



MEMBER BENEFIT GUIDE



FROM OUR VICE PRESIDENT

As we embark on another exciting year in the attractions industry, I'm excited to introduce the 2026 IAAPA Membership Benefit Guide. This will serve as your roadmap to the resources, connections, and insights designed to help your business thrive in one of the world's most rapidly evolving attractions landscape.

For more than a century, IAAPA has been at the forefront of the attractions industry, championing innovation, growth, and advocacy. Here in North America, our dedicated regional team is focused on delivering localized expertise, timely support, and meaningful opportunities that reflect the scale, diversity, and pace of our industry — from large destination attractions to family entertainment centers, manufacturers, suppliers, and emerging concepts.

Your IAAPA membership is designed to support you at every stage of your journey. This year, we're continuing to enhance the member experience by making it easier to access, personalize, and maximize the value of your benefits, including:

- ▶ **A More Personalized Member Experience** - Discover relevant content, education, and opportunities tailored to your interests and business needs across North America. Navigate your full suite of member benefits seamlessly, both online and within this guide.
- ▶ **Expanded and Evolving Offerings** - Explore new and enhanced benefits created to meet the changing needs of today's attractions industry. Including free access to educational programming and benchmark reports to see how your business compares to competitors.
- ▶ **Breaking News and the Latest Trends** - Receive industry updates to your inbox with access to our global archives filled with articles, best practices, and case studies on the global attractions industry.

At the heart of IAAPA is our belief in the power of connection. As a member, you are part of a global network of innovators, operators, creators, and leaders who are shaping the future of fun. Through year-round education, advocacy, research, and world-class events, we're here to help you connect, learn, and succeed—no matter where you are in your business journey.

This guide reflects our commitment to delivering meaningful value and serving as a trusted partner to you and your organization. We're proud to support the North America attractions community and look forward to helping you make the most of your IAAPA membership.

Welcome to the IAAPA family. Together, we'll continue to strengthen and shape the future of the attractions industry across North America and around the world.



A handwritten signature in black ink that reads "Todd Andrus".

Todd Andrus
Vice President and Executive Director, IAAPA North America

YOUR COMPETITIVE EDGE STARTS TODAY!

WHY JOIN IAAPA?

It is the **world's largest global network** of attractions industry professionals, dedicated to helping you connect, grow, and succeed. For over a century IAAPA has been providing **unparalleled access** to global industry insights, **exclusive networking** opportunities, and essential business resources designed to **elevate your business and career**.

You will gain the tools and support needed to stay ahead of trends, enhance safety, increase sustainability, and maximize guest experiences—all while saving money on essential industry events and resources.

9,500 IAAPA Members

110+ countries and regions



1,000+ HOURS

of in-person and virtual
EDUCATIONAL CONTENT
delivered each year

100+ COMMITTEE AND VOLUNTEER LEADERS

shaping the future of the industry



4

MAJOR GLOBAL EXPOS

held annually in NORTH AMERICA,
EUROPE, ASIA, AND
NEW IN 2026 - MIDDLE EAST



8

GLOBAL OFFICES

Brussels, Dubai, Hong Kong SAR,
Mexico City, Orlando, São Paulo,
Shanghai, and Singapore



90+

FULL-TIME STAFF

across the globe dedicated
to your success



1 MISSION

to inspire, grow, and protect
the global attractions industry

YOUR COMPETITIVE EDGE STARTS TODAY!

WHY JOIN IAAPA?

OUR PURPOSE

We exist to connect the diverse and dynamic attractions industry, for the good of us all. Through this, we grow and improve our members, our companies, and our industry.

OUR VISION

IAAPA's vision is to be the driving force behind the global attractions industry's growth and success.

FUELED BY:

- ▶ Inspiring our members with innovative ideas and best practices.
- ▶ Growing the industry through collaboration and strong member connections.
- ▶ Protecting the industry's reputation by promoting safety and high standards.
- ▶ We are committed to being an invaluable resource for our members worldwide, a respected authority within the industry, and a top-tier employer for our talented team.



FIND THE MEMBERSHIP THAT FITS FOR YOU!

COMPANY MEMBERSHIP



AMUSEMENT FACILITY

Designed for operators of attractions and immersive-driven venues including amusement parks, water parks, family entertainment centers, zoos, aquariums, museums, resorts, cruise lines, stadiums, and other leisure entertainment destinations.



MANUFACTURER, SUPPLIER & CONSULTANT

For companies that provide products or services to the attractions industry, including ride manufacturers, food and beverage suppliers, consultants, and more.

