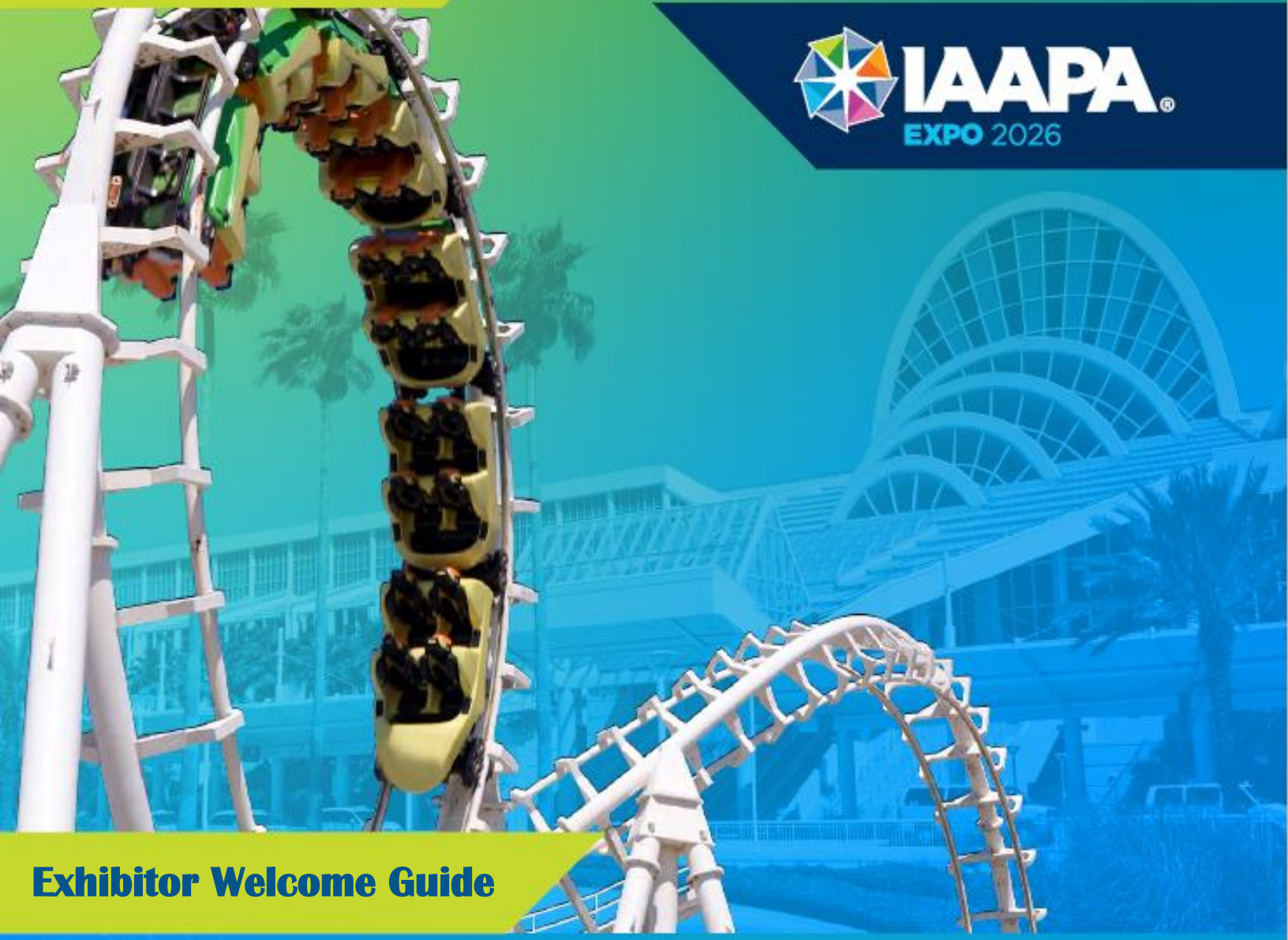


IAAPA EXPO 2026

Exhibitor Welcome Guide

THE GLOBAL ATTRACTIONS INDUSTRY'S

PREMIER EVENT

ORLANDO, FL, U.S.

EDUCATION
NOV. 16-19

SHOW FLOOR
NOV. 17-20

IAAPA.org/IAAPAExpo

IAAPA EXPO 2026

Exhibitor Welcome Guide

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Last updated: June 24, 2026

Welcome to IAAPA Expo 2026!

In the early 1900's, IAAPA was born out of a need for a unified voice for park owners to navigate the future, to set industry standards, and share operational best practices. The fledgling association grew over the years demonstrating a commitment to providing valuable resources and fostering a spirit of collaboration among its members. Even through the worst of times, the association remained committed to supporting its members and adapting to the evolving needs of the industry. IAAPA adapted to the growing global reach of the industry and its commitment to connecting and supporting amusement parks around the world.

After 100 years, IAAPA is amusement parks, zoos and aquariums, museums, and science centers, family entertainment centers, and water parks. We are manufacturers and suppliers that fuel the industry. We all seek to create and deliver exceptional experiences to our guests.

As you begin your 2026 journey as an IAAPA Expo exhibitor, whether it is your first expo or 31st expo, I encourage you to take advantage of the information that follows and incorporate it in your planning along with the Exhibitor Manual. Understanding and knowledge of the resources provided will help garner exhibiting success at IAAPA Expo.

Our imagination is the only limit to what the future holds, but one thing is certain: IAAPA will be there every step of the way, supporting its members, driving modernization, and ensuring that the attractions industry continues to thrive.

Should you have any questions, please reach out to our team at Exhibitors@IAAPA.org and let us assist you as only IAAPA can.

Sincerely,



Lane Vento, CEM, CMP
Director, Expo Operations, North America
International Association of Amusement Parks and Attractions

Exhibitor Information Center

Bookmark the IAAPA Expo Exhibitor Information page! This is your one-stop hub for all exhibitor-related resources. Here, you'll find everything you need to prepare for the event, including setup guides, key event details, promotional materials, and ways to enhance your exhibiting experience.

Exhibitor Resource Center

IAAPA Expo 2026 is introducing a new Exhibitor Resource Center where you will be able to easily access the Exhibitor Manual and Registration, complete required forms, monitor exhibitor deadlines, mark completed items off your checklist, and add other contacts from your company.

Exhibitor Manual

The Exhibitor Manual is now available, containing all the information and order forms exhibitors need to set yourselves up for success at IAAPA Expo 2026. The manual is divided into sections highlighting:

General Information – Includes the expo schedule, important show information, exhibitor-appointed contractors, floor plans, safety guidelines, tips for a secure experience, hotel reservations, parking information, and more.

