IAAPA®
EXPO MIDDLE EAST 2027

WHERE THE GLOBAL ATTRACTIONS INDUSTRY

CONNECTS AND GROWS

IN THE MIDDLE EAST

ABU DHABI, UAE

EDUCATION: 12–15 APRIL
SHOW FLOOR: 13–15 APRIL



IAAPA.org/Partners/Sponsorships

SPONSORSHIP PROGRAM

IAAPA EXPO MIDDLE EAST 2027

IAAPA Expos are the epicenter of innovation for the entire attractions industry, welcoming everyone from FECs and museums to zoos and aquariums. With global attractions investment surging and predicted to continue growing, your presence at IAAPA Expo Middle East is not just an opportunity, it's a strategic imperative.

Becoming a sponsor provides unique opportunities to unveil your cutting-edge technologies, sustainable solutions, and immersive experiences that captivate today's discerning attendees.



TURN PRESENCE INTO PERFORMANCE

- **CONNECT WITH A GLOBAL AUDIENCE**
  Engage a diverse network of qualified buyers and industry leaders from theme parks, water parks, natural attractions, museums, family entertainment centers, and more.

- **IGNITE SPONSORSHIP IMPACT AND LEAD GENERATION**
  Showcase your brand, solutions, and expertise through high-visibility sponsorship activations. Capture the attention of potential prospects, generate qualified inquiries, and cultivate lasting relationships.

- **BUILD STRATEGIC PARTNERSHIPS**
  Connect with potential partners, suppliers, and collaborators who share your vision for advancing the attractions industry.

- **POSITION YOUR BRAND AS A THOUGHT LEADER**
  Lead conversations on an IAAPA stage, and share insights that position your brand as a trusted industry authority.

- **GAIN VALUABLE MARKET INSIGHTS**
  Stay ahead of emerging trends, technologies, and consumer preferences. Learn from industry leaders and access insights that drive smarter, more strategic decisions.



Your presence at IAAPA Expo Middle East ensures you're not merely part of the conversation; you're shaping the future of how the world plays.

Amplify your exposure through Sponsorship. Contact us today at Sponsorship@IAAPA.org!

IAAPA EXPOS BY NUMBERS

IAAPA EXPO ASIA 2025

SHANGHAI, CHINA



8,016
Registered Attendees

353
Exhibiting Companies

8,676
Square Meters Sold

IAAPA EXPO EUROPE 2025

BARCELONA, SPAIN



18,168
Registered Attendees

710
Exhibiting Companies

20,916
Square Meters Sold

IAAPA EXPO 2025

ORLANDO, FLORIDA



43,840
Registered Attendees

1,146
Exhibiting Companies

565,520
Square Feet Sold

SPONSORSHIP
OPPORTUNITIES AND BENEFITS

OPPORTUNITIES

SPECIAL EVENTS AND EDUCATION

Lock in these Early Bird rates through 11 Dec. 2026

	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ $8,500	☐ $12,500	☐ $22,500
MENALAC Legacy Awards	☐ $8,500	☐ $12,500	☐ $22,500
EDUSessions	☐ $7,500	☐ $11,500	☐ $21,500
Opening Ceremony	☐ $7,500	☐ $11,500	☐ $21,500
Opening Reception	☐ $7,500	☐ $11,500	☐ $21,500
Tour Experience *(Pre Tour OR Post Tour)*	☐ $6,500	☐ $10,500	☐ $17,000
Attendee EDUTour	☐ $6,500	☐ $10,500	☐ $17,000
Indoor Entertainment Day	☐ $6,500	☐ $10,500	☐ $17,000
Museum Day	☐ $6,500	☐ $10,500	☐ $17,000
Sportainment Day	☐ $6,500	☐ $10,500	☐ $17,000
Water Park Day	☐ $6,500	☐ $10,500	☐ $17,000
Women in Industry Lunch	☐ $6,500	☐ $10,500	☐ $17,000
Young Professional Reception*	☐ $5,000	☐ $8,500	☐ $14,000

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

BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

Lock in these Early Bird rates through 11 Dec. 2026

	PLATINUM
Lanyards — **GLOBAL SPONSORSHIP** *(includes lanyards for all four IAAPA Expos in 2027)* - ***Sold Out***	☐ $110,000
IAAPA Theatre - ***Sold Out***	☐ $27,500
Expo Bags - ***Sold Out***	☐ $25,000
IAAPA Member Lounge - ***Sold Out***	☐ $25,000
Registration - ***Sold Out***	☐ $25,000
Attendee Badges – ***Sold Out***	☐ $19,000
Banners/Aisle Signs - ***Sold Out***	☐ $18,500
Event Mobile App – ***Sold Out***	☐ $17,000

Select your sponsorships by 11 Dec. 2026 to lock in these early bird rates. Sponsorships reserved after 11 Dec. 2026 are subject to an additional fee of $1,000.

