IAAPA®
EXPO EUROPE 2027

THE LEISURE INDUSTRY'S PREMIER EVENT

VIENNA, AUSTRIA

EDUCATION: 20-24 SEPT.
SHOW FLOOR: 21-23 SEPT.
IAAPA.org/IAAPAExpoEurope



ABOUT IAAPA

The global attractions industry is a vibrant landscape, pulsating with innovation and fueled by consumer demand. As a leader in this dynamic space, you understand the importance of staying ahead of the curve.

But how do you ensure your brand is seen, heard, and chosen by the key decision-makers shaping the future of fun?

THE ANSWER LIES WITH IAAPA EXPOS

THE PREMIER INTERNATIONAL EVENTS FOR THE ATTRACTIONS INDUSTRY.

IMAGINE A PLATFORM WHERE YOU CAN:

CONNECT WITH A GLOBAL AUDIENCE

Network with a vast pool of qualified buyers, influencers, and industry leaders from theme parks, water parks, zoos, museums, family entertainment centers, and more – all under one roof at IAAPA Expos.

IGNITE SALES AND LEAD GENERATION

Showcase your cutting-edge products, services, and technologies through interactive exhibits and demonstrations. Capture the attention of high-potential leads, generate qualified inquiries, and nurture lasting business relationships.

CREATE STRATEGIC PARTNERSHIPS

IAAPA Expos offer an ideal environment for collaboration. Meet with potential partners, and suppliers who share your vision for pushing the boundaries of the attractions industry.

ELEVATE YOUR BRAND AS A THOUGHT LEADER

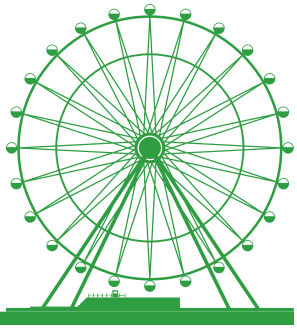
Step onto the center stage of innovation. Participate in EDUSessions, lead discussions, and share your expertise with the industry, solidifying your brand as a trusted authority.

GAIN INVALUABLE MARKET INSIGHTS

Stay ahead of the latest trends, technologies, and consumer preferences shaping the attractions landscape. Learn from industry leaders and gain insights that empower informed business decisions.



THEME AND AMUSEMENT PARK INDUSTRY IN EUROPE



By the end of 2027, the theme and amusement park industry in Europe is expected to have just over

205 MILLION VISITORS
with spending over 10 billion USD.

Through **2028**, **attendance is expected to increase modestly** by about **3%,** whereas **spending is projected to grow** at a faster rate of **roughly 6%.** (Source: IAAPA, 2026).

ABOUT IAAPA EXPO EUROPE 2026
THE REGION'S LARGEST SHOW FLOOR IN HISTORY!

LONDON, ENGLAND

11,710 Verified Buyers

874 Exhibiting Companies

16,530 Verified Attendees

22,868 SQM Sold

TOP TEN BUYER COUNTRY/REGION COUNT

- SPAIN
- FRANCE
- UNITED KINGDOM
- GERMANY
- ITALY
- NETHERLANDS
- BELGIUM
- POLAND
- PORTUGAL
- U.S.



EXHIBITING COMPANIES BY REGION

505 companies from the **Europe Sub-Saharan Africa** region

257 companies from the **Asia-Pacific** region

78 companies from the **North America** region

31 companies from the **Middle East North Africa** region

3 companies from the **Latin America, Caribbean** region



Buyers from

121

Different Countries and Regions

DISCOVER HOW THE **BUSINESS OF FUN GETS DONE**

IAAPA Expo Europe Exhibit Pricing	STANDARD
Member: Shell scheme	€525,00
Member: Space only	€400,00
Nonmember: Shell scheme	€600,00
Nonmember: Space only	€475,00
Corner Fees	€250,00
Compulsory Insurance Fee*	€125,00

Pricing is per square meter. Minimum booth size is 3m x 3m.

To qualify for the member rate, you must be a member at the time of contract submission and when IAAPA Expo Europe 2027 takes place. All rates are exclusive of taxes and wire fees, which will be added to your invoice as applicable.

Shell Scheme: Includes panels, carpet, lighting, name board, and electricity.

