



THE LEISURE INDUSTRY'S **PREMIER EVENT** IN EUROPE

VIENNA, AUSTRIA

EDUCATION: 20-24 SEPT.

SHOW FLOOR: 21-23 SEPT.

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

SPONSORSHIP PROGRAM



ABOUT IAAPA EXPO EUROPE

CONNECT WITH BUYERS FROM THE ATTRACTIONS INDUSTRY

IAAPA EXPO EUROPE 2025



**BARCELONA,
SPAIN**



18.168

Registered
Attendees



710

Exhibiting
Companies



20.916

Square Meters Sold

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

Sponsorship@IAAPA.org

By the end of 2027, the amusement and theme park industry in Europe is expected to have just over
205 MILLION VISITORS
and spend over \$10 billion.



Attendance is forecasted to rise by approximately **3%** through 2028, while **spending** is expected to increase by about **6%** over the same period. (Source: IAAPA, 2026)

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



440.000+

AVERAGE MONTHLY PAGEVIEWS ON
IAAPA.ORG



40.000+

IAAPA NEWS DAILY E-NEWSLETTER
SUBSCRIBERS



47.000+

BI-MONTHLY *FUNWORLD* READERS
(PRINT AND DIGITAL)

SPONSOR OPPORTUNITIES

BRANDING, BANNERS, AND MORE

(additional photo examples available upon request)



AISE SIGNS BRANDING — Exclusive

Prominently display your logo and booth number on aisle signs throughout the Expo, increasing brand visibility and helping attendees find your booth.



ATTENDEE BADGES — Limited

Receive exclusive logo recognition on ALL attendee badges and grab their attention from the moment they arrive at the registration desk!

ATTENDEE GIVEAWAY — Exclusive

Get your logo in the hands of every attendee. Sponsor works with IAAPA team to decide on the giveaway item.



EXPO BAGS — Exclusive

Get your brand in attendees' hands! Sponsor the official IAAPA Expo Europe Bags with your logo, booth number, tagline, and contact info. IAAPA handles design and production.

IAAPA MEMBER LOUNGE — Exclusive

Step into distinction with full naming rights to our premier Member Lounge—an elite space designed for connection, comfort, and influence. Sponsorship includes full naming rights, prominent logo recognition, and exclusive use of private meeting space.



IAAPA THEATRE NAMING RIGHTS — Exclusive

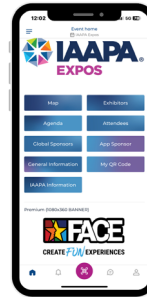
Gain exclusive recognition at the prestigious IAAPA Theatre, the hub for multiple premier events throughout the Expo. This sponsorship includes naming rights and the opportunity to showcase your video during special events held in the IAAPA Theatre.



LANYARDS — ALL FOUR EXPOS (Global Sponsor Only)

— Exclusive

Receive exclusive logo recognition on thousands of lanyards to be worn by all IAAPA Expo Europe attendees. This opportunity is offered at a global sponsorship level including IAAPA Expo Middle East, IAAPA Expo Asia, and IAAPA Expo.



MOBILE APP — Exclusive

Sponsor the Connect+ mobile app, IAAPA's digital platform for events, allowing attendees and exhibitors to make 1:1 connections. Sponsorship includes loading image, premium ad space, and a premium exhibitor listing.

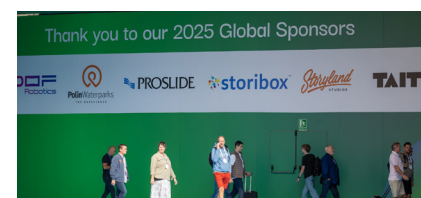


REGISTRATION — Exclusive

Grab their attention before they even arrive on site with your company's banner ad featured in the footer of the entire registration process and on all confirmation emails sent to IAAPA Expo Europe registrants. Continue the brand exposure onsite with high-visibility logo placement on the registration desks and directional signage.

ATTENDEE WI-FI — Exclusive

Free Wi-Fi is available to all attendees throughout the convention center the week of the show, and it can have your company's name on it. An exclusive sponsor will receive logo recognition on a splash page that refreshes daily on all mobile devices.



SPONSOR MULTIPLE EVENTS AND PROGRAMS AND RECEIVE A DISCOUNTED BUNDLE PACKAGE!

Contact the IAAPA Team at Sponsorship@IAAPA.org for details on event exclusivity and global sponsorships.

SPONSORSHIP

OPPORTUNITIES AND BENEFITS

OPPORTUNITIES

SPECIAL EVENTS AND EDUCATION

Lock in these Early Bird rates through 21 May 2027

	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ €9.500	☐ €14.500	☐ €22.500
EDUSessions	☐ €8.500	☐ €12.500	☐ €20.500
Opening Ceremony	☐ €8.500	☐ €12.500	☐ €20.500
Opening Reception	☐ €7.500	☐ €10.500	☐ €20.500
EDUTour	☐ €5.500	☐ €9.000	☐ €15.000
Indoor Entertainment Day	☐ €5.500	☐ €9.000	☐ €15.000
Safety & Security Day	☐ €5.500	☐ €9.000	☐ €15.000
Sustainability Day	☐ €5.500	☐ €9.000	☐ €15.000
Targeted Networking Receptions (Select from Three Receptions)	☐ €5.500	☐ €9.000	☐ €15.000
Water Park Day	☐ €5.500	☐ €9.000	☐ €15.000
Women in Industry Networking Lunch	☐ €5.500	☐ €9.000	☐ €15.000
Post Tour	☐ €4.500	☐ €8.000	☐ €14.000
Young Professional Reception*	☐ €4.000	☐ €7.000	☐ €11.000

*Sponsorship at the Silver Level does not qualify for global sponsor recognition.

BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

Lock in these Early Bird rates through 21 May 2027

	GOLD	PLATINUM
Global Lanyards — Exclusive (includes lanyards for all four IAAPA Expos in 2027)		SOLD
Expo Bags — Exclusive		☐ €30.000
IAAPA Theatre (Naming Rights) — Exclusive		☐ €28.500
Attendee Gift (as determined by IAAPA with consultation of sponsor) — Exclusive		☐ €28.500
IAAPA Member Lounge — Exclusive		☐ €27.000
Registration — Exclusive		☐ €25.000
Attendee WiFi — Exclusive		☐ €19.000
Banners/Aisle Signs — Exclusive		☐ €18.500
Mobile App — Exclusive		☐ €18.000
Attendee Badges — Limited	☐ €14.000	☐ €19.500

Sponsorships reserved after 21 May 2027 are subject to an additional fee of €1.000.

ALL IAAPA Expo Europe Sponsors are required to be IAAPA members.

Prices are shown are for IAAPA Expo Europe exhibitors. Non-exhibiting sponsors are subject to an additional €2.000 fee.

RESERVE WITH EARLY BIRD RATES AND SAVE!

ADD-ON PRICING AVAILABLE!

Add a sponsorship of a second or third event at the following 'add-on' rates (discounted rates do not apply to all opportunities):

► Silver Level: €4.000

► Gold Level: €6.000

► Platinum Level: €11.000

SPONSORSHIP

OPPORTUNITIES AND BENEFITS

BENEFITS

SPONSOR LEVELS

SILVER

GOLD

PLATINUM

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 Connect+ mobile app** platform



Recognition in IAAPA **News Daily** email prior to show (40.000+ 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 Europe 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. Sponsor recognition begins after the deposit payment has been made. IAAPA does not distribute or sell attendee lists with email information — the email campaign benefit for Gold and Platinum Sponsors is managed by IAAPA on behalf of 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. 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 (40,000+ 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: 20-24 SEPT. | SHOW FLOOR: 21-23 SEPT. | VIENNA, AUSTRIA

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S. | [IAAPA.org/Partners/Sponsorships](https://iaapa.org/Partners/Sponsorships)
North America | Phone: +1 321-319-7600 | Email: Sponsorship@IAAPA.org
Europe, Sub-Saharan Africa | Phone: +32 487 49 74 48
Middle East, North Africa | Phone: +971 50 976 9790
Asia Pacific | Phone: +852-2538 8799 or +86 21 51175878

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

SPONSORSHIP(S) AND LEVEL(S): _____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

EMAIL: _____ BILLING EMAIL (if different): _____

VAT NUMBER: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

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

SOCIAL MEDIA HANDLES: Instagram: _____ Facebook: _____

LinkedIn: _____ Other: _____

TOTAL PRICE: € _____

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of €2,000.
All sponsors are required to be IAAPA members.

PAYMENT OPTIONS:

50% DUE WITH CONTRACT. REMAINING BALANCE DUE BY 21 MAY 2027.

Flexible payment plans available upon request. Select your sponsorships and make full payment by 21 May 2027 to lock in early bird rates. Sponsorships reserved or payments received after 21 May 2027 are subject to an additional fee of €1,000.

PAYMENT METHODS:

☐ **CREDIT CARD.** IAAPA will send a secure payment link by email.

☐ **PAY BY WIRE TRANSFER IN THE AMOUNT OF € _____**

Bank of America, Account #58779021

IBAN: BE74 6858 7790 2107

Swift Code (if needed): BOFABE3X

Please identify yourself with your name, company name, and member ID and send proof of payment to AR@IAAPA.org

☐ **INVOICE ME.** IAAPA will issue an invoice for the required payment amount.

VAT INFORMATION

- Belgian companies: 21% VAT applies.
- EU companies with a valid VAT ID: Reverse charge applies (VAT exempt).
- Non-EU companies: VAT exempt under the place of supply of services rules

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

TERMS AND CONDITIONS

EDUCATION: 20–24 SEPT. | SHOW FLOOR: 21–23 SEPT. | VIENNA, AUSTRIA



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 Europe in 2027 at the VIECON - Vienna Congress & Convention Center ("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 Exhibitor/Sponsor and IAAPA shall be submitted to the International Chamber of Commerce ("ICC") for binding arbitration under its Rules of Arbitration then in effect. The parties agree, pursuant to Article 30(2)(b) of the Rules of Arbitration of the International Chamber of Commerce, that the Expedited Procedure Rules shall apply irrespective of the amount in dispute. The number of arbitrators shall be one. The seat of the arbitration shall be London, England. The language to be used in the arbitral proceedings shall be English. This Agreement and any dispute, controversy, proceedings or claim of whatever nature arising out of or in connection with it or its subject matter or formation (including any question regarding existence, validity or termination of this Agreement or any non-contractual disputes arising out of this Agreement) shall be governed by and construed in accordance with the law of England and Wales.

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: _____