IAAPA® EXPO 2027

THE GLOBAL ATTRACTIONS INDUSTRY'S

PREMIER EVENT

ORLANDO, FL, U.S.

EDUCATION: NOV. 15-18

SHOW FLOOR: NOV. 16-19

IAAPA.org/Partners/Sponsorships

SPONSOR PROGRAM



ABOUT IAAPA EXPO

CONNECT WITH BUYERS FROM THE ATTRACTIONS INDUSTRY AT **IAAPA EXPO AND BEYOND**

IAAPA EXPO 2025

ORLANDO, FLORIDA

43,840
Registered Attendees

1,146
Exhibiting Companies

565,520
Square Feet Sold

When BUYERS were asked,
"ARE YOU MORE LIKELY TO DO BUSINESS WITH AN IAAPA SPONSOR?"
MORE THAN 70% INDICATED YES!
IAAPA Expo Post-Show Attendee Survey

MEET ATTENDEES FROM 110+ COUNTRIES AND REGIONS

REPRESENTING ALL ASPECTS OF THE INDUSTRY:

- AMUSEMENT & THEME PARKS
- FAMILY ENTERTAINMENT CENTERS
- MUSEUMS & SCIENCE CENTERS
- NATURAL & ADVENTURE ATTRACTIONS
- WATER PARKS & RESORTS
- ZOOS & AQUARIUMS

ADDITIONAL REACH BEYOND THE SHOW

440,000+
AVERAGE MONTHLY PAGEVIEWS ON IAAPA.ORG

40,000+
IAAPA NEWS DAILY E-NEWSLETTER SUBSCRIBERS

28,000+
FUNWORLD PRINT DISTRIBUTION

SPONSORSHIPS ARE LIMITED! CONTACT US TODAY!
Sponsorship@IAAPA.org

SPONSOR OPPORTUNITIES

Sponsorship unlocks unique opportunities to build brand awareness and drive deeper engagement.

SPECIAL EVENTS AND EDUCATION

EDUSESSIONS (90+ SESSIONS)

IAAPA's EDUSessions consist of roundtables, interactive panels, and keynotes. The majority of session attendees are facility owners, general managers, and decision-makers. Become a sponsor to earn recognition at ALL EDUSessions.

IAAPA BOARD OF DIRECTORS RECEPTION

This invitation-only reception recognizes the IAAPA Board of Directors. Attendees include the IAAPA Board members for 2027 and 2028, the IAAPA President and CEO, and the IAAPA senior leadership team.

IAAPA CELEBRATES

Sponsor the biggest private event of the week! This is a prime opportunity to gain broad exposure as an elite sponsor and network with industry professionals, suppliers, and colleagues.

LEADERSHIP BREAKFAST

Sponsor this high-profile event and gain direct access to industry leaders from around the world. Featuring a powerful keynote from a respected trailblazer, this is a unique opportunity to connect, share ideas, and generate brand awareness in front of this influential audience.

LEGENDS: A HALL OF FAME CELEBRATORY AFFAIR

Celebrate alongside the industry's most influential leaders at this exclusive event honoring IAAPA Hall of Fame members and introducing the 2027 inductees—an unparalleled opportunity to connect, engage, and elevate your brand.

LUNCH AND LEARN

Sponsor one of the most anticipated events. Enjoy a dynamic presentation from an inspiring industry leader, connect with peers from across the global attractions community, and dive into the latest trends and insights shaping the future of the attractions industry.

OPENING CEREMONY

Kicking off Expo week, the Opening Ceremony is an action-packed presentation of news, entertainment, and multimedia reports from every corner of the globe, as well as a look at the new trends in the industry for 2027. Reserve a Platinum level sponsorship to showcase your company's sizzle reel at one of the largest Expo events!

IAAPA AFTER HOURS (FORMERLY OPENING RECEPTION)

Network with industry professionals, suppliers, and colleagues as IAAPA Expo 2027 gets into full swing. This is a prime opportunity right at the start of the week's activities to generate brand awareness.





