



Press Conference Guidelines at IAAPA Expos

To host a press conference at an IAAPA Expo, your announcement should meet at least one of the following criteria:

- Announcement of a new product, ride, attraction or theme park (must include images/renderings and anticipated date timeframe of debut)
- Introduction of a new feature or exhibit at your park or facility
- New company initiative or offering
- Facility or park expansion plans
- Partnership announcements
- Leadership transitions or significant personnel updates
- Major company milestones (e.g., 25, 50, or 75 years in operation) accompanied by relevant celebratory news
- Company rebranding or renaming
- Significant staffing incentive programs (e.g., education benefits, loan repayment initiatives, wage increases)

Required Elements for Your Press Conference Presentation

To ensure a professional and impactful press conference, your presentation must include:

- A senior executive or appropriate company representative to deliver remarks
- An approved spokesperson available for post-event media interviews
- Strong visual assets, such as physical models, prototypes, video presentations, renderings
- Printed or digital collateral for distribution to media
- A one-sentence summary of your announcement submitted by the IAAPA Global Communications Team's stated deadline

Recommended Materials and Best Practices

To elevate your presentation, we recommend the following:

- Use of high-quality audio/visual equipment (see your Exhibitor Services Guide for IAAPA-approved vendors)

- Optional: Submit a request to schedule a planning call with the IAAPA Global Communications Team
 - Upon submission, we will contact you to confirm a date and time for the call

Key Considerations for Hosting a Press Conference at Expo

- Press conferences are limited to 25 minutes and must start exactly a designated time
- Non-exhibiting members must partner with an exhibiting company to be eligible
- Access to the IAAPA-provided press conference room is available to all exhibitors, with priority given to IAAPA members
 - IAAPA-provided space is limited and comes with A/V set up and seating
- Media list is available upon request—please contact PressOffice@IAAPA.org
- The IAAPA Communications Team will promote the overall press conference schedule through media outreach; however, **individual exhibitors are responsible for promoting their own announcements, and IAAPA cannot guarantee media attendance.**

Scheduling & Cancellations

- Desired press conference times are not guaranteed. IAAPA will make every effort to accommodate your preferred time slot; however, final scheduling decisions will be made at the discretion of the IAAPA Communications Department.
- Final press conference dates/times will be confirmed no later than four weeks out from the show.
- No schedule changes will be accepted within two weeks of the Expo

To cancel your press conference, email PressOffice@IAAPA.org.

Additional PR & Media Opportunities Beyond a Press Conference

In the event exhibitors do not meet the criteria for an official press conference — or are looking for additional ways to amplify visibility — IAAPA offers several opportunities to support your media outreach efforts before and during Expo:

- **Press Releases & Media Alerts**
Distribute news and announcements ahead of the show and during Expo to help generate awareness and media interest.

- **Leverage Social Media**
Utilize engaging social media content, teaser videos, behind-the-scenes moments, product reveals, and exhibitor updates to build momentum leading into Expo week.
- **Incorporate Strong Visual Elements**
Eye-catching visuals, renderings, demonstrations, prototypes, and interactive experiences can help attract media attention on the trade show floor.
- **Press Office Media Kit Distribution**
Provide digital or printed press materials for distribution in the onsite press office, including press releases, media kits, fact sheets, USB drives, imagery, and company background information.
- **Pre-Expo Exhibitor Webinars**
Participate in informational webinars hosted ahead of Expo to help exhibitors maximize their PR and media opportunities onsite. A member of the Global Communications team will be there to speak to press conference information.
- **Access to IAAPA Global Communications Team**
Members of the IAAPA Global Communications team may participate in select exhibitor webinars to provide guidance, share best practices, and answer questions related to media engagement and press conference opportunities live during the session.

Please note: The updated eligibility criteria has been reviewed and approved by the IAAPA North America and Europe, Sub-Saharan Africa Manufacturers & Suppliers Committee.