Exhibitor Deadlines and To Do's – Review IAAPA Expo's Official Contractors and find ordering sites/forms for each, complete the exhibitor required forms, instructions for registering your staff and utilizing the checklist in your Exhibitor Resource Center, and select digital booth package upgrades. This section also includes information for Exhibitor Appointed Contractors (EACs) and the link to their registration page.

Booth Guidelines – Everything you need to know as you design your booth and components: Booth Display Specifications, the Orange County Convention Center's Exhibitor Information, guidelines for food and beverage sampling requests and preparation, and more.

Shipping and Material Handling – Information covering details on material handling, domestic and international shipping, move-in and move-out, hand-carry and POV policies.

Marketing Your Booth – Learn more about tools IAAPA offers to help your company and product standout, including Connect+, the Exhibitor Success & ROI Center, Brass Ring Exhibitor Awards, the Exhibitor Guest Program, media exposure, sponsorships and advertising opportunities, webinars, and more.

Rules and Regulations – Become familiar with requirements established to ensure IAAPA Expo is one of the best trade shows in the industry, from potential violations and union regulations to IAAPA's Expo and IP policies.

Exhibitor Bulletins

Exhibitor bulletins, sent periodically leading up to the expo, will contain important reminders and information to help keep you informed and on track as you prepare for IAAPA Expo. To ensure you and your team are set up to receive IAAPA Expo emails, please follow these steps:

- Set your email to receive emails from NorthAmerica@mail.IAAPA.org so exhibitor bulletins are not marked as spam.
- Using the new Exhibitor Resource Center, add any additional contacts to your account that you want to receive IAAPA Expo emails.
- If you miss a bulletin or want to read a past bulletin again, all exhibitor bulletins for IAAPA Expo 2026 will be accessible through the IAAPA Expo Exhibitor Information page to reference throughout the planning process.

If you miss any bulletins, previous editions can be found here.

Floor Plans

Based on IAAPA Expo's strong performance and demand from more than 200 companies waiting to exhibit, IAAPA Expo will occupy two buildings at the Orange County Convention Center beginning in 2026: The West Building and the South Building. Both buildings will feature exhibits, registration, education, member areas, exhibitor services, ground transportation, and parking. IAAPA Expo floor plans for the West Hall, South Hall, Outdoor Exhibits, and Orange County Convention Center Campus Overview can be found here.

Exhibitor Move-In

The Exhibitor move-in schedule varies based on whether the location of your booth is in the West or South Building.

South Building Exhibitor Move-in

Thursday, November 12	8 a.m. – 5 p.m.	Targeted Exhibitor Move-in
Friday, November 13	8 a.m. – 5 p.m.	Targeted Exhibitor Move-in
Saturday, November 14	8 a.m. – 7 p.m.	General Exhibitor Move-in
Sunday, November 15	8 a.m. – 7 p.m.	General Exhibitor Move-in
Monday, November 16	8 a.m. – 8 p.m. *	General Exhibitor Move-in

West Building Exhibitor Move-in

Friday, November 13	10 a.m. – 8 p.m.	Targeted Exhibitor Move-in
Saturday, November 14	8 a.m. – 8 p.m.	General Exhibitor Move-in
Sunday, November 15	8 a.m. – 8 p.m.	General Exhibitor Move-in
Monday, November 16	8 a.m. – 8 p.m. *	General Exhibitor Move-in

* All booths must be set or in the process of being set by 5 p.m. on Monday, November 16 to avoid a "Late Set-up" violation and penalty.

Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to see if you have been assigned a Targeted Move-In Date or are scheduled to begin setup during General Move-In days.

View the full IAAPA Expo schedule here.

Show Hours

Tuesday, November 17	10 a.m. – 6 p.m.
Wednesday, November 18	10 a.m. – 6 p.m.
Thursday, November 19	10 a.m. – 6 p.m.
Friday, November 20	10 a.m. – 4 p.m.

Exhibitors may access the show floor beginning at 7:30 a.m. on show open days. On Nov. 17-19, all exhibitors must exit the show floor by 7 p.m.

View the full IAAPA Expo schedule here.

Exhibitor Move-Out

IAAPA Expo has implemented a targeted move-out so there are different move-out times based on booth size and location. All booth materials should be removed or fully packed for removal by the end of your targeted move-out assignment. Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to review your assigned Targeted Move-Out Date.

All booths must remain staffed and intact until 4 p.m. on Friday, Nov. 20 to avoid an early tear-down violation and penalty.

West Building Halls and South Building Hall NA Exhibitor Move-out

Friday, November 20	4 p.m. – 1 a.m. +
Saturday, November 21	8 a.m. – 5 p.m.
Sunday, November 22	8 a.m. – 12 p.m. ^

South Building Halls SA, SB, and NB Exhibitor Move-out

Friday, November 20	4 p.m. – 1 a.m. +
Saturday, November 21	8 a.m. – 5 p.m.
Sunday, November 22	8 a.m. – 5 p.m.
Monday, November 23	8 a.m. – 12 p.m. *

+ Exhibitor Appointed Contractors (EACs) and those who will be accessing the hall to assist with exhibitor move-out on Nov. 20 will not be permitted on the show floor until 5 p.m. to allow attendees to exit the show and GES to roll up the aisle carpet. Please schedule labor accordingly.

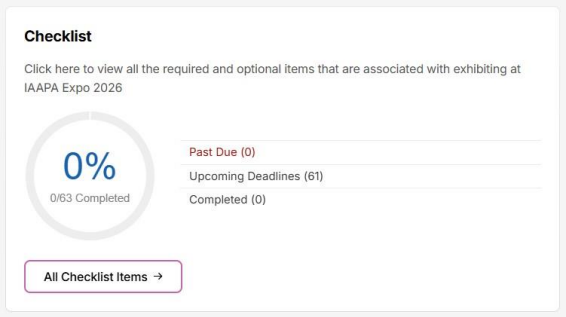
^ All carriers must check-in to the marshaling yard no later than 8 a.m. on Sunday, November 23.

* All carriers must check-in to the marshaling yard no later than 8 a.m. on Monday, November 24.

View the full IAAPA Expo schedule here.

Exhibitor Deadlines / To Do List

Ordering your services in advance will not only save time and money but help IAAPA's official contractors be better prepared to serve you and meet your needs.



Your Exhibitor Resource Center includes a Checklist exhibitors can use to stay on top of your to-do's, track what has been completed, add personalized notes, and link to the webpages or forms you need to accomplish your tasks.

For more information on the components of your Checklist and how to customize them for your needs, click here.

Registration

Exhibitor Registration

Exhibitor Registration is open so you can register your on-site staff for name badges, purchase special event tickets, invite your exhibitor appointed contractors to register for the expo as an EAC, invite guests to attend the expo, order lead retrieval services, and make hotel reservations. *Please be sure to register you and your team only through Exhibitor Registration in your Exhibitor Resource Center and do not register through the Individual or Group registration links.*

Login to your Exhibitor Resource Center using your email address to get started. You will need to be a User for your company to access your Exhibitor Resource Center.