Global Exhibitor Discount: Companies who exhibit at three IAAPA Expos in 2027 will earn a $2 per square foot discount on their exhibit fee for IAAPA Expo 2027. Companies that exhibit at four IAAPA Expos in 2027 will receive a $2.50 per square foot discount on their IAAPA Expo 2027 exhibit fees.

**Mandatory Insurance fee must be included with your booth purchase. IAAPA has negotiated a group rate for all exhibitors.*

NEW TO THE INDUSTRY? BOOK A TABLETOP EXHIBIT



Tabletop exhibits are designed to provide exhibitors with an affordable opportunity to experience IAAPA Expo Europe. Space is limited and available on a first-come, first-served basis. Tabletop exhibits are available exclusively to companies that have not previously exhibited in a standard exhibit space. Eligible companies may participate as tabletop exhibitors for a maximum of three consecutive editions of the Expo, after which they must transition to a standard exhibit space to continue exhibiting.

The tabletop exhibit package includes a 3m x 2m space with back and side panels, carpet, one counter high table, two stools, a name board including company name and booth number, LED spotlights on the back wall, one electrical socket, two exhibitor badges and five customer badges.

Member: €2,400 | Nonmember: €2,900

CLICK TO VIEW THE FLOORPLAN!

INCREASE YOUR EXPOSURE

GET NOTICED FIRST

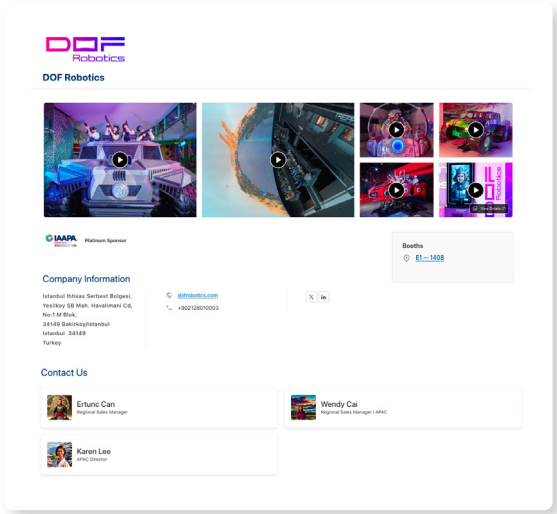
DIGITAL BOOTH UPGRADE

Supercharge your reach! Build awareness of your products and services before each Expo and drive engagement on the show floor.

You'll gain powerful advantages like:

- **Premier Placement in Search Results**
- **Highlighted Booth on Floorplan**
- **Featured Exhibitor Listing**
- **Enhanced Content Options**

Whether your focus is driving booth traffic, elevating brand visibility, or generating leads that fuel long-term success, we equip you with the tools to make it happen.



Contact ExhibitSales@IAAPA.org for more information.

TARGETED SOLUTIONS



AMPLIFY YOUR EXPOSURE THROUGH SPONSORSHIP

Put your brand in front of the audiences that matter most through premium branding placements, exclusive speaking opportunities, and direct engagement with industry decision-makers. Act quickly—premium sponsorship opportunities are filling fast!

Contact Sponsorship@IAAPA.org



MAXIMIZE YOUR REACH WITH STRATEGIC ADVERTISING

IAAPA offers a range of advertising opportunities designed to connect your brand with industry professionals. Reach specific industry segments or maximize visibility, through bundled online, digital, and print opportunities.

Contact Advertising@IAAPA.org

TAILORED FOR
GLOBAL IMPACT

IAAPA Expos offer innovative opportunities, each catering to specific regions with unique growth trajectories:



IAAPA EXPO MIDDLE EAST

Abu Dhabi, UAE
13-15 April 2027
28-30 March 2028



IAAPA EXPO ASIA

Osaka, Japan
28 June - 1 July 2027



IAAPA EXPO

Orlando, FL, U.S.
16 – 19 Nov. 2027
14 - 17 Nov. 2028

Visit IAAPA.org/IAAPAExpos to learn more!

SHOWCASE YOUR INNOVATION AND GROW WITH IAAPA

Contact ExhibitSales@IAAPA.org today to secure your booth space!

