOUT IAAPA EXPO ASIA

CONNECT WITH BUYERS FROM THE ATTRACTIONS INDUSTRY



**By the end of 2026, the amusement and theme park industry in APAC is expected to have nearly
646 MILLION VISITORS
and spend slightly over \$22 billion.**

Attendance is forecasted to increase by about **11.5%** each year through 2028, while spending is anticipated to grow almost **13%** over the same time. (Source: IAAPA, 2026)

IAAPA EXPO ASIA 2025

 **SHANGHAI,
CHINA**



8,016

Registered
Attendees



353

Exhibiting
Companies



8,676

Square Meters Sold

**SPONSORSHIPS ARE LIMITED!
CONTACT US TODAY!**

Sponsorship@IAAPA.org

MEET ATTENDEES FROM 100+ COUNTRIES AND REGIONS

REPRESENTING ALL ASPECTS OF THE INDUSTRY:

- ▶ AMUSEMENT AND THEME PARKS
- ▶ ADVENTURE AND NATURAL ATTRACTIONS
- ▶ FAMILY ENTERTAINMENT CENTERS
- ▶ MUSEUMS AND SCIENCE CENTERS
- ▶ WATER PARKS AND RESORTS
- ▶ ZOOS AND AQUARIUMS

ADDITIONAL REACH BEYOND THE SHOW



160,000+

AVERAGE MONTHLY PAGEVIEWS ON
IAAPA.ORG



28,000+

NEWS DAILY SUBSCRIBERS



47,000+

BI-MONTHLY *FUNWORLD* READERS

SPONSORSHIP OPPORTUNITIES AND BENEFITS

OPPORTUNITIES

SPECIAL EVENTS AND EDUCATION

Lock in these Early Bird rates through 26 Feb. 2027

	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ \$9,500	☐ \$13,500	☐ \$23,500
EDUSessions	☐ \$8,500	☐ \$12,500	☐ \$22,500
Opening Ceremony	☐ \$8,500	☐ \$12,500	☐ \$22,500
Opening Reception	☐ \$8,500	☐ \$12,500	☐ \$22,500
Lunch and Learn	☐ \$7,500	☐ \$11,500	☐ \$21,500
Tour Experience (Pre Tour, Post Tour OR EDUTour)	☐ \$6,500	☐ \$10,500	☐ \$20,500



BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

Lock in these Early Bird rates through 26 Feb. 2027

	SILVER	GOLD	PLATINUM
Lanyards — GLOBAL SPONSORSHIP (includes lanyards for all four IAAPA Expos in 2027) — Sold Out			☐ \$110,000
IAAPA Theatre (Naming Rights) — Exclusive			☐ \$30,000
Expo Bags — Exclusive			☐ \$30,000
IAAPA Member Lounge — Exclusive			☐ \$27,000
Attendee Giveaway (to be produced by IAAPA) — Exclusive			☐ \$24,000
Attendee Badges — Exclusive			☐ \$22,500
Banners/Aisle Signs — Exclusive			☐ \$22,500
Event Mobile App — Exclusive			☐ \$18,000
On-site Maps	☐ \$6,500	☐ \$10,500	☐ \$20,500
Registration Confirmation Emails	☐ \$6,500	☐ \$10,500	☐ \$20,500

Listed rates are for exhibitors only. Non-exhibiting sponsors are subject to IAAPA's approval and an additional fee of \$2,000. All sponsors are required to be IAAPA members.

RESERVE NOW AND SAVE!

- ▶ **Select your sponsorships by 26 Feb. 2027 to lock in these early bird rates.** Sponsorships reserved after 26 Feb. 2027 are subject to an additional fee of \$1,000.

SPONSORSHIP

OPPORTUNITIES AND BENEFITS

BENEFITS

SPONSOR LEVELS

SILVER

GOLD

PLATINUM

Solution Spotlight Speaking Opportunity (limited sessions available)			●
Sizzle-reel video (30 seconds) at sponsored event (with IAAPA's approval four weeks in advance) OR PowerPoint slides included in session decks for EDUSession sponsors or other places video may not be possible (when applicable)			●
Crystal Sponsor Plaque			●
Full attendee pre-show email opportunity*			●
Full attendee post-show email opportunity*		●	●
Complimentary premium listing on event mobile app		●	●
Recognition in IAAPA News Daily email prior to show (28,000+ subscribers)		●	●
Ability to provide sustainable giveaways at sponsored event (when applicable, and subject to IAAPA approval in advance)		●	●
Logo recognition on IAAPA's website	●	●	●
Logo recognition in Funworld issue (47,000+ subscribers)	●	●	●
Logo recognition on lobby signage	●	●	●
Logo recognition on event signage (where applicable)	●	●	●
Verbal recognition by event speaker (when applicable)	●	●	●
Reserved seating/tables at sponsored event (when applicable)	●	●	●
Recognition in member emails (when applicable)	●	●	●
Social media recognition (when applicable)	●	●	●
Complimentary tickets to sponsored event , amount varies by level (when applicable)	●	●	●
Complimentary IAAPA Expo Asia registrations (non-exhibiting sponsors)	●	●	●
Tabletop signage at trade show booth (exhibitors only)	●	●	●
Booth floor stickers (exhibitors only)	●	●	●
Special sponsor icon for email signatures and websites	●	●	●
Special sponsor badge ribbons	●	●	●

