

WHERE THE GLOBAL ATTRACTIONS INDUSTRY

CONNECTS AND GROWS

IN THE MIDDLE EAST

ABU DHABI, UAE

EDUCATION: 12-15 APRIL

SHOW FLOOR: 13-15 APRIL

▶ IAAPA.org/Expo-Middle-East/Exhibitors



FROM OUR CEO

We are excited to launch the very first IAAPA Expo Middle East.

For many years, IAAPA Members, both exhibitors and operators, have asked us to bring one of our trade shows to this rapidly growing region. While we initially planned to debut IAAPA Expo Middle East in 2026, the IAAPA Board of Directors made the difficult decision to postpone the event following careful consideration of the evolving situation in the region. The safety and well-being of our members, partners and global community will always remain our top priority.

With that in mind, we are proud to move forward with the inaugural edition in 2027 in Abu Dhabi, and we look forward to delivering an event that reflects the high standards and global impact our industry expects from IAAPA.

IAAPA Expos are renowned for their top-tier event management, comprehensive educational programs featuring industry-leading speakers, exclusive networking opportunities with key decision-makers, and unique backstage tours and insights that you won't find anywhere else.

The capital of the United Arab Emirates, Abu Dhabi will be the host for this exciting premiere. Abu Dhabi's dedication to creating exceptional leisure activities makes it a prime location for our industry. The world-class theme parks on Yas Island, globally renowned museums on Saadiyat Island, and numerous other attractions throughout the city have established Abu Dhabi as a top leisure destination in the region.

Combined with the appeal of neighboring emirate Dubai, IAAPA Expo Middle East will take place in one of the most dynamic tourism destinations in the world today.

ADNEC, a state-of-the-art convention center, will welcome IAAPA Expo Middle East in 2027, with nearby hotels offering a wide range of options to meet every traveler's needs and budgets.

Access has never been easier. Abu Dhabi International Airport is just 15 minutes from ADNEC with over 50 international airlines connecting Abu Dhabi to more than 100 destinations worldwide.

As a membership association, the IAAPA Team is committed to prioritizing the needs of our members and the industry at large. Our focus remains on fostering meaningful connections and delivering exceptional value for exhibitors, attendees, and members both within the region and globally.

We are looking forward to welcoming you to the historic premiere of IAAPA Expo Middle East 2027.

See you in Abu Dhabi!



A stylized, handwritten signature in black ink, consisting of several bold, sweeping strokes.

Jakob Wahl
IAAPA President and CEO

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 — For over a century, IAAPA has been the guiding force in the attractions industry, setting standards and fostering innovation.

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.

BUILD STRATEGIC PARTNERSHIPS

IAAPA Expos provide unmatched opportunities for collaboration. Meet with potential partners, suppliers, and collaborators who share your vision for pushing the boundaries of the attractions industry.

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 abreast of the latest trends, technologies, and consumer preferences shaping the attractions landscape. Learn from industry leaders and gain insights that empower informed business decisions.



IAAPA EXPO MIDDLE EAST 2027

IAAPA Expos are the epicenter of innovation for the entire attractions industry, welcoming everyone from FECs and museums to zoos and aquariums. With global attractions investment surging and predicted to continue growing, your presence at IAAPA Expo Middle East is not just an opportunity, it's a strategic imperative.

The trade show floor becomes your stage to unveil cutting-edge technologies, sustainable solutions, and immersive experiences that captivate today's discerning visitor.



Your presence at IAAPA Expo Middle East ensures you're not merely part of the conversation; you're shaping the future of how the world plays.

- ▶ Build connections with global and regional industry leaders
- ▶ Tap into the collective energy of a region experiencing unprecedented growth
- ▶ Access exclusive market insights
- ▶ Benefit from world class education



ABOUT ABU DHABI

It is rapidly becoming a global hub for leisure and tourism, making it an ideal location to do business.

▶ **INFRASTRUCTURE INVESTMENT**

As part of its long-term growth strategy, Abu Dhabi is investing heavily in tourism infrastructure, transportation, and hospitality to drive economic diversification, create jobs, and elevate the visitor experience.

▶ **ZAYED INTERNATIONAL AIRPORT**

This brand-new airport makes Abu Dhabi easily accessible for a third of the world's population.