Listed rates are for exhibitors only. Non-exhibiting sponsors are subject to IAAPA's approval and an additional fee of $2,000. All sponsors are required to be IAAPA members.

Questions about sponsorships or just need more information about how to customize a package to meet your needs? Contact us at Sponsorship@IAAPA.org

SPONSORSHIP
OPPORTUNITIES AND BENEFITS

BENEFITS

	SPONSOR LEVELS		
	SILVER	GOLD	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 event mobile app		●	●
Recognition in **IAAPA News Daily** email prior to show (28,000+ subscribers)		●	●
Ability to provide sustainable **giveaways** at sponsored event (when applicable, and subject to IAAPA approval in advance)		●	●
Logo recognition on **IAAPA 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 (when applicable)	●	●	●
Complimentary tickets to sponsored event, amount varies by level (when applicable)	●	●	●
Complimentary **IAAPA Expo Middle East registrations** (non-exhibiting sponsors)	●	●	●
Tabletop signage at trade show booth (exhibitors only)	●	●	●
Booth floor stickers (exhibitors only)	●	●	●
Special **sponsor icon** for email signatures and websites	●	●	●
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 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.

SOLO BRAND ACTIVATION OPPORTUNITIES

WHY CHOOSE BRANDING?

Branding opportunities offer a powerful way to boost your company's visibility and presence at the event, with less commitment than a full sponsorship package. Whether you're looking to create a lasting impression, increase brand recall, or simply stand out in a high-traffic area, branded placements ensure your message is seen by the right audience at the right time. This is a flexible and impactful solution for companies seeking strategic exposure with options that can accommodate a range of budgets.

BRANDING OPPORTUNITIES

These are stand-alone visibility options and do not include sponsorship benefits beyond the branded item itself.

Please note:

- Branding options **do not** include sponsor status or logo recognition beyond the branded item itself.
- All locations are subject to availability at the time of booking.
- Rates include production, installation, and removal (unless otherwise noted). Content creation is not included in the rates.
- 5% VAT is applicable in accordance with UAE VAT Law and Regulations.
- Sizes listed are for indication purposes only; detailed specifications will be provided upon confirmation of the location.

PRINTED OPTIONS INSIDE ADNEC:



CONCOURSE HANGING BANNER

$1,000 per banner

These striking flags can be used throughout the entire venue and offer an impressive opportunity for exhibitors. Dimensions: Width 0.85 x Height 2 meters. **30 banners available in relevant areas.**



SPIDER POLE

$65,000

Create a lasting impression with this large spider pole located near the main Expo entrance.



CONCOURSE BLUE WALLS

$25,000

By covering the blue wall, your branding will be the first thing visitors see as they enter the concourse area. This prominent location offers a significant opportunity for exhibitors to prominently associate their names with the exhibition. Situated along the Concourse area. Dimensions: Width 6 x Height 3 meters.



CONCAVE WALL *$55,000*

Grab the attention of Expo attendees with a bold, unique shape right near the entrance. Dimensions: Approximately Width 18 x Height 13 meters.



MEGA PANEL *$65,000*

Premium location and the largest advertisement inside. It is located next to registration and opposite of Hall 11 entrance. The sheer size and scale of these locations guarantee impact for any brand. Dimensions: Width 15 x Height 12 meters.

CONCOURSE BANNER

$16,000 per banner

Placed at the entrance of the exhibition center for high visibility, these are the perfect sites for advertisers aiming to deliver mass reach messages. These double-sided banners are placed at the main concourse with high visibility, making them ideal for advertisers targeting a broad audience. Dimensions: Width 3 x Height 4 meters.

SOLO BRAND ACTIVATION OPPORTUNITIES



CONCOURSE GLASS BRANDING
$4,000 per 5 meters
Concourse glass advertising is great for logo placement seen from far. Location: Near IAAPA Member Lounge. Dimensions: Width 5 x Height 1.1 meters.

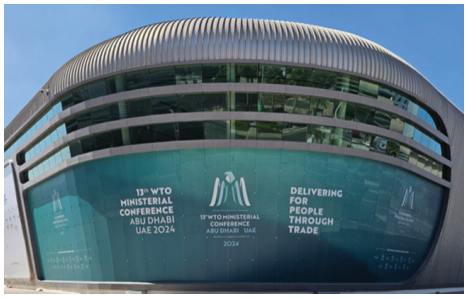
PRINTED EXTERNAL BRANDING



MEGA PANELS – EXTERNAL
$58,000
Located along the car park, this is a phenomenal opportunity to influence the buying decisions of your target audience as they arrive at ADNEC. Dimensions: Width 12 x Height 11.2 meters.