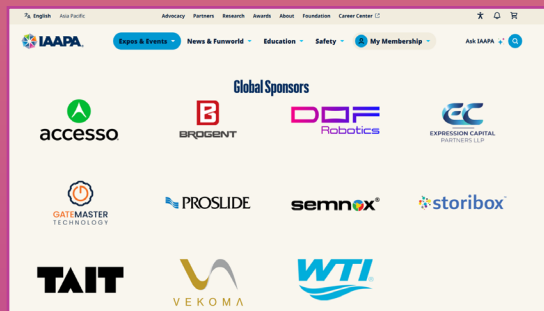
*Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. IAAPA does not distribute or sell attendee lists with email information — the email campaign benefit for Gold and Platinum Sponsors is managed by a third-party vendor on behalf of IAAPA and the sponsor, and it includes opt-in registrants only. For sponsor brochures/giveaways/videos, all must meet IAAPA's safety standards specifically as they relate to good taste and safe riding procedures (i.e., no images of riders with hands in the air). Logo recognition includes a single company logo. Dual or multi-logo branding is not permitted. Sponsor recognition begins after the deposit payment has been made. The event may include multiple sponsors, including those operating in similar or competing sectors. All sponsors must be IAAPA members.

GLOBAL SPONSORSHIP

MAXIMIZE YOUR VISIBILITY. SHOWCASE YOUR BRAND WORLDWIDE.

The **IAAPA Global Sponsorship Program** offers your company the exclusive opportunity to sponsor **all four IAAPA Expos in 2027** —Middle East, Asia, Europe, and North America. As a Global Sponsor, your brand will gain unmatched exposure to industry decision-makers across the world, reinforcing your position as a leading voice in the attractions industry.

BENEFIT	DETAILS
IAAPA Website Recognition	Global Sponsor recognition with a linked company logo on the IAAPA website (main Expos page and sponsorship page)
Onsite Signage	Global Sponsor signage at each Expo
Funworld Magazine	Logo recognition in the November issue
Event Mobile App	Logo recognition on event mobile app platform for all four Expos
Social Media	Logo recognition on IAAPA social media platforms (minimum of four posts throughout the year)
IAAPA News Daily	Global Sponsor recognition (28,000+ subscribers - minimum of four posts throughout the year)
Sponsor Plaque	Global Sponsor plaque presented
Exhibitor Recognition	Exhibiting sponsors recognized as Global Sponsors on booth signage and booth stickers
Enhanced Website Listing	Complimentary enhanced listing on IAAPA.org
Know Before You Go Email	Logo recognition in attendee pre-show email prior to each Expo
Connect+ Email	Logo recognition in Connect+ email to all registered attendees prior to each Expo
IAAPA Member Guide	Logo recognition in the guide
IAAPA Member Journey Email	Logo recognition in one Member Journey email to IAAPA members
Badge Ribbons	Global Sponsor badge ribbons at all four Expos
Global Sponsor Icon	Icon provided for use on website, email signature, social media, and advertisements



DEADLINE

Agreements must be finalized by 1 March 2027 to ensure full Global Sponsor recognition at all four Expos.

READY TO GO GLOBAL? Contact Sponsorship@IAAPA.org

SPONSORSHIP AGREEMENT



EDUCATION: 28 JUNE-1 JULY | SHOW FLOOR: 29 JUNE-1 JULY | OSAKA, JAPAN

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S. | IAAPA.org/Partners/Sponsorships

North America | Phone: +1 321/319.7600 | Email: Sponsorship@IAAPA.org

Europe | Phone: +32 487 49 74 48

Asia Pacific | Phone: +852/2538 8799 or +86-21/51175878

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

SPONSORSHIP(S) AND LEVEL(S) OR SOLO BRAND ACTIVATION SELECTED: _____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

VAT NUMBER: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

COUNTRY: _____ BOOTH NUMBER (if applicable): _____ WEBSITE: _____

SOCIAL MEDIA HANDLES: Instagram: _____ Facebook: _____

LinkedIn: _____ Other: _____

TOTAL PRICE: \$ _____

All sponsors are required to be IAAPA members.

