Press Conference Schedule

Tuesday, November 17, 2026

10:30–10:50 a.m. | Zamperla | Booth #S2221

Zamperla celebrates its first 60 years and invites media and industry professionals to discover Hypnosiz, a spectacular new experience defined by mesmerizing movement, striking visual presence and shared emotions.

11:00–11:20 a.m. | Intamin x Lagoon Amusement Park | Booth #S3728

Intamin and Lagoon Amusement Park are set to unveil the Hot Racer vehicle, offering an exclusive first look at the design and exciting insights into the park's highly anticipated new ride for 2027.

11:30–11:50 a.m. | Vekoma Rides x Six Flags Magic Mountain | Booth #S3773

Vekoma and Six Flags Magic Mountain will present Thrill Glider - a groundbreaking new thrill experience that captures the sensation of soaring through the air. The innovative ride vehicle will be revealed at the show, offering a first glimpse of what's to come.

12:00–12:20 p.m. | Mack Rides x Holiday World & Splashin' Safari | Booth #S2273

Holiday World & Splashin' Safari and Mack Rides will unveil one vehicle of the new Cannonball! water roller coaster on the show floor.

12:30–12:50 p.m. | Rocky Mountain Coasters | Booth #S4200

Announcement details coming soon.

1:00–1:20 p.m. | DOF Robotics | Booth #S1464

This press conference marks the single biggest milestone in DOF Robotics' history. At our largest booth ever, we will officially launch 5 brand-new attractions and unveil our collaboration with Transformers, a landmark moment the amusement and attractions industry cannot afford to miss.

1:30–1:50 p.m. | Sally Dark Rides x Doha Quest | Booth #S2250

Sally Dark Rides will unveil the first look at Guardians of the Hidden Chamber, the debut installation of its patented Mini™ dark ride concept, coming to Doha Quest in Qatar. Discover how this

compact, immersive attraction combines interactive gameplay, lifelike animatronics, and cinematic storytelling to deliver a new kind of dark ride adventure.

2:00–2:20 p.m. | Maurer Rides | Booth #S3467

Maurer Rides and a leading U.S. attraction operator will unveil a major new roller coaster project featuring Maurer's innovative Spike® Coaster technology.

2:30–2:50 p.m. | Gravity Group Wooden Coasters | Booth #S3031

Gravity Group's *press event at IAAPA Expo 2026 will be to unveil a new ride- the world's largest indoor wooden coaster, over three stories tall with 1,130 feet of track and 11 airtime moments.*

3:00–3:20 p.m. | Mack Rides x Silver Dollar City | Booth #S2273

Silver Dollar City is getting a new roller coaster from Mack Rides. The first look of the front car is scheduled for IAAPA Expo.

3:30–3:50 p.m. | Sub Sea Systems, Inc. | Booth #S1439

Meet the little boat making a big splash in sustainable recreation. SolarCat® solar-electric catamarans bring accessible, family-friendly recreation to cruise lines' private islands, artificial lagoons powered by Crystal Lagoons® technology, lakes and more. This press conference will feature an up-close look at a full-size SolarCat boat.

4:00–4:20 p.m. | Falcon's Beyond x VAI Resorts | Booth #S1555

Falcon's Beyond, in partnership with VAI Resort, will unveil the next chapter of Mattel Adventure Park, revealing an expanded vision for the Arizona destination. The announcement will showcase how the expanded park and themed hospitality experiences will transform the project into an even more ambitious, multi-day entertainment destination.

4:30–4:50 p.m. | S&S Worldwide | Booth #S2226

S&S Worldwide has sold the first RailRyder to a customer in North America! With a unique launch and custom theming, the ride vehicle for this coaster will be unveiled.

Wednesday, November 18, 2026

10:15–10:35 a.m. | Mack Rides x VidantaWorld | Booth #S2273

VidantaWorld and Mack Rides will share new details about Delia's Adventure, one of the signature attractions within the upcoming BON theme park in Mexico.

10:45–11:05 a.m. | Brogent Technologies x United Parks & Resorts | Booth #S4891

Brogent Technologies and United Parks & Resorts are partnering to bring an all-new family immersive attraction to Busch Gardens Williamsburg. Join us for this exciting announcement to learn more about this one-of-a-kind experience coming soon.

11:30–12 p.m. | United Parks & Resorts | Innovation Stage | Booth #S3739

Dive into what's next with United Parks & Resorts as its Design & Engineering team offers an exclusive look at upcoming attractions and new experiences across the parks. Discover the people and creative ideas bringing these adventures to life, plus new ways to follow their work through dedicated social channels and a new behind-the-scenes series.

12:10–12:30 p.m. | WhiteWater | Booth #S2237

WhiteWater is teaming up with some of North Americas' most recognizable names to unveil new attractions, alongside a world-first slide and this year's newest water park, theme park, and surf openings.

12:40–1:00 p.m. | ProSlide | Booth #S2266

Join ProSlide for the hottest announcement of the year in water ride design and manufacturing!

1:10–1:30 p.m. | *Brogent Technologies x Grupo Iter* | Booth #S4891

Discover how Brogent Technologies and Grupo Iter are joining forces to bring extraordinary immersive experiences to Brazil. Join us for this exciting announcement as we mark the beginning of a new chapter in immersive entertainment.

1:40–2:00 p.m. | OpenAire | Booth #S2258

Join OpenAire at IAAPA Expo for a look inside Kalahari Wisconsin Dells' newly opened Aquadome. We'll also announce our partnership with American Resort Management on multiple new Mattel Wonder Indoor Waterpark projects.

2:00–3:00 p.m. | IAAPA Awards Press Conference | What's New Theater

Get ready to celebrate innovation as IAAPA announces the winners of Best New Product, Best New Product Concept, and The Impact Award! Discover the groundbreaking ideas and visionary achievements shaping the future of the attractions industry.

3:10–3:30 p.m. | Zero Latency VR | Booth #S5681

Zero Latency VR will host a press conference at IAAPA Expo to launch Jumanji: The Lost Levels, a social immersive experience opening this December. Jonathan Casson from Sony Pictures

Entertainment will join to discuss bringing Jumanji to location-based VR, and attendees will be the first anywhere to play it.

3:40-4:00 p.m. | Immersive Gamebox | Booth #W2535

Join Lisa Paton, CEO of Immersive Gamebox, for an exclusive first look at the brand's latest innovation in interactive entertainment. Discover how its new model is opening up opportunities for venue operators to bring immersive group gaming to their spaces, with a flexible solution designed to be operational in just days.

4:15–4:35 p.m. | Magic Jump, Inc. | Booth #S5126

We are announcing our partnership with Rovio, the launch of new Angry Birds inflatable games and will be releasing a new SONIC inflatable attraction.

4:45–5:05 p.m. | vrCAVE | Booth #W1333

vrCAVE will debut the full trailer and first public demo of its 11th VR escape room, The Spy Who Escaped Me, coming late 2026. Press will get the first look at gameplay during the press conference.

5:15-5:35 p.m. | Zamperla x Cacau Park | Booth #S2221

Cacau Park and Zamperla will unveil WingZ, an innovative interactive attraction selected for Brazil's upcoming Cacau Park, set to open in 2027.

The IAAPA Expo 2026 press conference schedule is subject to change. Please refer to the IAAPA Connect+ app for the latest updates.