INDIVIDUAL MEMBERSHIP



ATTRACTION PROFESSIONAL

Ideal for professionals not affiliated with a specific facility or supplier company but who are involved in the attractions industry.



YOUNG PROFESSIONALS

Tailored for individuals aged 35 and under who are beginning their careers in the attractions industry.



STUDENT

For full-time students pursuing a career in the attractions industry.



RETIREE

For individuals with 5+ years in the attractions industry who are now retired.



EDUCATOR

For full or part-time faculty or staff at educational institutions who develop or support curriculum related to the attractions industry.

QUICK COMPARE SECTION

	COMPANY MEMBERSHIPS		INDIVIDUAL MEMBERSHIPS					NONMEMBER	
	Amusement Facility	Manufacturer/Supplier	Attraction Professional	Retiree	Educator	Young Professional	Student	Nonmember	
MEMBERSHIP	Access to IAAPA.org	Account logins for all employees	Account logins for all employees	One personal login	One personal login	One personal login	One personal login	One personal login	One personal login - non-member content only
NEWS	Funworld magazine	Up to 15 print copies, unlimited digital copies	Up to 10 print copies, unlimited digital copies	Digital only	Digital only	Digital only	Digital only	Digital only	Current edition available on IAAPA.org
	Funworld archive online	✓	✓	✓	✓	✓	✓	✓	✗
	News Hub on IAAPA.org	✓				✓	✓	✓	✓
	News Daily e-newsletter	For all employees	For all employees	✓	✓	✓	✓	✓	✗
	Advertising opportunities in print and online	✓	✓	✓	✓	✓	✓	✓	Nonmember rate
CONNECTIONS	Connect+ Marketplace	✓	Free basic listing, member pricing for enhanced listing	✓ No Company Name	✓ No Company Name	✓ No Company Name	✓ No Company Name	✓ No Company Name	✗
	IAAPA Job Board	Member pricing for all job listings	Member pricing for all job listings	✓	✓	✓	✓	✓	✓
	IAAPA Food Purchasing Program	✓	✓	✗	✗	✗	✗	✗	✗
	Research Reports	✓ Included in dues	✓ Included in dues	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	✓ Individual member pricing	Nonmember rate
	Facility Toolkits	✓	✓	✗	✗	✗	✗	✗	✗
	Crisis Communication Template	✓	✓	✓	✓	✓	✓	✓	✗
EXPOS	Opportunity to exhibit at IAAPA Expos	Member pricing	Member pricing	✗	✗	✗	✗	✗	✓
	Opportunities to sponsor IAAPA Expos and other events	Member pricing	Member pricing	✗	✗	✗	✗	✗	✗
	Free Access to IAAPA Expo Education Conference	✓	✓	✓	✓	✓	✓	✓	✗

The benefits listed represent a selection of IAAPA member offerings and do not reflect the full scope of membership advantages. To view the complete list, please visit <https://iaapa.org/membership/membership-benefit>

UNLOCK EXTENSIVE MEMBER BENEFITS

No matter which membership type you choose, you'll enjoy access to a full range of benefits designed to support your growth, connect you with industry leaders, and give you a competitive edge.



NEWS/EDITORIAL

- ▶ Industry updates to your inbox with IAAPA News Daily
- ▶ Receive six editions of Funworld, IAAPA's official publication in print and digital
- ▶ Share your press release on new products through News Daily
- ▶ Access to our online archives with articles and case studies on the global attractions industry



RESEARCH

- ▶ Keep up to date on important safety trends and best practices with safety research and reporting
- ▶ See how you compare to your competitors with the Global Benchmark Report
- ▶ Make data-driven decisions with global research on economic trends and consumer behavior



EXPOS, EVENTS, & NETWORKING

- ▶ Member discount for IAAPA Expo, Summits, and all other events
- ▶ FREE access to IAAPA Expo Education Program
- ▶ Member-only events and receptions, plus special ticket allotments for highly demanded IAAPA Expo events
- ▶ IAAPA Marketplace – Source your global business solutions
- ▶ Exclusive access to the IAAPA Member Lounge at IAAPA Expos, with complimentary amenities
- ▶ Engage in IAAPA Communities, member groups that connect professionals by sector, role, or interest to share insights and collaborate year-round.