SPONSORSHIPS ARE LIMITED! CONTACT US TODAY!
Sponsorship@IAAPA.org

SPONSOR **OPPORTUNITIES**

TARGETED AUDIENCES

AMUSEMENT PARKS AND ATTRACTIONS LUNCH
Sponsor this event to showcase your brand to key decision-makers from across the industry. This event offers direct access to leaders from amusement parks, attractions, and related businesses, all gathered for networking, conversation, and insights from a featured industry keynote speaker.

ASIA-PACIFIC BREAKFAST
For those companies conducting business or wanting to expand their business in the Asia-Pacific, this is the ideal way to get to know and connect with leaders and decision-makers in this flourishing region of the industry!

CANADIAN BREAKFAST
Share your message with the most influential professionals in Canada's attractions industry. Put your company at the forefront of a highly engaged and targeted audience.

CARNIVAL AND SHOWMEN'S RECEPTION
Highlights the traditions, participation, and support of the outdoor amusement business industry and members of the various showmen's leagues from around the world.

EDUTOURS
As an EDUTour sponsor, your brand will be recognized at key tour stops, giving you visibility among industry professionals while aligning your company with innovation, excellence, and learning within the attractions community.

IAAPA ESA & MENA RECEPTION
Discover the power of connection across the IAAPA ESA and MENA regions. Network among attractions professionals from Europe, the Middle East, and Africa to exchange ideas, strengthen partnerships, and build lasting relationships that drive business growth.

FAMILY ENTERTAINMENT CENTER (FEC) LUNCHES
Join the IAAPA FEC Committee, made up of operators and industry veterans to discuss the top issues and concerns that FECs struggle with the most. Sponsorship includes THREE lunches and the opportunity to network with a different crowd each day.

FAMILY ENTERTAINMENT CENTER (FEC) RECEPTION
Mix, mingle, and make connections with more than 400 FEC/LBE pros, operators, and suppliers from around the globe!

FOOD AND BEVERAGE OPERATORS' RECEPTION
Connect directly with food and beverage operators from around the world as a sponsor of this lively happy hour event. Featuring a sponsor table and sampling opportunities.

IAAPA ROOKIES: FEC 101
Sponsor this fast-growing three-day program for newcomers to the industry, with a focus on family entertainment centers (FECs). The event includes expert-led EDUSessions, EDUTours of local FECs, and great networking opportunities—giving attendees the tools and guidance they need to plan and launch their own entertainment business.





SPONSOR **OPPORTUNITIES**

TARGETED AUDIENCES

LATIN AMERICAN EVENTS
For companies conducting business or wanting to grow their list of contacts in Latin America, IAAPA Expo has three exciting events: the Latin American Luncheon, the Latin American Fiesta, and the Brazilian Breakfast. Reserve one sponsorship or request a custom package for all three!

MUSEUMS AND SCIENCE CENTERS RECEPTION
This special event designed just for museum and science center professionals. Mingle with passionate peers from around the globe and celebrate the innovation that drives your institutions. It's the perfect setting to expand your global network in a relaxed atmosphere!

NATURAL & ADVENTURE ATTRACTIONS RECEPTION
Sponsor this networking event to connect with industry professionals shaping the future of outdoor experiences—from zip lines and mountain coasters to ropes courses, natural attractions, and more!

WATER PARK EVENTS
Become a sponsor for one or more of our four highly attended Water Park events this year: the Water Park Operators' Lunch and Learn, Water Park Day, the Water Park Networking Event, and the Water Park Social. These gatherings bring together top leaders, operators, and decision-makers from the global water park and resort community—providing your brand with exceptional visibility and engagement opportunities.

WOMEN IN THE INDUSTRY NETWORKING LUNCH
Connect with forward-thinking attractions professionals committed to advancing women in the industry. This inclusive event welcomes all genders, allies, and mentors, offering sponsors the chance to connect with leaders and influencers across every level.