EXTERNAL GLASS PANEL
$70,000
Brands looking to create a significant impact should start here.



RADIUS GLASS PANEL *$75,000*
Passing traffic around ADNEC gives the radius glass panels real bang-for-buck. Big, visible and public facing.



CURVED PANEL *$45,000*
Enhance your brand's visibility by securing a spot at one of ADNEC's prime locations. Positioned at the main entrance, this signature site captures the attention of all incoming visitors, guiding them straight to your brand.

DIGITAL BRANDING OPTIONS



DIGITAL INTERNAL MEGA PANEL *$40,000*



DIGITAL MEGA EXTERNAL
$38,000
The internal and external mega panel screens are a powerful medium for reaching large audiences with compelling and visually striking content. The dynamic and high-resolution content can capture and hold viewers' attention more effectively than traditional media. Maximum display area: 2816x384 | Video duration: 10 seconds per minute | Artwork/video.



DIGITAL HANGING SCREENS
$20,000
An exclusive digital advertising site above the VIP balcony, this media will deliver a strong message to event visitors. Network of 5 units | Maximum display area: 1792x1152 meters | Video duration: 10 seconds | Artwork/video.

PORTRAIT SCREENS *$16,000*
Digital Screens at ADNEC Concourse. 26 units available, 6 in relevant areas. Maximum display area: 1080x1920 pixels | Duration: 10-15 seconds per minute.

Contact us at Sponsorship@IAAPA.org for more information

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
Event Mobile App	Logo recognition on event 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 (28,000+ 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 1 March 2027 to ensure full Global Sponsor recognition at all four Expos.

READY TO GO GLOBAL? Contact Sponsorship@IAAPA.org

SPONSORSHIP AGREEMENT

IAAPA EXPO MIDDLE EAST 2027

EDUCATION: 12–15 APRIL | **SHOW FLOOR:** 13-15 APRIL | **ABU DHABI, UAE**

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, Middle East and Africa: Phone: +32 487 49 74 48
Asia Pacific: Phone: +852/2538 8799 or +86-21/51175878

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

SPONSORSHIP(S) AND LEVEL(S) OR SOLO BRAND ACTIVATION SELECTED: _____

_____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

VAT NUMBER: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

COUNTRY: _____ BOOTH NUMBER (if applicable): _____ WEBSITE: _____

SOCIAL MEDIA HANDLES: Instagram: _____ Facebook: _____

LinkedIn: _____ Other: _____

TOTAL PRICE: $ _____

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of $2,000.
All sponsors are required to be IAAPA members.

PAYMENT OPTIONS:

50% DUE WITH CONTRACT. Remaining balance due by 11 Dec. 2026. Flexible payment plans available upon request. Select your sponsorships and make full payment by 11 Dec. 2026 to lock in early bird rates. Sponsorships reserved or payments received after 11 Dec. 2026 are subject to an additional fee of $1,000. 5% VAT is applicable in accordance with UAE VAT Law and Regulations.

Reserving more than one sponsorship? Take advantage of discounted ADD-ON RATES (subject to IAAPA approval; rates do not apply to all opportunities).

- ☐ **Silver Add-on** $4,000
- ☐ **Gold Add-on** $6,000
- ☐ **Platinum Add-on** $11,000

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

☐ **MAIL A CHECK** IN THE AMOUNT OF $_____ CHECK #: _____ (Check must be drawn from a U.S. bank)
Check payable to: **IAAPA**
Send check to: **IAAPA, Attention: Sponsorship Sales, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S.**

☐ **I WILL WIRE TRANSFER** IN THE AMOUNT OF ($_____ + $25*) = **$**_____
(*Please include a $25 transaction fee for all wire transfers.)

International Wire Transfer
SWIFT Code (use for International wires only): BOFAUS3N
Bank Account #: 0020-866-30597 (Payable to IAAPA)

Domestic Wire Transfer (from U.S. accounts only)
ABA/Routing Number (Domestic U.S. only): 026009593
Bank Account #: 0020-866-30597 (Payable to IAAPA)

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

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

☐ **INVOICE US**. IAAPA team will provide an invoice for 50% deposit.

TERMS AND CONDITIONS

EDUCATION: 12–15 APRIL | **SHOW FLOOR:** 13–15 APRIL | **ABU DHABI, UAE**

IAAPA EXPO MIDDLE EAST 2027

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 Middle East in 2027 at the ADNEC Centre Abu Dhabi ("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: _____