



Press Conference Schedule

Tuesday, 22 September 2026

10:20 - 10:40 a.m. | Vekoma Rides Manufacturing x Efteling | Booth #S4316

Something new is taking flight at Efteling. Join Vekoma and Efteling for the unveiling of an innovative family attraction that introduces a new ride experience to the industry.

10:50 – 11:10 a.m. | Mack Rides x Karls | Booth #S823

Mack Rides will announce a new dark ride dining experience for the entire family.

11:20 – 11:40 a.m. | Gravity Group Wooden Coasters x MagicLand x MV Rides | Booth #S1226

MagicLand and The Gravity Group will unveil the zero car of MagicLand's major new attraction for 2027: a €15 million family wooden coaster, the first of its kind in Europe. Developed together with Martin & Vleminckx, the project represents a major new milestone in the Park's continued growth and transformation.

11:50 a.m. – 12:10 p.m. | Atelier Emocio x Parc Spirou | Booth #S2430

Parc Spirou and Atelier Emocio unveil Naruto Konoha Land: how a regional French park translated one of the world's top manga franchises into a fully immersive themed land.

12:20 – 12:40 p.m. | Brogent Technologies x Cailler | Booth #S3817

Brogent will unveil an exciting new partnership, introducing an innovative flying theater experience. Discover how premium content and immersive technology come together to create a new destination attraction.

12:50 – 1:10 p.m. | ProSlide Technology | Booth #S2522

ProSlide will unveil an exclusive look at an innovative new project arriving in Europe in 2026. Joined by the client behind the development, ProSlide will share the vision behind the project, the guest experience at its heart, and how the collaboration is bringing a new experience to life.

1:20 – 1:40 p.m. | DOF Robotics | Booth #S317/#S417

DOF Robotics will announce an exclusive licensing collaboration bringing the iconic Smurfs IP into the immersive attractions industry for the very first time. The event will also mark the global industry debut of the SphereFly, alongside exclusive first looks at our upcoming content lineup.

1:50 – 2:10 p.m. | Wibit Sports | Booth #S1002

Wibit Sports will unveil the ChallengeLine, the very first head-to-head competition format for floating water parks. Specially engineered modules let two participants race side by side to the finish, bringing a completely new competitive experience to the water.

2:20 – 2:40 p.m. | Zamperla Group x O'Fun Park | Booth #S1322

During IAAPA Expo Europe, Zamperla and O'Fun Park will officially unveil four new mechanical attractions set to open in 2027. All four attractions will be fully integrated into the park's immersive Wild West theme, combining high-quality design with family-friendly entertainment.

2:50 – 3:10 p.m. | Vekoma Rides Manufacturing x Jora Vision x Gröna Lund | Booth #S4316

A bold new attraction experience is about to make its debut. Join Vekoma, Jora Vision and Gröna Lund for the reveal of an exciting new concept that redefines what a modern dark ride can be.

3:20 – 3:40 p.m. | Valo Motion | Booth #S2502

Valo Motion marks its 10th anniversary in 2026 by bringing Groundfall, its new standalone mixed-reality product, to IAAPA Expo Europe. Groundfall is the most modular, retrofit-friendly product Valo Motion has built, a dedicated experience based on the viral floor-is-lava game that has already drawn 200 million-plus social media views on ValoArena.

3:50 p.m. - 4:10 p.m. | QubicaAMF x ROLLER | Booth #S1806

QubicaAMF Worldwide is announcing a new long-term strategic partnership with a leading venue management technology provider, bringing together complementary expertise to create more connected experiences for entertainment venues and their guests.

4:20 p.m. - 4:40 p.m. | BoldMove Nation | Booth #S1427

Exclusive announcement of new Spinfinity Splash Coaster opening in 2028, disclosure of park name and coaster details. Spinfinity Splash Coaster is a next-generation, world-first family attraction that combines the dynamic excitement of a rollercoaster with the splashing fun of water rides.

Wednesday, 23 September 2026

10:30 a.m. – 10:50 a.m. | P&P Projects | Booth #S3823

Announcement details coming soon.

11:00 a.m. - 11:20 a.m. | Leisure Expert Group x Momentum Leisure | Booth #S4513

The launch of Episodia, a collaboration between Momentum Leisure and Leisure Expert Group.

11:30 – 11:50 a.m. | WhiteWater | Booth #S423

Join WhiteWater at IAAPA Expo Europe as they share the latest developments shaping aquatic entertainment around the world. Hear about major new project openings,

upcoming destinations, new ride and attraction concepts, surf experiences, and the latest developments from Vantage. The session will also offer a first look at what's ahead for WhiteWater as we head into 2027.

Note: Press conference schedule is subject to change. Please refer to IAAPA Connect+ for the latest updates.