IAAPA® EXPO MIDDLE EAST 2027

EDUCATION
12-15 APRIL

SHOW FLOOR
13-15 APRIL

Abu Dhabi, UAE

MOMENTUM, TRANSFORMED.

A New Destination for What's Next.

A new era for the attractions industry begins in the UAE, where innovation gains momentum, connections create opportunity, and extraordinary possibilities take shape.





Ticketed Event Highlights

Discover exciting EDUTours, experiences and opportunities to make the most of the event.

Learn More

Why Attend?

Discover new products, explore innovative solutions, and connect with thousands of attractions and leisure industry professionals at IAAPA Expo Middle East 2027. With 300+ exhibitors from across MENA and around the world, experience fresh ideas, build valuable relationships, and uncover opportunities to elevate the guest experience and grow your business.

- How will you differentiate your attractions in this dynamic market?
- What emerging trends will redefine guest experiences?
- How can innovative solutions unlock growth in a competitive landscape?

Find Innovation

Discover over 300+ exhibiting companies presenting their latest product and services.

Find Connections

Build your network among thousands of professionals in the entertainment and leisure industry.

Find Inspiration

Learn from real-world success stories and proven strategies from world-class operators, and take actionable insights back to your business.

Find Growth

Elevate your career and expand your expertise with a wider range of learning and professional development opportunities.



IAAPA®
EXPO MIDDLE EAST 2027

AT A GLANCE

300+
Exhibiting Companies

4 Halls
of Products, Innovation & Solutions

4 Days
of Business, Education & Connections

1 Global Industry
Coming Together in Abu Dhabi



WHAT TO EXPECT

Elevate Your Knowledge

Gain valuable insights through a comprehensive education programme exploring the latest trends, technologies, safety practices, operational strategies, marketing best practices and more.

Exclusive Insights from Keynotes

High-profile keynotes delivered by renowned industry leaders discussing trends, leadership challenges and innovation opportunities.

Experience Innovation

The show floor will showcase cutting-edge technologies, sustainable solutions and immersive experiences tailored to the evolving needs of the MENA leisure and entertainment industry.

Go Behind the Scenes with EDUTours

Get exclusive access to leading attractions and innovative entertainment destinations across the region. Explore real-world operations, discover best practices, and gain valuable insights from industry professionals you can take back to your business.

Who Should Attend?

Attraction and Entertainment Professionals

Connect with theme park and water park operators, museums, family entertainment centers and live event

producers to explore innovative solutions.

Cultural and Tourism Leaders

Engage with decision-makers from tourism boards and cultural institutions to discuss collaboration and growth.

Mixed-Use Development and Hospitality

Discover how to integrate attractions, retail, and accommodations to create vibrant destinations that drive tourism and community engagement.

Experiential Innovators

Discover cutting-edge experiences and technologies from leaders in immersive entertainment.

Strategic Partners

Network with industry influencers and planners to shape the future of tourism.

IAAPA Expo Middle East is the epicenter of innovation for the entire entertainment and leisure industry in the region.

DISCOVER. CONNECT. CELEBRATE!



Explore the Show Floor

The IAAPA Expo Middle East show floor brings together everything an entertainment attraction needs, from dry and water rides to play structures, food and beverage, immersive technology, ticketing, VR, audiovisual solutions and more.

Engage in the Education Conference

The programme will host sessions covering timely topics such as safety, emerging trends, technology, operations, marketing best practices and more. Stay tuned for the full programme.





Exclusive Special Ticketed Events

Get ready to explore leading UAE attractions and go behind the scenes to discover what it takes to create and operate world-class experiences.

PRO TIP

Navigate IAAPA Expo Middle East with Ease!

Download IAAPA Connect+, the official mobile app to build your personalised, agenda, make 1:1 connections with other attendees, view the full exhibitor list, and plan your day!

DOWNLOAD TODAY!

Download on the App Store

GET IT ON Google Play



IAAPA EXPO MIDDLE EAST 2027



IAAPA MEMBER BENEFITS

- **Member Savings**
  Access exclusive member pricing on IAAPA Expos, events, education, certifications, and other programs.
- **Exclusive Resources**
  Access member tools, safety resources, industry guidance, and other resources designed to support your business.
- **Global Connections**
  Build relationships, exchange ideas, and develop partnerships with attractions professionals, industry leaders, suppliers, and innovators around the world.
- **Industry Insights & Research**
  Access trusted research, data, trends, and industry intelligence to help you make informed business decisions.
- **Education & Professional Development**
  Build your skills and advance your career through industry-specific education, training, and professional development.
- **Advocacy & Industry Representation**
  Stay informed on legislative and regulatory issues impacting your business while helping strengthen the attractions industry's collective voice.

Travelling to Abu Dhabi



Airlines to Abu Dhabi

The national carrier of Abu Dhabi is Etihad Airways, recognized for its award-winning service and global connectivity. Dubai, located just over an hour from Abu Dhabi, is served by Emirates Airlines, one of the world's leading carriers.

Travel Insurance

We strongly recommend that all attendees arrange comprehensive travel insurance for the duration of their trip. Coverage should include medical emergencies, trip cancellations, baggage loss or delay, and other unforeseen events.

Visa Requirements

Citizens of Gulf Cooperation Council (GCC) countries do not require a visa. Entry is granted with a valid GCC passport or national ID card. Citizens of eligible countries can obtain a visa on arrival for 30 or 90 days (depending on nationality) with a possible extension. Passports must be valid for at least six months from the date of entry.

Lodging and Accommodation

Abu Dhabi offers a wide variety of accommodation options from budget hotels to luxury 5-star resorts.
The Expo venue, ADNEC Centre Abu Dhabi, is centrally located, making it accessible from most parts of the city. Serviced apartments and limited Airbnb options are also available.

Getting Around

Abu Dhabi has a modern, well-planned road network. Taxis are affordable and easy to find. Public buses are air-conditioned, reliable, and inexpensive. Car rental services from major international companies are available for those who prefer to drive.

Pro Tips

Currency: The local currency is the UAE Dirham (AED). Credit and debit cards are widely accepted. Licensed exchange offices, banks, and hotels provide currency exchange services.

ATMs & Exchange: ATMs are widely available in malls, supermarkets, petrol stations, and the airport. Bureau de Change offices often offer competitive rates.

Electricity: Voltage: 230V, Frequency: 50Hz, Plug Type: G (three rectangular pins). Travelers from countries with different plug types should bring an adapter.

Mobile & Internet: Local SIM cards are available from Etisalat and du at the airport and in malls. Both providers offer tourist packages and free public Wi-Fi in many locations. Most hotels provide complimentary internet access.