

LEADERSHIP CONFERENCE



LISEBERG | SWEDEN
JUNE 8-10, 2027

SPONSORSHIP PROGRAM



WHAT IS THE LEADERSHIP CONFERENCE FEATURING IAAPA HONORS?

WHERE LEADERS DEFINE WHAT'S NEXT

Experience IAAPA Leadership Conference featuring IAAPA Honors, taking place June 8-10, 2027 at Liseberg in Sweden. This newly evolved event brings together senior leaders and decision-makers from across the global attractions industry for three days of executive-level education, meaningful connections, and fresh perspectives on what's ahead.

Designed around the opportunities and challenges shaping the future of attractions, the conference will feature thought-provoking sessions, peer-to-peer discussions, and insights from accomplished industry leaders. Attendees will leave with new perspectives, practical strategies, and ideas to strengthen their organization and lead through change.

As part of the event experience, IAAPA Honors will recognize outstanding achievements and showcase some of the industry's most innovative work. Beyond celebrating excellence, attendees have the opportunity to learn from award-winning ideas and understand what made them successful.

The experience extends beyond the conference room with exclusive behind-the-scenes access at Liseberg, offering a closer look at the strategy, leadership, and operational thinking behind one of Sweden's leading attractions.

THE VALUE OF SPONSORSHIP

Align your brand with IAAPA Leadership Conference featuring IAAPA Honors, where senior leaders and decision-makers come together to exchange ideas, celebrate excellence, and shape what's next. Sponsorship provides a powerful opportunity to strengthen your presence, build influential relationships, and position your brand at the center of industry leadership and innovation.

► CONNECT WITH INDUSTRY LEADERS

Engage directly with senior leaders and decision-makers from across the global attractions industry in an exclusive and highly focused setting.

► BUILD STRATEGIC PARTNERSHIPS

Create meaningful connections with potential partners, customers, and collaborators who are shaping investment, innovation, and the future direction of their organization.

► POSITION YOUR BRAND AS AN INDUSTRY LEADER

Showcase your organization alongside IAAPA and leading attractions industry professionals, strengthening your brand visibility and demonstrating your commitment to the future of the global attractions industry.



SPONSORSHIP OPPORTUNITIES AND BENEFITS

SPONSORSHIP LEVELS AND INVESTMENT

PLATINUM: \$15,000 - Includes exclusive sponsorship of one event or item listed below

- ▶ Tuesday Welcome Reception
- ▶ Thursday IAAPA Honors Gala
- ▶ Wednesday Networking Dinner
- ▶ Lanyards

GOLD: \$10,000 - Includes exclusive sponsorship of one event or item listed below

- ▶ Networking Lunch (1 Day)
- ▶ Coffee Breaks (2 Days)

SILVER: \$6,000

OVERVIEW OF BENEFITS

SPONSORSHIP LEVEL	PLATINUM	GOLD	SILVER
Pre-Event Recognition			
One complimentary Leadership Conference featuring IAAPA Honors registration	●	●	●
Logo recognition on IAAPA.org event page	●	●	●
Logo recognition in Funworld magazine	●	●	●
Use of "Leadership Conference featuring IAAPA Honors" icon for your signatures, website, and ads	●	●	●
Logo recognition in the Know Before You Go email	●	●	●
A second complimentary Leadership Conference featuring IAAPA Honors registration	●	●	
Recognition in one IAAPA News Daily post	●	●	
On-Site Recognition			
Logo recognition on event signage	●	●	●
Logo recognition on pre-arrival slide loop	●	●	●
Verbal recognition by event moderator	●	●	●
Logo recognition on Connect+, IAAPA's official mobile app	●	●	●
Ability to provide giveaways at event (subject to IAAPA approval in advance)	●	●	
Logo recognition on onsite badges	●	●	
Exclusive sponsorship of one special event or item	●	●	
Reserved seating/tables (when applicable)	●	●	
Ability to showcase a 30-second sizzle reel at event (subject to IAAPA approval in advance)	●		
Acknowledgment of your selected sponsorship in one Connect+ push notification	●		
Add-on opportunity to exclusively sponsor an IAAPA Honors awards category	●		

Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. 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. Sponsor recognition begins after the deposit payment has been made. The event may include multiple sponsors, including those operating in similar or competing sectors. All sponsors must be IAAPA members.

AWARD CATEGORY SPONSORSHIPS

BE THE NAME BEHIND THE INDUSTRY'S HIGHEST HONORS

Leadership Conference featuring IAAPA Honors offers **Award Category Sponsorships**—an exclusive opportunity for our top supporters to align their brand with the industry's most prestigious recognition program.

As an Award Category Sponsor, your company receives **exclusive naming rights** for one of IAAPA Honors' elite award categories. This isn't just a moment in the spotlight—it's a **year-round brand elevation across IAAPA's global platforms**, culminating in high-impact visibility at the live awards celebration.