ADVOCACY & INDUSTRY SUPPORT

- ▶ Stay ahead of policy changes and get updated on regulations that impact your business
- ▶ IAAPA advocates for you on national and international levels



PROFESSIONAL DEVELOPMENT

- ▶ Member discount for Certifications and Institute Programs
- ▶ Keeping you competitive with exclusive webinars and live chats covering the latest industry trends
- ▶ Access on-demand professional development content and IAAPA Expo education sessions—designed to fit your busy schedule
- ▶ Unlock exclusive IAAPA Career Center benefits: Access valuable career tools and resources, enjoy discounted member pricing on job postings, and post internships for FREE.



EXCLUSIVE PARTNER OPPORTUNITIES

- ▶ IAAPA Official Partner Program – Become a Partner and provide customized opportunities tailored to your business goals
- ▶ As an IAAPA member, you gain access to official partners offering innovative solutions and exclusive resources to help you succeed in today's competitive landscape



OPERATIONAL TOOLKITS

- ▶ A 24/7 crisis hotline and a Crisis Communication template, crafted by industry emergency experts and available for customization
- ▶ Expert facility manuals designed to support excellence in every aspect of your business
- ▶ Access expert-defined best practices to enhance your operations

UNLOCK THE FULL
VALUE OF MEMBERSHIP!
JOIN TODAY!



OFFICIAL PARTNERS AND THEIR SOLUTIONS



Fiserv and Clover's partnership with IAAPA, aimed at transforming payment systems in the attractions industry. As a global leader in financial technology, Fiserv and its Clover POS platform provide tailored, innovative solutions that enhance operations and guest satisfaction. The collaboration focuses on seamless payment experiences that support the industry's goal of delivering memorable visits.

IAAPA members gain access to exclusive perks including streamlined payment processing, advanced Clover POS systems, and powerful data insights. With dedicated support and tools built for attractions, members can optimize transactions, reduce friction, and improve operational efficiency.

These solutions help businesses elevate their guest experience while staying competitive in a fast-evolving market.

SEAMLESS PAYMENTS & BEYOND – PARTNERING WITH IAAPA TO ELEVATE YOUR GUEST EXPERIENCE

Join Fiserv and Clover to unlock exclusive IAAPA member benefits and revolutionize the way you manage payments. [Visit Clover's IAAPA Partner Page](#) today to get started on delivering secure, efficient, and delightful guest interactions that set your attraction apart.

Juliana Quintero

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Expression Capital Partners LLP is IAAPA's exclusive private equity and mergers & acquisitions advisory partner. Authorized and regulated by the UK Financial Conduct Authority, Expression brings a uniquely deep connection to the leisure and entertainment industry.

Unlike traditional private equity firms, the founders of Expression Capital were born into the industry. We represent generations of experience in securing sites, gaining permissions, designing, building, financing, operating, and innovating within attractions, hospitality, and live entertainment.

Expression is making significant investments in the long-term success, financial health, and innovation capacity of IAAPA members around the world.

We advise Entertainment Investments 1 LP, which focuses on investing in and scaling location-based entertainment platforms across the UK, US, and Europe, with global opportunistic exposure supported by strategic partnerships.

BENEFITS:

Expression provides expanded financial expertise, investment resources, and strategic guidance to attraction owners, developers, and operators across all global regions. Whether you are looking to buy, sell, merge, raise capital, or invest in the industry, Expression is here as your trusted IAAPA resource.

 Outreach@expressioncapitalpartner.com

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 www.expressioncapitalpartners.com

OFFICIAL PARTNERS AND THEIR SOLUTIONS



J&J Snack Foods is a leading provider of iconic and innovative snack brands across the U.S., including SUPERPRETZEL, ICEE, LUIGI'S Real Italian Ice, Hola Churros, and more. Serving both foodservice and retail sectors, J&J is known for delivering fun, craveable products that delight guests of all ages. With a strong focus on sustainability and responsible sourcing, J&J continues to grow while prioritizing health, the environment, and consumer trust.

IAAPA members gain access to a wide portfolio of beloved, high-quality snacks that are perfect for attractions, boosting guest satisfaction and driving repeat visits. From frozen beverages to baked goods and novelties, J&J's variety and reliability help operators serve fun, flavorful products with ease.

Members can also align with a company committed to sustainability, transparency, and long-term industry partnerships.

SERVE THE SNACKS GUESTS LOVE – PARTNER WITH J&J SNACK FOODS

Explore how J&J Snack Foods can help your attraction deliver crowd-pleasing favorites while supporting your commitment to quality and sustainability. Visit jjsnack.com to discover our full product lineup and learn how to bring more fun (and flavor) to your guests today.