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of \$2,000.

PAYMENT OPTIONS:

50% DUE WITH CONTRACT. Remaining balance due by 26 Feb. 2027.

Flexible payment plans available upon request. Select your sponsorships and make full payment by 26 Feb. 2027 to lock in early bird rates. Sponsorships reserved or payments received after 26 Feb. 2027 are subject to an additional fee of \$1,000.

Reserving more than one sponsorship? Take advantage of discounted ADD-ON RATES (subject to IAAPA approval; rates do not apply to all opportunities).

Silver Add-on
\$4,000

Gold Add-on
\$6,000

Platinum Add-on
\$11,000

PAY BY CREDIT CARD. IAAPA Team will provide a digital link.

MAIL A CHECK IN THE AMOUNT OF \$ _____ CHECK #: _____ (Check must be drawn from a U.S. bank)
Check payable to: **IAAPA**
Send check to: **IAAPA, Attention: Sponsorship Sales, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S.**

I WILL WIRE TRANSFER IN THE AMOUNT OF (\$ _____ + \$25*) = \$ _____
(*Please include a \$25 transaction fee for all wire transfers.)

International Wire Transfer

SWIFT Code (use for International wires only): BOFAUS3N ABA/Routing Number (Domestic U.S. only): 026009593
Bank Account #: 0020-866-30597 (Payable to IAAPA) Bank Account #: 0020-866-30597 (Payable to IAAPA)

Please be sure to identify yourself with the name of the company and member ID.

Domestic Wire Transfer (from USA accounts only)

I WILL PAY BY ACH TRANSFER (from U.S. accounts only)

ABA/Routing Number (Domestic U.S. only): 054001204
Bank Account #: 0020-865-69662 (Payable to IAAPA)
Bank of America • 1501 Pennsylvania Avenue, NW Washington, D.C. 20005

INVOICE US. IAAPA team will provide an invoice for 50% deposit.

Questions about sponsorships or just need more information about how to customize a sponsorship to meet your needs? Contact us at Sponsorship@IAAPA.org

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TERMS AND CONDITIONS

Signing this Agreement indicates firm commitment (noncancelable) of the above sponsorship(s) in accordance with the corresponding rate card fees.

- 1. Defined Terms:** The term "Event" refers to the International Association of Amusement Parks and Attractions ("IAAPA") Expo Asia in 2027 at the International Exhibition Center, Osaka ("Event Facility"). The term "Agreement" refers to, collectively, the Sponsorship Program Order Form and these Terms and Conditions. The term "Sponsor" refers to, collectively, the entity or person that executes this Agreement to sponsor the Event and each of its officers, directors, shareholders, employees, contractors, agents, representatives, and/or assigns, as applicable.
- 2. Compliance; No Endorsement:** The parties agree that the activities contemplated by the Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Sponsor hereby agrees to be bound by this Agreement, the [IAAPA Show Policies](#), the [IAAPA Privacy Policy](#), and any additional rules, regulations, and policies as may be adopted and communicated by IAAPA or the Event Facility. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No materials developed or intended for use in connection with a sponsorship will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the sponsorship selected, IAAPA will provide appropriate acknowledgment and recognition of the sponsorship in accordance with applicable laws, rules, and regulations.
- 3. Listings and Promotional Materials; Recording of Event:** Sponsor grants to IAAPA a worldwide, perpetual, non-exclusive license to use, display and reproduce the name, trade names and product names of the Sponsor in any directory (print, electronic or other media) listing the sponsoring companies and to use such names in IAAPA promotional materials. IAAPA shall not be liable for any errors in any listing or descriptions or for omitting the Sponsor from such a directory or other lists or materials. Sponsor represents and warrants it owns, or has right to use under a valid license, intellectual property to be used for Sponsor's promotion. Sponsor acknowledges that the Event may be photographed, recorded, and reproduced in any form (including digital formats) and hereby authorizes IAAPA and its designees to photograph, record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. Sponsor hereby releases IAAPA and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.
- 4. Liability, Indemnification, and Insurance.** Sponsor agrees to indemnify, defend, and hold harmless IAAPA, its officers, directors, employees, and agents, from and against any and all suits, claims, damages or losses, including reasonable attorneys' fees and costs, arising from the negligence, intentional misconduct, or breach of the Agreement by Sponsor or its officers, directors, employees, or agents. In no event will IAAPA be liable to Sponsor, whether in contract or tort, for any amount in excess of the sponsorship fees in relation to any damages, including lost profits, arising out of or relating to this Agreement, the IAAPA Event, the sponsorship, the conduct of IAAPA, any breach of the Agreement, or any other act, omission, or occurrence. In no event shall IAAPA be liable, whether in contract or tort, for any indirect, consequential,

exemplary, punitive or special damages or awards (or any similar categories of damage in any jurisdiction). The parties shall each maintain appropriate and sufficient insurance to cover their obligations under the Agreement.