Visit the Expo Badges / Exhibitor Registration Information page to read the badge guidelines, look up your staff badge allotment, and review all the exhibitor badge information.

Special Event Tickets

Attending Special Events is a great way to network during the expo. Tickets to Special Events can be purchased through Exhibitor Registration. Events can sell out quickly so purchase your tickets as early as possible. Click for IAAPA Expo pricing.

Please note that IAAPA Celebrates tickets cannot be purchased in bulk as they must be assigned to individual registrations. To make a bulk ticket purchase for other Special Events, please contact Registration@IAAPA.org.

Wristbands for Exhibitor Move-In/Out

Exhibitors have the option to wear wristbands to access the show floor prior to registration opening and can request to have them mailed in advance based on the parameters below.

- Exhibitor wristbands may be worn during move-in instead of their exhibitor badge through Sunday, Nov. 15.

- Wristbands are not valid on the last day of move-in, Monday Nov. 16, and all exhibitors must have their exhibitor badge to access the show floor on this day. Please be sure your on-site staff is aware of this so there are no delays accessing the floor on Monday.
- Exhibitor registration opens at 12 p.m. Saturday, Nov. 14 after which exhibitors can pick up and wear their exhibitor badge to access the show floor.

Continental U.S. based exhibitors can request to have wristbands mailed to you in advance by completing the Exhibitor Move-In Wristband form in your Exhibitor Resource Center no later than **Oct. 2**. Wristbands will be mailed via regular U.S. mail the week of Oct. 12. It is not necessary to request wristbands in advance. International companies and companies that miss the deadline may pick up wristbands on-site beginning Thursday, Nov. 12 at the IAAPA Security Office in either Room S211 on Level 2 in the South Building or Room W204C on Level 2 in the West Building.

Exhibitors may not access the show floor prior to Saturday, Nov. 14 unless they have been assigned a Targeted Move-In Date. Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to see if you have been assigned a Targeted Move-In Date or are scheduled to begin setup during General Move-In days.

Wristbands for move-out are only needed for those staff that were not registered for the show and do not have an IAAPA Expo Exhibitor badge. All staff participating in the move-out will need either an Exhibitor badge or wristband to access the show floor.

EAC staff should order EAC move-in and move-out wristbands through the EAC Registration site and pick-up the wristbands daily inside the labor entrances of the West, South, or North Buildings. Exhibitor move-in/out wristbands should NOT be ordered for or given to EAC staff.

For safety and security concerns, non-exhibitors are NOT permitted to access the show floor during move-in and move-out. Exhibitors that provide wristbands to buyers or EAC's will receive a $300 fine and/or loss of seniority points.

Official Contractors

Many companies use the internet to gain access to IAAPA Expo's exhibitor list then reach out via telephone or email pretending to be an official contractor for IAAPA Expo. Look for the IAAPA Expo Official Contractor seal to ensure you communicate and work with an approved IAAPA contractor.



Below is a list of IAAPA approved contractors you can comfortably conduct business with. Additional information on IAAPA Expo Official Contractors can be found here.

Official Contractor	Services (exclusive services in **bold**)	Discount Deadline	Online Ordering Site or Downloadable Order Form
GES	Booth Packages; Carpet/Floor Covering; Furnishings; Graphics/Signs; **Cleaning**; Install/Dismantle Labor; **Forklift & Labor**; **Material Handling**	Oct. 16	Order Online
Orange County Convention Center	**Electrical**; **Air/Water/Drain/Gas**; **Rigging/Sign Hanging**; **Aerial Lighting**	Oct. 12	Online Ordering Price List
PRG	Audio/Visual; Computers	Oct. 16	Online Ordering Order Form
Sodexo Live!	**Catering**; Dry, Refrigerated, or Frozen Storage; **Sample Distribution Requests**	Catering & Storage Orders – Oct. 18 Sampling Approval Requests – Oct. 27	Online Ordering Catering Flyer Catering Menu Dry, Refrigerated, & Frozen Storage Order Form F&B Sampling Approval Request Form
Smart City	**Internet**; **Telephone**	Oct. 12	Online Ordering Internet Order Form Telephone Order Form
onPeak	Housing	N/A	Online Reservations
MCI	Lead Retrieval	Early Bird – Sept. 21 Advance – Oct. 19	Online Ordering (through Registration) Pricing Sheet
Events TNT	Booth Security	Nov. 12	Order Form
TLC Convention Plant Services	Plants; Floral	Nov. 6	Website Order Form
Steven Miller Photography	Photography; Videography	Nov. 6	Order Form
Image	Interpreters; Hosts & Talent	N/A	Website Price Sheet
DSV	International Shipping	varies based on shipping method and destination	Website International Shipping Instructions

Non-official contractors need to be approved by IAAPA to access the show floor (see EAC Registration for more information).

Housing

It is recommended exhibitors book their hotel rooms as soon as possible through IAAPA's official housing provider, onPeak, to secure a reduced-rate hotel room and save money on your trip to Orlando. Rooms at the group rates are limited and available on a first-come, first-served basis. Reservations can be made through the IAAPA Expo Travel page.

Exhibitor Alerts

Exhibitors should always be attentive against attempts by individuals to lure them into undesirable agreements, to sell services that are not wanted or needed, or to fraudulently redirect funds from the intended recipient. Review the alerts that IAAPA Expo has put together here to help exhibitors avoid situations which can cause financial harm or loss of time and resources in fighting unlawful situations.

IAAPA does not sell exhibitor or attendee contact information. Companies not listed as official IAAPA Expo contractors or vendors are not affiliated with or authorized by IAAPA Expo. If you choose to engage with a company that is not an official IAAPA Expo contractor or vendor, please conduct your own due diligence, as IAAPA cannot verify, endorse, or assume responsibility for their services or representations.

Booth Display Specifications

As you design and plan your booth for IAAPA Expo 2026 and the components to include, be sure to review IAAPA Expo's Booth Display Specifications to ensure your booth is constructed per the guidelines for your specific booth type.

Please remember that IAAPA Expo is a cubic content show. Exhibitors are permitted to fully occupy the width and depth of the booth footprint up to the maximum allowable height based for your specific booth type. There is no height restriction based on sight lines within your booth space.

Hanging Sign & Graphic Setbacks

Only peninsula, split island, and island booths that are 400 sq. ft. and larger are authorized to have hanging signs. Linear booths may not hang anything above the booth space.

Split island booths will be allowed to have hanging signs with graphics facing adjacent booths to be set back no less than five feet (5') from the adjacent split island booth.