YOUNG PROFESSIONALS RECEPTION
Connect with the industry's emerging leaders—enthusiastic, career-driven individuals aged 18-35. Sponsoring this event allows your brand to build early relationships with the next generation shaping the future of the attractions industry.

ZOOS AND AQUARIUMS COMMUNITY EXPERIENCE AND RECEPTION
Combining two key IAAPA buyer groups for education, an off-site EDUTour, and a networking reception, sponsoring this event puts your company directly in front of some of the most innovative professionals in the attractions industry.



INTERESTED IN SPONSORING MULTIPLE EVENTS?
Ask us about the discounted package rate.

SPONSOR **OPPORTUNITIES**

BRANDING, BANNERS, AND MORE

(additional photo examples available upon request)



AISLE SIGNS BRANDING — *Limited*
Boost your brand's visibility by placing your logo on the aisle signs throughout IAAPA Expo. This prime placement draws attendees' attention and can significantly increase traffic to your booth.

ATTENDEE BADGES — *Exclusive*
Receive exclusive logo recognition on ALL attendee badges and grab attendees' 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.



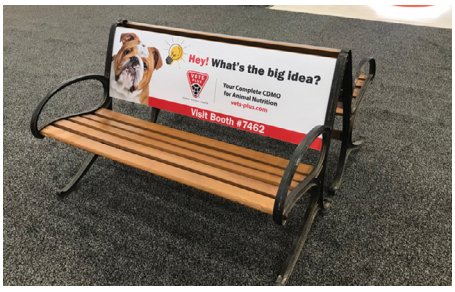
CUSTOM ENTRY DESIGN — *Limited*
Showcase your brand right at the Expo entrance! Partner with IAAPA to design a unique entrance experience that will leave attendees excited to connect with you.

DIGITAL SCREENS IN LOBBY — *Limited*
Share your 20-second video on screens throughout the Orange County Convention Center during Expo week. It's a great way to get your message in front of thousands of attendees. Limited spots available–inquire early!

EDUTALK STAGE — *Exclusive*
This fast-paced education stage offers premier visibility and engagement. Become the sponsor for naming rights, logo recognition, and the opportunity to be showcased onstage at your own EDUTalk!

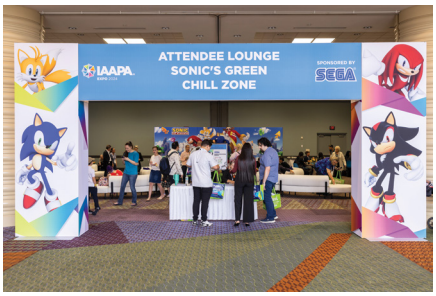


EXPO BAGS — *Exclusive*
Get your brand in attendees' hands — at IAAPA Expo and beyond! Sponsor the official IAAPA Expo bags with your logo, booth, tagline, and contact info. You can also include a one-page insert or brochure. IAAPA handles design and production.



EXPO PARK BENCHES — *Limited*
Highlight your company message and booth number right on the show floor! Sponsorship includes your full advertisement on multiple park benches.

HOTEL KEY CARDS — *Exclusive*
Put your company's logo, booth number, and message on the key cards distributed at the primary hotels adjacent to the Convention Center (Hyatt, Hilton, and Rosen Centre) for a unique branding opportunity to thousands of show attendees.



IAAPA MEMBER LOUNGE; ATTENDEE LOUNGES — *Exclusive to one sponsor per lounge*
Sponsor the IAAPA Member Lounge and secure private meeting space for your exclusive use or work with the sponsorship team on a customized, unique attendee lounge experience.



IAAPA THEATER NAMING RIGHTS — *Exclusive*
Gain exclusive recognition by naming the IAAPA Theater, the hub for multiple premier events throughout IAAPA Expo. This sponsorship includes naming rights and the opportunity to showcase your video during special events held in the theater.