✉ ConsumerRelations@jjsnack.com

📞 **856.665.9533**

@ [@dippindots](#) | [@theiceecompany](#) | [@superpretzel](#)

🌐 www.jjsnack.com



Satisfi Labs' conversational experience platform is designed to build

stronger relationships with customers through connected outbound campaigns and intelligent, AI-driven inbound chat. By unifying marketing, guest experience, and sales, the platform helps attractions transform every interaction into a meaningful touchpoint. Through personalized conversations and seamless journey management, businesses can engage guests across multiple channels and drive loyalty.

IAAPA members gain access to Satisfi Labs' powerful three-engine ecosystem: the AI Agent Engine for automated, personalized guest interactions; the Marketing Engine for streamlined, multi-channel

outreach; and the Live Chat Engine for smooth transitions between AI and human support. This integrated approach enables attractions to enhance guest satisfaction, capture valuable data, and drive repeat visits—all while optimizing internal workflows.

READY TO TAKE THE NEXT STEP ON YOUR AI JOURNEY?

Partner with Satisfi Labs to revolutionize your guest experience through conversational AI and intelligent engagement tools. Visit satisfilabs.com to explore how our three-engine platform can help your attraction connect, convert, and grow.

Dan Flores, Head of Tourism

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OFFICIAL PARTNERS AND THEIR SOLUTIONS



SB Value is a food-buying program built to help businesses in the attractions industry save significantly on food and kitchen supplies. As US Foods' largest client, SB Value leverages \$10 billion in buying power across 28,000+ locations to deliver premium pricing without contracts, fees, or minimums. Members enjoy an average savings of 17%—all while maintaining full flexibility in what and how they purchase.

IAAPA members benefit from effortless profit through reduced food costs, simplified ordering, and greater operational efficiency. The program requires no membership fees or long-term commitments and offers access to responsibly sourced, sustainable products through US Foods' Serve Good program. With SB Value, members can boost profitability without changing how they operate—just by doing what they already do, but at a better price.



TrustLayer is a compliance automation platform that helps IAAPA members streamline the collection, verification, and tracking of vendor documentation, such as Certificates of Insurance (COIs). Instead of chasing paper or managing endless spreadsheets, members can centralize compliance in one platform that scales with the size and scope of their events.

With TrustLayer, IAAPA members:

- Eliminate compliance gaps that put attractions and events at risk.
- Automate COI tracking and verification for vendors, EACs, and partners.
- Onboard faster and more transparently, with less manual follow-up.
- Reduce liability exposure without slowing down operations.

SPEND LESS. EARN MORE. EFFORTLESSLY.

Join SB Value and unlock powerful food cost savings with zero hassle. Visit <https://www.wegrowvalue.com> to start saving today—no contracts, no fees, just smarter food purchasing made easy for your attraction.

Trip Wheeler

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📞 980-429-0398

@ Facebook

@ Instagram

🌐 www.wegrowvalue.com

By simplifying compliance, TrustLayer enables IAAPA members to focus on creating safe, memorable guest experiences—knowing their vendor risk is managed in the background.

ELIMINATE RISK. SCALE CONFIDENCE.

Join IAAPA and TrustLayer to simplify vendor compliance and safeguard your events.

Visit trustlayer.io to learn more and see how automated compliance can power your next attraction or expo.

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THANK YOU

TO OUR 2026 IAAPA GLOBAL SPONSORS



UNLOCK THE FULL VALUE OF IAAPA MEMBERSHIP

NEXT STEPS:

1. JOIN IAAPA

Sign up online to unlock exclusive benefits and savings.

2. LOGIN AND UPDATE YOUR MEMBER PROFILE

PRO TIP: If you're part of a company membership, don't forget to add your team! Your roster is unlimited—so everyone can access member benefits and stay connected.

Special Note: Only the primary contact can add or edit team members. If you don't have access to make changes, reach out to your IAAPA regional office for assistance.

3. ATTEND AN EVENT

Register for an IAAPA Expo, Summit, networking event, or webinar—and discover the full value of IAAPA membership through connection, learning, and exclusive benefits

4. ENHANCE YOUR EXPERTISE

Enroll in any IAAPA professional institute or certification program.

5. GET INVOLVED

Join an IAAPA committee, task force, become a speaker, or submit for an IAAPA Award.

TURN MEMBERSHIP INTO MOMENTUM



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