Peninsula booths with hanging signs with graphics facing the adjacent booths must remain set back no less than ten feet (10') from adjacent booths.

Any floor supported graphics over the 8' high drape facing adjacent booths regardless of booth type must remain set back no less than ten feet (10') from adjacent booths.

Carpet & Drape

All exhibitors (except those located in the outdoor exhibits) must have carpet or floor covering within the entire booth space. Floor covering options are available through GES or exhibitors may bring their own.

All booths (except island booths) will receive some type of drape. See the booth configurations and colors here.

The trade show floor consists of pavilions, each with its own carpet color to help attendees find companies easily.

West Hall

Pavilion / Area	Carpet Color
First Time Exhibitor	Safari (brown/black/white)
Food & Beverage	Red
Haunt	Black
Innovation Activation	Green
Operational Services	Gray
Tabletop	Safari (brown/black/white)
Mixed Product Area	Pepper (black/white/gray)

South Hall

Pavilion / Area	Carpet Color
Family Entertainment Center	Gray
Games & Arcade	Green
Inflatable	Blue Jay (blue/black/white)
Show Production & Design	Black
Water Parks & More	Blue

Booth Layout Form

ALL exhibitors are REQUIRED to complete the Booth Layout Form regardless of booth size and display type. Additional information is required for booths that are 20ft x 20ft (6.10m x 6.10m) or larger, feature an inflatable of any size, or are requesting a variance to the booth design specifications.

To access the form, log in to your Exhibitor Resource Center and click on Booth Layout Form under the Exhibitor Required Forms section. Once in the form, select “Yes” or “No” to the three questions and continue through the form based on your answers. The deadline to submit this form and required information is **Sept. 11** and late submissions or failure to submit are subject to fines and/or loss of exhibit seniority.

Audience Participation Safety Form & Ride Registration

ALL exhibitors are REQUIRED to complete the online Audience Participation Safety Form, regardless of booth size or display type. Additional information is required for booths that will have a product or device that moves a participant through a fixed course.

To access the form, log in to your Exhibitor Resource Center and click on Ride Reg/Aud. Participation under the Exhibitor Required Forms section. Once in the form, select all product types that relate to anything you will display in your booth. The deadline to submit this form and required information is **Oct. 2** and late submissions or failure to submit are subject to fines and/or loss of exhibit seniority.

Exhibitors displaying a dynamic device at IAAPA Expo are required to attend one of the review sessions presented by CLM Risk Management, the official show safety inspector. The required 30-minute sessions will take place **Monday, Nov. 16 at 10 a.m. and 3 p.m.** Please send a representative to attend one session so there are no delays in operating your product during the show.

Exhibitors with dynamic devices must have a first aid kit and fire extinguisher within their booth.

Additional Insurance

ALL exhibitors are required to complete the online Certificate of Insurance Form, regardless of booth size or display type.

IAAPA contracts a basic general liability policy for all exhibitors. Exhibitors that are displaying a dynamic product, serving or sampling any food or beverage not provided by the venue exclusive caterer Sodexo, cooking or using an open flame device, or using a heat-producing device must obtain and provide IAAPA with additional insurance coverage.

The additional insurance coverage must include the following:

- The Certificate of Insurance must have a total combined general liability policy to include the equivalent of US$3 million general aggregate and US$2 million per occurrence.
- The Certificate of Insurance must include the following information on the certificate: IAAPA, Orange County Convention Center, GES, their entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees, are additionally insured for IAAPA Expo 2026, November 12-23, 2026.
- The Certificate of Insurance must list IAAPA as the Certificate Holder with 4155 West Taft Vineland Road, Orlando, FL 32837 as the address.

If required, the Certificate of Insurance must be submitted to IAAPA using the Certificate of Insurance Form no later than **Oct. 9**. To access the form, log in to your Exhibitor Resource Center and click on Certificate of Insurance under the Exhibitor Required Forms section. Late submissions or failure to submit are subject to fines and/or loss of exhibit seniority.

Additional information can be found on the Exhibitor Insurance page.

Sustainability & Exhibitor Sustainability Pledge

Sustainability at IAAPA Expo
IAAPA and its partners are committed to instituting sustainable efforts whenever possible. Read about the practices being followed at this year's Expo here.

Exhibitor Sustainability Pledge
In an effort to make IAAPA Expo more sustainable, IAAPA is inviting exhibitors to participate in the IAAPA Expo Exhibitor Sustainability Pledge.

Participate is simple. We ask each company willing to take the pledge to select seven or more items from the following categories and commit to them for IAAPA Expo.

- Reducing Energy Use and Transport Emissions
- Designing for Reuse and Resource Efficiency
- Minimizing Emissions and Packaging from Logistics
- Preventing Waste and Lower the Environmental Footprint
- Offering Sustainable and Low-Waste Food & Beverage
- Responsible Sourcing and Accessibility

The full list of items you can choose to commit to can be found here.

To participate in the Exhibitor Sustainability Pledge, log in to your Exhibitor Resource Center and click on Sustainability Pledge under the Exhibitor Required Forms section.

In return for your company's commitment to IAAPA's sustainability program, the IAAPA sustainability logo will be added to your booth sticker on-site and you'll receive a digital badge added to your listing in Connect+.

Food & Beverage Sampling

All food & beverage samples brought into the Orange County Convention Center with the intent to distribute from your booth must be submitted to Sodexo Live!, the exclusive caterer at the convention center, for written approval by Oct. 27. Sampling requests should be submitted using Sodexo's Sampling of Consumable Guidelines Approval Request & Liability Application/Waiver found on the Food and Beverage Sampling/Preparation page.

Approved exhibitors that are the distributor or manufacturer of a product are allowed to sample food in 2 oz. servings or less and non-alcoholic beverage samples in 2 oz. servings or less (no cans or bottles). Alcoholic beverages may be sampled and must be serviced by a trained Sodexo bartender. Alcohol sample size is a half-ounce (0.5 oz.) serving or less and must be served by a trained Sodexo Live! bartender.

Failure to abide to the sample serving size could result in additional fees being charged by Sodexo.

It is each exhibitor's responsibility to ensure that lines or gatherings of attendees waiting to receive samples does not inhibit passage through designated aisles or visibility or access of other booths. Failure to maintain and control lines for your product samples is subject to fines and/or loss of exhibit seniority.

EAC Registration

An Exhibitor Appointed Contractor (EAC) is defined as any service contractor that is not an official service provider for the trade show. Examples include set-up/tear-down, I&D contractors, audio-visual, floral, etc. Official Contractors do not need to apply as an EAC. Exhibitors that are constructing their own booth using full-time employees of the company are not EAC's.