SPONSOR **OPPORTUNITIES**

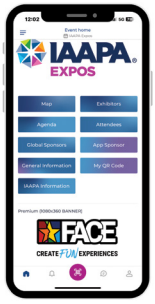


LANYARDS — ALL 4 EXPOS
(Global Sponsors Only)
— Exclusive

SOLD for 2027. Inquire for 2028.
Receive exclusive logo recognition on thousands of lanyards to be worn by all IAAPA Expo attendees. This opportunity is offered at a global sponsorship level (includes IAAPA Expo Middle East, IAAPA Expo Asia, and IAAPA Expo Europe).



LEARNING HUB — *Exclusive*
This key education space will be the home for multiple EDUSessions and signature sessions. Become the exclusive sponsor for full naming rights, logo placement in the entrance and stage designs, and recognition as the sponsor at all Learning Hub sessions.



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

OVERSIGHT BRIDGE SIGNAGE — *Limited*
Offers premium brand exposure in one of the most heavily trafficked areas of IAAPA Expo, connecting the North/South Concourse, Hyatt Regency, and West Building. This high-visibility placement ensures attendees see your branding multiple times throughout the event.



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



VIP LOUNGE — *Exclusive*
Mix and mingle in our VIP Lounge with hosted buyers and attendees registered for our VIP Expo Experience. Sponsorship includes full naming rights, logo recognition throughout the lounge, and access to private meeting space.

SHUTTLE BUS WRAPS BRANDING — *Limited*
Become a hotel shuttle bus sponsor for IAAPA Expo and grab the attention of more than 25,000 riders as attendees come and go from the Orange County Convention Center. Branding includes bus wraps and logo recognition on bus stops at the convention center.

WI-FI — *Exclusive*
Be the name behind the free Wi-Fi available to all attendees throughout the convention center. As the exclusive sponsor, your company's logo will appear on the splash page that refreshes daily on all mobile devices.

EXPAND YOUR REACH

SPONSOR MULTIPLE EVENTS AND RECEIVE A DISCOUNTED BUNDLE PACKAGE!

ADD-ON CONCOURSE BRANDING

Make an even bigger statement with add-on branding opportunities! Your Platinum, Gold, or Silver sponsorship package opens the doors to add customized branding throughout South and West buildings of the Orange County Convention Center. Design your own advertisement to include your logo, contact information, QR codes, and booth number to drive traffic right to you.

Options include:

- Concourse Banners
- Columns Wraps
- Window Clings
- Door Clings
- Escalator Clings
- Restroom Clings

Pricing varies per location. Inquire today to add customized concourse branding to your sponsorship package!

ALL EVENTS AND BRANDING OPPORTUNITIES ARE SUBJECT TO CHANGE.

OVERVIEW OF **BENEFITS**

VISIBILITY THAT DELIVERS

	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+, IAAPA's official mobile app		●	●
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	●	●	●
Complimentary tickets to sponsored event, amount varies by level *(when applicable)*	●	●	●
Complimentary IAAPA Expo registrations *(non-exhibiting sponsors)*	●	●	●
Signage at trade show booth *(exhibitors only; 400 square foot minimum for hanging banners; pedestal signs for smaller or linear booths)*	●	●	●
Booth floor stickers *(exhibitors only)*	●	●	●
Special sponsor icon for emails and signatures	●	●	●
Special sponsor badge ribbons	●	●	●

*Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. 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. 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.