▶ **UNIQUE ATTRACTIONS**

From iconic cultural landmarks to world-class entertainment, Abu Dhabi offers diverse attractions and experiences that inspire fresh ideas and industry insights.

▶ **STRATEGIC LOCATION**

Abu Dhabi's central location and efficient transit hub make it a convenient destination for global travelers

DISCOVER HOW THE BUSINESS OF FUN GETS DONE

| Exhibit Rates per sqm | STANDARD STARTING 18 APRIL 2026 |
|--------------------------|---------------------------------|
| Member: Space Only | \$415 |
| Member: Shell Scheme | \$465 |
| Nonmember: Space Only | \$515 |
| Nonmember: Shell Scheme | \$565 |
| Corner Fees | \$250 |
| Compulsory Insurance Fee | \$100 |

Pricing is per square meter. Minimum booth size is 3m x 3m.

[CLICK HERE TO VIEW THE FLOORPLAN](#)

GET STARTED

Complete an application to exhibit available [HERE](#).



NEW TO THE INDUSTRY? BOOK A TABLETOP EXHIBIT

There is an economical way to showcase your company's products and services. The tabletop exhibit package includes a 3m x 2m space with back and side panels, carpet, one counter high table, two stools, a nameboard including company name and booth number, LED spotlights on the back wall, one electrical socket, two exhibitor badges and five customer badges. Availability is limited.

Member Rate: \$2,000

Nonmember Rate: \$2,500

Contact ExhibitSales@IAAPA.org for more information.

INCREASE YOUR EXPOSURE

GET NOTICED FIRST

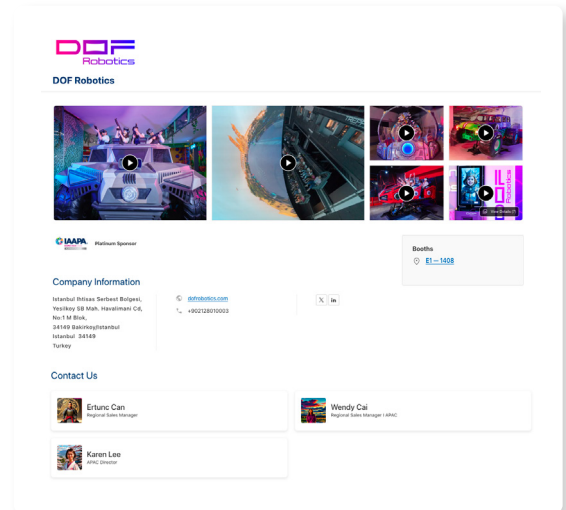
DIGITAL BOOTH UPGRADE

Supercharge your reach! Build awareness of your products and services before each Expo and drive engagement on the show floor.

You'll gain powerful advantages like:

- ▶ Premier Placement in Search Results
- ▶ Highlighted Booth on Floorplan
- ▶ Featured Exhibitor Listing
- ▶ Enhanced Content Options

Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, we equip you with the tools to make it happen.



Contact ExhibitSales@IAAPA.org for more information.

TARGETED SOLUTIONS



AMPLIFY YOUR EXPOSURE THROUGH SPONSORSHIP

Partner with us for enhanced exposure to a targeted audience through premium branding placements, exclusive speaking opportunities, and direct engagement with the audiences that matter most. Act quickly - premium opportunities are filling fast

Contact Sponsorship@IAAPA.org



MAXIMIZE YOUR REACH WITH STRATEGIC ADVERTISING

IAAPA offers a range of advertising opportunities designed to connect your brand with industry professionals. Reach specific industry segments or maximize visibility, through bundled online, digital, and print opportunities.

Contact Advertising@IAAPA.org

TAILORED FOR **GLOBAL IMPACT**

IAAPA Expos offer innovative opportunities, each catering to specific regions with unique growth trajectories:



IAAPA Expo Asia

2026 - Hong Kong, China

2027 - Osaka, Japan



IAAPA Expo Europe

2026 - London, United Kingdom

2027 - Vienna, Austria



IAAPA Expo

2026 & 2027 - Orlando, FL, U.S.

Visit IAAPA.org/IAAPAExpos to learn more!

SHOWCASE YOUR INNOVATION AND GROW WITH IAAPA

Contact ExhibitSales@IAAPA.org today to secure your booth space!