Exhibitor Appointed Contractors (EAC's) and Non-Official Contractors must be registered for IAAPA Expo. Refer to the Exhibitor Appointed Contractors page for instructions on registering your EAC's and to review all information related to Non-Official / Exhibitor-Appointed Contractors. The deadline for EAC's to register for IAAPA Expo is **Oct. 13**, after which late fees are assessed to the EAC.

Wristbands for exhibitor move-in should NOT be ordered for EAC staff. All EAC staff should order wristbands through the EAC Registration site and pick them up daily at the labor entrances to the Orange County Convention Center West, South, or North Buildings.

Material Handling & Move-In

Whether you are scheduled for a targeted move-in or for general move and whether you are shipping your materials to the GES advance warehouse or directly to show site at the Orange County Convention Center, here is what you need to know for the delivery of your shipment to your booth:

Targeted Move-In vs. General Move-In
Some exhibitors, due to booth size and/or location, are assigned a Targeted Move-In Date on Thursday, Nov. 12 or Friday, Nov. 13. ***This assignment does not mean that you need to begin set-up on your assigned Targeted Move-In Date, only that any direct shipments being delivered to the Orange County Convention Center should arrive on your Targeted Move-In Date.*** Exhibitors with an assigned Targeted Move-In Date will find all shipments sent to the GES advance warehouse at their booth by this day. Shipments delivered outside of your Targeted Move-In Date could result in off-target fees.

Exhibitors that have not been assigned a Targeted Move-In Date are scheduled for move-in during the General Move-In dates of Saturday, Nov. 14 through Monday, Nov. 16. Exhibitors scheduled for General Move-In will find all shipments sent to the GES advance warehouse at their booth by Saturday, Nov. 14. For shipments sent directly to the Orange County Convention Center, shipments should be scheduled to arrive during General Move-In dates. Shipments delivered prior to General Move-In dates could result additional fees.

Exhibitors that wish to change their Targeted Move-In Date assignment or that want a Targeted Move-In Date assignment may request this by completing and submitting the Target Variance Request Form to GES by Oct. 16. After your request is reviewed, you will be notified of the decision. Requesting a target change or assignment does not guarantee your request.

Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to see if you have been assigned a Targeted Move-In Date or are scheduled to begin setup during General Move-In days.

Advance Warehouse Deliveries
The advance warehouse is available to receive shipments beginning Oct. 1.

Shipments sent to the GES advance warehouse must arrive based on your Warehouse Target assignment to avoid late fees. Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to see your Warehouse Target assignment.

- **RED** or **BLUE**: shipments must arrive at the GES advance warehouse by 4 p.m. on Oct. 30 to avoid late fees.
- **ORANGE** or **GREEN**: shipments must arrive at the GES advance warehouse by 4 p.m. on Nov. 4 to avoid late fees.
- **PURPLE** or **PINK**: shipments must arrive at the GES advance warehouse by 4 p.m. on Nov. 6 to avoid late fees.

If you send your freight to the GES advance warehouse and have been given a Targeted Move-In assignment, your freight will be delivered to your booth by your Targeted Move-In Date, Thursday, Nov. 12 or Friday, Nov. 13, and ready for your arrival to begin set up.

If you send your freight to the GES advance warehouse and are scheduled for General Move-In, your freight will be at your booth by 8 a.m. on Saturday, Nov. 14 and ready for your arrival to begin set up.

Show Site Deliveries
If you send your freight directly to show site at the Orange County Convention Center and have been given a Targeted Move-In assignment, your freight delivery should be scheduled to arrive at the convention center on your assigned Targeted Move-In date, Thursday, Nov. 12 or Friday, Nov. 13. Upon arrival, your delivery vehicle will need to check-in at the marshaling yard. As space to unload at the convention center becomes available, vehicles will be dispatched to the convention center in the order they checked in. Upon arrival at the convention center, GES will unload the delivery vehicle and deliver the freight to your booth so you can begin setup. The truck will be weighed upon arrival and again upon exiting to determine the weight of the unloaded shipment. There are many variables in place with direct deliveries so it is impossible to know exactly when the freight will arrive at your booth.

If you send your freight directly to show site at the Orange County Convention Center and are scheduled for General Move-In, your freight should be scheduled to arrive on Nov. 14-16 and not before. Upon arrival, your delivery vehicle will need to check-in at the marshaling yard. As space to unload at the convention center becomes available, vehicles will be dispatched to the convention center in the order they checked in. Upon arrival at the convention center, GES will unload the delivery vehicle and deliver the freight to your booth so you can begin setup. The truck will be weighed upon arrival and again upon exiting to determine the weight of the unloaded shipment. There are many variables in place with direct deliveries so it is impossible to know exactly when the freight will arrive at your booth.

Please be sure to review the Material Handling Information and the Shipping Information.

Hand-Carry Policy

If you are planning to deliver materials directly to the Orange County Convention Center (OCCC), please be aware of the policies surrounding hand-carried materials. The main points of this policy are:

- The POV area is designed for privately owned vehicles, small rental trucks no larger than 22', or trailers no larger than 22'.
- Unloading in the designated POV areas must be completed and the vehicle removed within 30 minutes.
- Unloading and loading can only be done in the designated areas. If use of a loading dock is needed, the POV area and self-unload areas cannot be used.
- Each POV MUST HAVE TWO LICENSED DRIVERS. One person must always remain with the vehicle and vehicles may never be left unattended.
- Items allowed for hand-carry include:
    - Materials moved using a two-wheel dolly operated by one person.
    - Materials moved using a four-wheel furniture dolly operated by one person.
    - Products such as go-karts that are rolled in one at a time and by one person.
    - A product that is itself on wheels and rolled in by one person.
- Items prohibited from hand-carry include:
    - Anything in a crate.
    - Anything motorized.
    - Crates on wheels.
    - An excessive number of boxes/materials stacked on a dolly or cart that could be a safety hazard.
    - Large pieces of equipment or product that require multiple people to move.
    - Anything deemed unsafe by the freight supervisor.

Please be sure to review the Material Handling Information.

Clean Floor Policy

Due to the volume of crates, limited space for set up, and time needed to install aisle carpet, a Clean Floor Policy will be enforced. To assist with the overall setup of IAAPA Expo, please review the specific empty removal timelines identified below to help avoid any logistical disruptions to a successful event opening. Please discuss this policy with all staff and EAC's involved in your booth construction.

All crates will need to be tagged with the appropriate empty labels based on your targeted move-in time shown below. If not a $50 per crate surcharge will apply.

Review the appropriate West Building or South Building Inbound/Outbound Targeted Floor Plan to determine your targeted or general move-in assignment.