- 5. Sponsor Content.** No logos, trademarks, media, advertising content, and/or other media, materials, or content developed or intended for use in connection with this Agreement ("Sponsor Content") may be distributed or otherwise used prior to IAAPA's advance review and approval. Sponsor Content must not be false, deceptive, misleading, illegal, harassing, discriminatory, disparaging, obscene, offensive, or otherwise objectionable, as determined by IAAPA in IAAPA's sole discretion. Sponsor Content including advertising content, if any, should be consistent with the industry's best practices in safety. Photos or illustrations cannot depict unsafe ride conditions or rider behavior (i.e. hands in air vs. holding on while riding). If advertisements or other Sponsor Content are submitted with aforementioned content, IAAPA can request new artwork, refuse artwork, or modify (within reason) the artwork. Please refer to [IAAPA.org](#) for industry safety tips.
- 6. Representations and Warranties.** Sponsor represents and warrants that Sponsor (i) will fulfill its obligations under the Agreement in a professional, competent, and timely manner, (ii) has appropriate authority and/or permission to use the Sponsor Content and performance by Sponsor under the Agreement will not infringe any third party proprietary or personal rights (including, without limitation, trademark rights, copyrights, or privacy rights); and (iii) will not engage in any conduct that may harm or disparage IAAPA's business reputation (with any such determination to be made in IAAPA's reasonable discretion).
- 7. Termination:** Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination of the Agreement by IAAPA, IAAPA will determine an equitable basis for the refund of a portion or all of the fees paid by Sponsor, after due consideration of expenditures and commitments already made.
- 8. Cancellation:** All cancellations must be submitted in writing to IAAPA at: Sponsorship@IAAPA.org. In the event that Sponsor cancels the Agreement, 100% of the total sponsorship fees payable under the Agreement shall become immediately due and payable by Sponsor as liquidated damages. Upon receipt of cancellation notice from Sponsor, IAAPA shall have no further obligations to the Sponsor under the Agreement. If Sponsor fails to make any payment when due or otherwise breaches its obligations under this Agreement, IAAPA reserves the right to treat such breach as a cancellation by Sponsor subject to the liquidated damages set out above.
- 9. Postponement:** IAAPA may postpone the Event, or decide to hold all or part of the Event virtually, for any reason, and Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the virtual Event or the new Event dates. The parties acknowledge and agree that IAAPA shall not be in breach of the Agreement by virtue of postponement of the Event, or the decision to hold all or any part of the Event virtually.
- 10. Data Protection:**
 - a.** For the purposes of this Agreement, the following terms shall have the following meanings:
 - i. "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Agreement, including

(without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR") the PRC Personal Information Protection Law ("PIPL") applicable to sponsors incorporated in China, etc. ii. "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.

- b.** Both IAAPA and Sponsor acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. Both parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
 - c.** Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA and any other information to be notified to the Data Subject(s) if so required by the applicable Privacy Legislation; and (iii) Sponsor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
 - d.** Sponsor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Sponsor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Sponsor has specified to the contrary in writing stating what data may not be so shared or transferred.
- 11. IP Enforcement:** If Sponsor is attending, or is allowing its materials to be distributed at, the Event, the relevant provisions of the [IAAPA IP Enforcement Policy](#) shall apply in the event of a dispute.
 - 12. Severability:** If any provision of the Agreement is held to be illegal, invalid, or unenforceable under the present or future laws, then such provision shall be fully severable, and the Agreement shall be construed and enforced as if such illegal, invalid, or unenforceable provision had never comprised a part of the Agreement and the remaining provisions of the Agreement shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from the Agreement.
 - 13. Disputes:** Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the Agreement will be decided by binding arbitration. Specifically, all disputes between Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect, or, for disputes arising outside of the United States, under the JAMS International Arbitration Rules and Procedures as then in effect. The arbitration shall be conducted in the Orlando, Florida, USA area, or at such other location as the parties mutually agree, before one arbitrator, to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of the Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Florida, USA.

Please sign and email to Sponsorship@IAAPA.org.

By signing below, I acknowledge that I have read and agree to the terms as set forth above.

SIGNATURE: _____

PRINT NAME: _____ DATE: _____