OVERVIEW OF **OPPORTUNITIES**

SPECIAL EVENTS AND EDUCATION

Lock in these early bird rates through July 22, 2027	SILVER	GOLD	PLATINUM
Leadership Breakfast		☐ $16,500	☐ $30,000
IAAPA Celebrates — Thursday Evening Special Event		☐ $16,500	☐ $30,000
LEGENDS: A Hall of Fame Celebratory Affair		☐ $16,500	☐ $30,000
Lunch and Learn	☐ $9,000	☐ $14,500	☐ $25,500
Opening Ceremony	☐ $9,000	☐ $14,500	☐ $25,500
IAAPA After Hours (formerly Opening Reception)	☐ $9,000	☐ $14,500	☐ $25,500
EDUSessions (includes 90+ EDUSessions)	☐ $9,000	☐ $14,500	☐ $25,500
Board of Directors' Reception	☐ $9,000	☐ $14,500	☐ $21,500

EVENTS FOR TARGETED AUDIENCES

Lock in these early bird rates through July 22, 2027	SILVER	GOLD	PLATINUM
IAAPA Rookies: FEC 101	☐ $8,500	☐ $13,500	☐ $24,500
Asia-Pacific Breakfast	☐ $8,000	☐ $13,000	☐ $23,500
Amusement Parks and Attractions Lunch	☐ $8,000	☐ $13,000	☐ $23,500
Attendee EDUTour	☐ $8,000	☐ $13,000	☐ $23,500
Carnival and Showmen's Reception	☐ $8,000	☐ $13,000	☐ $23,500
ESA & MENA Reception	☐ $8,000	☐ $13,000	☐ $23,500
Family Entertainment Center (FEC) Lunches (3)	☐ $8,000	☐ $13,000	☐ $23,500
Family Entertainment Center (FEC) Reception	☐ $8,000	☐ $13,000	☐ $23,500
Food and Beverage Reception	☐ $8,000	☐ $13,000	☐ $23,500
Latin America Fiesta	☐ $8,000	☐ $13,000	☐ $23,500
Water Park Day & Water Park Networking Event	☐ $8,000	☐ $13,000	☐ $23,500
Water Park Social	☐ $8,000	☐ $13,000	☐ $23,500
Zoos and Aquariums Community Experience and Reception	☐ $8,000	☐ $13,000	☐ $23,500
Brazilian Breakfast	☐ $7,000	☐ $12,000	☐ $21,500
Canadian Breakfast	☐ $7,000	☐ $12,000	☐ $21,500
Latin America and Caribbean Lunch and Learn	☐ $7,000	☐ $12,000	☐ $21,500
Museums and Science Centers Reception	☐ $7,000	☐ $12,000	☐ $21,500
Natural and Adventure Attractions Reception	☐ $7,000	☐ $12,000	☐ $21,500
Water Park Operators' Lunch and Learn	☐ $7,000	☐ $12,000	☐ $21,500
Women in the Industry Networking Lunch	☐ $7,000	☐ $12,000	☐ $21,500
Young Professionals Reception*	☐ $5,000	☐ $10,000	☐ $15,000

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

BANNERS, BRANDING, AND MORE

Lock in these early bird rates through July 22, 2027	GOLD	PLATINUM
Lanyards for all 4 Expos *(Global Sponsors Only)* ***Exclusive*** **(SOLD for 2027. Inquire for 2028)**		☐ $110,000
Custom Entry Design — ***Limited***		☐ $85,000
IAAPA Theater Naming Rights — ***Exclusive***		☐ $85,000
Registration — ***Exclusive***		☐ $55,000
Expo Bags — ***Exclusive***		☐ $49,000
Shuttle Bus Wraps — ***Limited***		☐ $40,500
Attendee Gift Giveaway — ***Exclusive***		☐ $39,500
IAAPA Member Lounge — ***Exclusive***		☐ $38,500
IAAPA Learning Hub Naming Rights — ***Exclusive***		☐ $35,000
VIP Lounge — ***Exclusive***		☐ $35,000
Hotel Key Cards — ***Exclusive***		☐ $33,500
Digital Screens in Lobby 20-second spot video on loop — ***Limited***		☐ $30,500
Aisle Signs Branding — ***Limited***		☐ $27,500
EDUTalk Stage — ***Exclusive***		☐ $27,500
Attendee Badges — ***Exclusive***		☐ $25,500
Attendee Wi-Fi — ***Exclusive***		☐ $21,500
Expo Park Benches — ***Limited***		☐ $20,000
Connect+ Mobile App — ***Exclusive***		☐ $20,000
Oversight Bridge Signage — ***Limited***	☐ $15,000	☐ $25,500
Attendee Lounges — ***Exclusive to one sponsor per lounge*** ***Custom package. Contact us for pricing.***		

Non-exhibiting sponsors subject to $3,000 additional fee and IAAPA's approval.