West Building Inbound/Outbound Targeted Floor Plan

South Building Inbound/Outbound Targeted Floor Plan

- **Red Booths**: Those exhibitors assigned an Inbound Targeted Move-in for Thursday, Nov. 12 at 8 a.m. must have all crates tagged for removal by 12 p.m. on Saturday, Nov. 14.
- **Yellow Booths**: Those exhibitors assigned an Inbound Targeted Move-in for Thursday, Nov. 12 at 1 p.m. must have all crates tagged for removal by 2 p.m. on Saturday, Nov. 14.
- **Blue Booths**: Those exhibitors assigned an Inbound Targeted Move-in for Friday, Nov. 13 at 8 a.m. must have all crates tagged for removal by 5 p.m. on Saturday, Nov. 14.
- **Orange Booths**: Those exhibitors assigned an Inbound Targeted Move-in for Friday, Nov. 13 at 1 p.m. must have all crates tagged for removal by 12 p.m. on Sunday, Nov. 15.
- **Green Booths**: Those exhibitors assigned for General Move-in beginning Saturday, Nov. 14 at 8 a.m. must have all crates tagged for removal by 5 p.m. on Sunday, Nov. 15.
- **Pink Booths**: Those exhibitors assigned for General Move-in beginning Sunday, Nov. 15 at 8 a.m. must have all crates tagged for removal by 2 p.m. on Monday, Nov. 16.
- **Purple Booths**: Those exhibitors assigned for General Move-in beginning Sunday, Nov. 15 at 8 a.m. must have all crates tagged for removal by 5 p.m. on Monday, Nov. 16.

Exhibitors may continue working within the booth space with Monday, Nov. 16 being the last day for exhibitors to complete final touch-up on their displays and have their product set by 5 p.m.

Label crates for empty removal as soon as they are empty and no longer needed. Since empty crates get stored in multiple locations, having them removed at the same time does not mean they will be stored together or returned at the same time.

Any crates without empty or accessible storage labels will be tagged by the floor managers or the General Service Contractor and removed from the exhibit hall, whether they are empty or not. Any retrieval or movement of these materials for exhibitors to finish set up of the booth will be at the exhibitor's expense.

All booths must be set or in the process of being set by 5 p.m. on Monday, Nov. 16.

There will be no exceptions to the Clean Floor Policy and violation may result in fines and/or loss of exhibit seniority

Move-Out & Outbound Shipping

All booths must remain staffed and intact until 4 p.m. on Friday, Nov. 20 to avoid an early tear-down violation.

Exhibitor Appointed Contractors (EACs) and those who will be accessing the hall to assist with exhibitor move-out on Nov. 20 will not be permitted on the show floor until 5 p.m. to allow attendees to exit the show and GES to roll up the aisle carpet so please schedule labor accordingly.

IAAPA Expo has implemented a targeted move-out so there are different move-out times based on booth size and location. Please review the Inbound/Outbound Targeted Floor Plan for the West Building or the South Building to review your assigned Targeted Move-Out Date.

West Building – Halls WA1, WA2, WA3, WA4, WB1

- Carriers MUST check in at the Marshaling Yard by 8 a.m. on Sunday, Nov. 22
- All exhibitor materials MUST be removed from the convention center by 12 p.m. on Sunday, Nov. 22

South Building – Hall NA

- Carriers MUST check in at the Marshaling Yard by 8 a.m. on Sunday, Nov. 22
- All exhibitor materials MUST be removed from the convention center by 12 p.m. on Sunday, Nov. 22

South Building – Halls SA, SB, NB

- Carriers MUST check in at the Marshaling Yard by 8 a.m. on Monday, Nov. 23
- All exhibitor materials MUST be removed from the convention center by 12 p.m. on Monday, Nov. 23

All outbound shipments require a GES material handling agreement, which can be picked up at the GES Exhibitor Service Desk on-site. Once all your materials have been packed, labeled and ready to be shipped, return the agreement to the GES desk. Pre-printed Outbound Shipping Labels can be requested online in advance or using the self-service label printing using the kiosks at the exhibitor service desk after creating a QR code in advance.

As part of the material handling service provided by GES, GES will move any packed materials from the booth to the loading area when the carrier vehicle arrives to pick up the outbound shipment. Shipping information, outbound forms, and labels will be available at the GES Exhibitor Service Center. Exhibitors can save time by completing the Request for Pre-Printed Outbound Labels form found in the GES IAAPA Site by Thursday, Oct. 16.

If your designated carrier fails to pick up your materials by the designated time or refuses to accept your shipment, GES will re-route such shipment at the exhibitor's expense.

Product Donations

At the conclusion of IAAPA Expo, exhibitors can donate new/unused items, such as plush, games, candy, T-shirts, rides, and more, to Give Kids the World Village, an 89-acre, nonprofit "storybook" resort in Central Florida where children with critical illnesses and their families are treated to weeklong, cost-free

vacations. IAAPA and many of our members have partnered with Give Kids the World Village for more than 30 years.

Exhibitors that have excess items at the end of the show can donate them to Give Kids the World Village quickly and easily. At the conclusion of IAAPA Expo on Friday, Nov. 20, drop off donation items to the designated Give Kids The World donation trailer in either the West or South Building from 4 to 6 p.m. In the South Building, donations can be dropped at the designated truck at the South Hall Loading Dock near the beginning of aisle S100. In the West Building, donations can be dropped at the designated truck at the West Hall Loading Dock #14 near the back of aisle W100 behind IAAPA Central.

To assist Give Kids the World Village with preparing for donations, exhibitors should download and complete the Give Kids the World Village In-Kind form and email it to Mark Richards at markr@gktw.org or fax it to 407-396-1207. Additional information and questions can be directed to Give Kids the World Village at 407-396-1114.

Show Rules & Violations

The IAAPA Manufacturers and Suppliers Committee has established guidelines to ensure a safe, professional, and attractive trade show. We ask all exhibitors to be mindful of IAAPA Expo's Show Policies and the penalties for not adhering to them. Those that violate the policies are subject to fines, loss of exhibit seniority, and/or removal from the trade show floor as detailed in the IAAPA's Show Rules and Violation Penalties. Common violations include:

- Late Setup (not having your booth set or in the process of being set by 5 p.m. on Monday, Nov. 16)
- Early Tear-Down before 4 p.m. on Friday, Nov. 20 / Booth Unstaffed for more than 30 Minutes / Not Showing to Exhibit
- Sharing / Co-Locating Booth Space / Display or Advertising for any Company other than the Exhibiting Company
- Cash and Carry Sales
- Product and/or Literature Displayed or Distributed Outside of the Booth
- Costume Characters Outside of Booth (unless in transit to enter/exit or use a changing room)
- Noise Violation (over 75db)
- Buyers Wearing Exhibitor Badges
- Lines or Gatherings of Attendees Outside of the Booth that Prohibit Access to Aisles or Other Booths

Orange County Convention Center Exhibitor Guidelines

Please visit the Orange County Convention Center Exhibitor Guidelines & Information page for information and requirements pertaining to the following:

- Fire Marshal regulations
- Multi-level and covered booths
- Rigging
- Electric
- Compressed Air, Gas, and Plumbing
- Balloons and other lighter-than-air objects
- Cooking, open flame, and heat producing devices
- Tents and membrane structures

Please contact the Orange County Convention Center Exhibit Services Department for assistance.