INVESTMENT

- ▶ **Available to Platinum Level Sponsors only**
(\$15,000 base investment)
- ▶ Award Category Add-On: \$5,000 per category
- ▶ Minimum total sponsorship: \$20,000

AWARD CATEGORIES

CATEGORY	NUMBER OF AWARDS
Food & Beverage Excellence	4
Games & Merchandise Excellence	4
Human Resources Excellence	4
Live Entertainment Excellence	6
Marketing Excellence	4
Sustainability Excellence	1
Safety & Security Excellence	1
The Constituency Awards	5

Note: Number of awards per category is subject to change based on number of applicants.

YEAR-ROUND BRAND RECOGNITION

- ▶ **Exclusive Category naming rights** ("Presented by [your company name here] across")
 - IAAPA.org
 - IAAPA Social media channels
 - Connect+ mobile app
 - *Funworld* magazine
 - IAAPA Press release
- ▶ Logo and verbal recognition in **finalist announcement**
Secure by December 10 (Published January 2027)
- ▶ Logo and verbal recognition in **winner announcement**
Secure by January 10 (Published February 2027)



EVENT-DAY VISIBILITY:

- ▶ **30-second sizzle reel at event** (subject to IAAPA approval in advance)
- ▶ Logo featured in **category video** highlighting finalists
- ▶ Logo on **event screens** during awards presentation
- ▶ **Congratulations card** with sponsor logo in award boxes for award recipients

Only one sponsor per category will be selected. Act fast, contact us today at Sponsorship@IAAPA.org to secure your category!

LEADERSHIP CONFERENCE



SPONSORSHIP AGREEMENT

June 8-10, 2027 Liseberg | Sweden

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S.

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

Latin America and Caribbean | Phone: +52 1 55 2214 7245 or +52 1 55 4368 7381

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____ COUNTRY: _____

WEBSITE: _____ SOCIAL MEDIA HANDLES: _____

VAT NUMBER: _____

All sponsors are required to be IAAPA members.

SPONSORSHIP LEVEL:

☐ PLATINUM SPONSORSHIP - \$15,000

Includes exclusive sponsorship of one event or item listed below.

Please rank your preference in order from 1-4.

_____ Tuesday Welcome Reception

_____ Wednesday Networking Dinner

_____ Thursday IAAPA Honors Gala

_____ Lanyards

☐ **ADD-ON AWARD CATEGORY SPONSORSHIP - \$5,000** per event category. Please choose award category you wish to sponsor: **First Choice:** _____ **Second Choice:** _____

☐ GOLD SPONSORSHIP - \$10,000

Includes exclusive sponsorship of one event

listed below. Please rank your preference in order from 1-2.

_____ Networking Lunch (1 Day)

_____ Coffee Breaks (2 Days)

☐ SILVER SPONSORSHIP - \$6,000

PAYMENT METHOD:

50% due with contract. Remaining balance due Feb. 11, 2027. Payment plans available upon request.

☐ **PAY BY CREDIT CARD.** IAAPA Team will provide a digital link.

☐ **MAIL A CHECK** IN THE AMOUNT OF \$ _____

CHECK #: _____ (Check must be drawn from a U.S. bank)

Check payable to: **IAAPA**

Send check to: **IAAPA, Attention: Sponsorship,**
4155 West Taft Vineland Road, Orlando, FL 32837 U.S.

☐ **I WILL WIRE TRANSFER** IN THE AMOUNT

OF (\$ _____ + \$25*) = \$ _____

(*Please include a \$25 transaction fee for all wire transfers.)

International Wire Transfer

SWIFT Code (use for International wires only): BOFAUS3N

Bank Account #: 0020-866-30597 (Payable to IAAPA)

Domestic Wire Transfer (from U.S. accounts only)

ABA/Routing Number (Domestic U.S. only): 026009593

Bank Account #: 0020-866-30597 (Payable to IAAPA)

Please be sure to identify yourself with the name
of the company and member ID.

☐ **I WILL PAY BY ACH TRANSFER**

(from U.S. accounts only)

ABA/Routing Number (Domestic U.S. only): 054001204

Bank Account #: 0020-865-69662 (Payable to IAAPA)

Bank of America • 1501 Pennsylvania Avenue, NW Washington, D.C.
20005

☐ **INVOICE US**

IAAPA team will provide an invoice for 50% deposit.

Questions? Contact us at Sponsorship@IAAPA.org

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") Leadership Conference featuring IAAPA Honors in 2027 at Liseberg ("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 Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect, or, for disputes arising outside of the United States, under the JAMS International Arbitration Rules and Procedures as then in effect. The arbitration shall be conducted in the Orlando, Florida, U.S. area, or at such other location as the parties mutually agree, before one arbitrator, to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of the Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Florida, U.S.

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.

PRINT NAME: _____ DATE: _____

SIGNATURE: _____