RESERVE NOW AND SAVE!

Select your sponsorships by July 22, 2027 to lock in these early bird rates. Sponsorships reserved or payments received after July 22, 2027 are subject to an additional fee of $1,000. All events and branding opportunities are subject to change.

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
Connect+ Mobile App	Logo recognition on Connect+ 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



IAAPA EXPOS GLOBAL SPONSOR 2027

DEADLINE

Agreements must be finalized by March 1, 2027 to ensure full Global Sponsor recognition at all four Expos.

READY TO GO GLOBAL?

Contact Sponsorship@IAAPA.org

SPONSORSHIP AGREEMENT

IAAPA EXPO 2027

EDUCATION: Nov. 15-18, 2027 | SHOW FLOOR: Nov. 16-19, 2027 | Orlando, FL, U.S.

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

IAAPA MEMBER ID (All sponsors are required to be IAAPA members): _____

COMPANY NAME: _____

PRIMARY CONTACT NAME: _____

EMAIL: _____ BILLING EMAIL (if different): _____

DIRECT PHONE: _____ MOBILE PHONE for ON-SITE ACCESS: _____

ADDRESS: _____

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

BOOTH NUMBER (if applicable): _____ COMPANY URL: _____

SOCIAL MEDIA HANDLES: LinkedIn: _____ Facebook: _____

Instagram: _____ Other: _____

SPONSORSHIP(S) AND LEVEL(S): _____

_____

ADD-ON BRANDING/SERVICES SELECTED: _____ **TOTAL PRICE: $ _____**

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of $3,000.

RESERVING MORE THAN ONE SPONSORSHIP?

Take advantage of the discounted **ADD-ON RATES** *(Not applicable to all opportunities):*

Silver ADD-ON: **$6,000** | Gold ADD-ON: **$8,500** | Platinum ADD-ON: **$14,500**

PAYMENT OPTIONS:

50% deposit due with agreement. Remaining balance due by July 22, 2027. Flexible payment plans available upon request. Select your sponsorships and make full payment by July 22, 2027 to lock in early bird rates. Sponsorships reserved or payments received after July 22, 2027 are subject to an additional fee of $1,000.

☐ **INVOICE ME.**

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

☐ **PAY BY CHECK.**
I will mail a check in the amount of $_____
Check must be drawn from U.S. bank account.
Check #:_____
Please make checks payable to: IAAPA
Send to: IAAPA
Attention: Sponsorship Payment
4155 West Taft Vineland Road
Orlando, FL 32837 U.S.

☐ **PAY BY WIRE TRANSFER:**
I will wire transfer in the amount of $_____
Please add $25.00 U.S. transaction fee for all wire transfers.
Send to: Bank of America
1501 Pennsylvania Ave., NW, Washington, DC 20005
ABA 026009593
SWIFT CODE (if needed): BOFAUS3N
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)*

☐ **I WILL PAY BY ACH TRANSFER** *(from U.S. accounts only)*
ACH *(from U.S. accounts only)*
ABA/Routing Number *(Domestic U.S. only)*: 054001204
Bank Account #: 0020-865-69662 *(Payable to IAAPA)*
Send to: Bank of America
1501 Pennsylvania Ave., NW
Washington, DC 20005

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

SPONSORSHIP AGREEMENT

EDUCATION: Nov. 15-18, 2027 | SHOW FLOOR: Nov. 16-19, 2027 | Orlando, FL, U.S.

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 in 2027 at the Orange County 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 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, USA 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, USA.

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: _____