Intellectual Property

The IAAPA Intellectual Property (IP) Policy and Guidelines were created in response to concerns from members about protecting intellectual property at IAAPA events. For more information on IAAPA's Intellectual Property Policy and Procedures, please click here.

Safety & Security

IAAPA wants you to have a pleasant and safe experience while exhibiting at IAAPA Expo. Nothing can ruin your show more than the loss of expensive products or equipment. Please be sure you are mindful of your materials, especially during move-in and move-out. Please review these Security Tips to help secure your valuables and Safety Guidelines to ensure a safe setup of your booth.

Marketing & Sponsorship/Advertising

Brass Ring Exhibitor Awards
Enter for the IAAPA Brass Ring Exhibitor Awards to be recognized as the Best New Product or Service in the Attractions Industry or for the Best Exhibit Booth at IAAPA Expo. Learn more about the Brass Ring Exhibitor Awards and apply here. There is no cost to apply and the benefits will help your company stand out from the rest.

Become a Sponsor
Elevate your brand's presence, expand your network, and drive growth through customized sponsorship opportunities. The IAAPA Sponsorship Program offers your company many exciting opportunities to maximize your exposure at Expos, conferences, and events – across the globe. View available sponsorship opportunities now and connect with our Sponsorship team to increase your visibility at IAAPA Expos!

Advertise with IAAPA

Maximize your brand's visibility and sales potential at the premier international event for the global attractions industry! Elevate your presence by promoting your business in the official print and digital media distributed to attendees. Don't miss this opportunity to reach a highly targeted audience and make a lasting impact. Explore the available advertising options now and connect with our Advertising team to amplify your brand awareness!

Manufacturer and Supplier News in IAAPA News Daily
IAAPA News Daily publishes press releases containing news from member manufacturers - on a complementary basis. News of new product launches, staff appointments, and partnerships are welcome. Interested suppliers can submit a press release twice a year to IAAPANewsDaily@IAAPA.org.

Press Conferences & Media Exposure
The IAAPA Press Office invites you to share your company's news with the hundreds of trade, consumer media, and industry influencers who cover IAAPA Expo. Review the exclusive media opportunities available to IAAPA Expo exhibitors. To request holding a press conference during IAAPA Expo, review the guidelines and submit the request form by Oct. 2.

Booth Profile & Exhibitor Listing

Supercharge your reach! Build awareness of your products and services before the expo and drive engagement on the show floor. Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, IAAPA Expo equips you with the tools to make it happen!

To update your profile, log in to your Exhibitor Resource Center and click on "Description" or "Exhibitor Categories" under the Complete Your Profile section to add or edit your information.

Learn about upgrade opportunities here or contact ExhibitSales@IAAPA.org.

Connect+

IAAPA Connect+ is the premier digital platform for the global attractions industry. Connect+ will be open for IAAPA Expo exhibitors on **Sept. 17** with attendee access beginning on Oct. 15. To make the most of Connect+ during IAAPA Expo, please configure your company profile as soon as the platform becomes available, so everything is up to date when buyers begin to view your digital booth.

1. Edit your company description and contact information.
2. Display your logo.
3. Showcase new products.
4. Share press releases.
5. Adjust in-person meeting availability.

The IAAPA Connect+ online platform and mobile app is free for members and non-members. Contact ConnectPlus@IAAPA.org if you have any questions.

Education

Exhibitor Success & ROI Center

IAAPA's Exhibitor Success & ROI Center is your FREE, on-demand, 24/7 exhibiting knowledge resource. You'll find expert guidance to help you make sure every dollar and every hour you invest in exhibiting at IAAPA supports your core business objectives and delivers measurable, financial value beyond cost.

Follow this proven-effective 5-step exhibitor success program to revitalize your exhibiting experience.

Step 1 – Download free planning, cost control, and measurement tools.

Step 2 – Complete 5 strategic planning exercises at target timeframes.

Step 3 – Watch, learn, and succeed with on-demand webinars.

Step 4 – Read and learn with topical articles that provide additional insights and ideas.

Step 5 – Ask our team of tradeshow experts and questions you have along the way.

On-Site Education

We know schedules are tight during IAAPA Expo, but we encourage exhibitors to take advantage of the diverse range of educational experiences designed to boost your knowledge, expand your network, and inspire innovation. You and your team can learn and grow through EDUSessions, EDUTalks, EDUTours, Learning Lunches, Institutes and Symposiums. Explore the IAAPA Expo Agenda.

Online Learning

As an IAAPA Expo exhibitor, you have access to a world of learning opportunities with IAAPA Online Education. From skill-building courses and insightful webinars to interactive workshops and virtual conferences, our digital platform offers a diverse range of programs to meet your needs.

Watch for information to register for upcoming live webinars providing IAAPA Expo information, Connect+ expertise, more essential tips for exhibitors, and how competing companies can work together to achieve their goals.

Register now for these upcoming live webinars:

IAAPA Expo Insider Secrets: Tools for Exhibiting Success, Part 1
Thursday, July 30 | 11 a.m. – 12 p.m.

IAAPA Expo Insider Secrets: Tools for Exhibiting Success, Part 2
Thursday, Oct. 1 | 11 a.m. – 12 p.m.

Take time to review these and other on-demand webinars related to successfully exhibiting at IAAPA Expo and current business topics:

New Exhibitors Guide to Success at IAAPA Expos

Mastering Lead Quality and Post Show Conversion

Intellectual Property in Attractions: A Global View of Rights and Remedies

Sustainable Futures: Creating a Culture of Recycling

Exhibitor Guest Program

The Exhibitor Guest Program ensures your customers and prospects can attend the trade show—as your guest—for free. This is an excellent way for you to provide a personalized benefit to customers, increase your visibility, and strengthen your relationships with them at IAAPA Expo 2026.

To start inviting guests, your booth must be paid in full. Exhibitors can access Exhibitor Guest Invites by logging in to your Exhibitor Resource Center and going to Exhibitor Registration. Here, you'll have two options for the way you can invite your customers to IAAPA Expo 2026:

1. Enter the First Name, Last Name, and Email of the guest you are inviting and click the "Send Invite" button.
2. Copy your unique Invite Code or Registration Link and paste it into your own email that you want to send to your guests.

You'll also be able to monitor the number of times your Guest Invite code has been used and download a list of the registrants that have used your code.

IAAPA members registering with an Exhibitor Guest Code will receive free admission to the expo and educational sessions and can purchase access to special events.

Non-members registering with an Exhibitor Guest Code will receive free admission to the expo and can purchase access to educational sessions and special events.

Refer to the Exhibitor Guest Program page for instructions on sending your invite code and to review all information related to the program.

Sales Office & Exhibitor Lounge

The IAAPA Sales team will be available on-site in the IAAPA Sales Office on days the trade show floor is open. Take advantage of this opportunity to meet face-to-face with the exhibit sales team, reserve a booth at any future IAAPA Expo, discuss sponsorship or advertising options, and meet with IAAPA's membership specialist.

Exhibitors have access to the Exhibitor Lounge inside the Sales Office. Please stop by to take a break and enjoy the complimentary beverages available for your convenience. The lounge is for exhibitor use only and exhibitors must have credentials to enter the lounge.

The Sales Office and Exhibitor Lounge is located in Room W205A on Level 2 in the West Building or in Room S230A on Level 2 in the South Building.

Student Guidelines & Job Postings

Students looking to start a career in the attractions industry have an exciting opportunity at IAAPA Expo to network with industry leaders, learn from the brightest minds in the industry, and unlock resources to guide them through the early years of their career. Since the trade show floor plays an important business

function to many exhibitors who host client meetings and conduct business sales within their booths, IAAPA Expo has established a Student Resources & Guidelines page. This page is dedicated to providing helpful recommendations and guidance on events and education sessions tailored to students, while outlining best practices and policies when interacting with exhibitors on the trade show floor.

If you have open positions and will be looking for candidates at IAAPA Expo, you can enter information about your openings in the "We're Hiring!" section of your company profile in Connect+ and on the IAAPA Job Board.

Parking

Orange County Convention Center Parking
Exhibitors will have complimentary parking during exhibitor move-in (Nov. 12-16) and move-out (after 4 p.m., Nov. 20 through 12 p.m., Nov. 23). ***To receive complimentary parking, exhibitors MUST present a valid OCCC Exhibitor Parking QR Code along with their IAAPA exhibitor badge and/or IAAPA exhibit booth confirmation to the parking lot attendant upon entry.*** The QR Code will be made available to exhibitors closer to IAAPA Expo.

During show days (Nov. 17-20) exhibitors will need to pay the normal daily parking rate.

The Orange County Convention Center now offers parking to be purchased in advance of arrival. Click here to pre-pay for parking.

The OCCC is cashless and accepts Visa, Master Card, American Express, Discover, Apple Pay and Google Pay. Printed receipts are not available but, should you require a receipt, one can be retrieved by clicking here and entering the date, amount, and credit card information.

Overnight parking in the Orange County Convention Center parking lots is not allowed. Violators will be towed at the owner's expense.

For more information on parking at the Orange County Convention Center, please visit the OCCC Parking page or call (407) 685-5825 for more details.

Large Truck/Trailer Parking Passes
IAAPA offers a designated lot for exhibitors to park detachable trailers and large trucks. This lot will be open Nov. 12-23, and passes can be purchased for US $90 per vehicle. No passenger vehicles or recreational vehicles may be parked in this lot and vehicles cannot be occupied overnight under any circumstances.

Exhibitors can order parking passes for this lot in advance here until Oct. 30. After submitting your request, you will receive an invoice to pay for the passes in your order. Parking passes can be picked up on-site in the one of the designated Security Offices, room S211 on Level 2 in the South Building or room W204C on Level 2 in the West Building, from 8 a.m. – 5 p.m. daily, beginning Thursday, Nov. 12. After Oct. 30, passes must be purchased on-site in one of the IAAPA Security Offices.

10 Tips for Success when Exhibiting at IAAPA Expo

The IAAPA North American Manufacturers and Suppliers Committee has put together the top 10 list of tips all exhibitors should know before exhibiting at IAAPA Expo and we want to share these recommendations from your peers with you!

1. Plan for personal comfort:

- Comfortable shoes – you will be on your feet a lot!
- Throat Lozenges – it is a loud environment, and your voice will strain a little in everyday conversations day after day.
- Aspirin – lots of loud sounds and flashy lights
- Hydrate, Hydrate, Hydrate

2. Plan entry and exit:

- Plan to get there on time and make plans for after the show. Remember that taxis and Uber can add 20-30 minutes (or more) to return to the hotel.

3. Plan time to walk the floor:

- This is new for you, and the show floor has many exciting things to see and connections to make. This experience will find a way into your business conversations and build credibility in this market.

4. Keep extra show maps in your booth [provided by IAAPA]:

- Undoubtedly people will stop needing help or directions; a little kindness goes a long way.

5. Take advantage of the IAAPA Connect+ App:

- Connect with attendees, view the agenda, on-site information and more.

6. Plan lunches and breaks:

- The show days are long and exciting, make sure your schedule of appointments allows for breaks to use facilities and walk a little, and you must be intentional about meals.

7. Register for the different networking events:

- This is a more organic opportunity to meet folks away from the show floor.

8. Potential customers are everywhere:

- Remember that once you board your flight to Orlando, from that point forward, you are always around someone in the business, therefore opportunities to meet industry folks, but also be aware of your conversations in elevators, etc. There are potential clients everywhere.

9. Giveaway Smarts:

- No, you don't need that super powerful solar-powered bobblehead/keyboard vacuum/pen set from that booth. Your instinct is to get those free giveaways; some are super cool; just be mindful that you must get all this stuff home and have a place for it.

10. Hand Sanitizer is your friend:

- You will shake many hands at the show, which is part of the experience of this fantastic show, but this provides a quick way to clean your hands on the go.

2027 Expo Dates

IAAPA EXPO MIDDLE EAST 2026

Abu Dhabi
Education: 12 – 15 April
Show Floor: 13 – 15 April

IAAPA EXPO ASIA 2026

Osaka
Education: 6 June – 1 July
Show Floor: 29 June – 1 July

IAAPA EXPO EUROPE 2026

Vienna
Education: Sept. 20 – 23
Show Floor: Sept. 21 – 23

IAAPA EXPO 2026

Orlando
Education: Nov. 15 – 18
Show Floor: Nov. 16 – 19

IAAPA Contact Information

Exhibitor Assistance	Exhibitors@IAAPA.org
Exhibit Sales	ExhibitSales@IAAPA.org
Registration Support	IAAPAExpo@jade.mcievents.com
Membership	NorthAmerica@IAAPA.org
Connect+	ConnectPlus@IAAPA.org
Press & Media	PressOffice@IAAPA.org
Education	Education@IAAPA.org
Awards Information	Awards@IAAPA.org

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