



The Global Attractions  
Industry's Premier Event



THE MOMENT YOU'VE BEEN WAITING FOR . . .

**IS HERE**

**CONFERENCE:** Nov. 16-19 **2020**  
**TRADE SHOW:** Nov. 17-20

ORANGE COUNTY CONVENTION CENTER | ORLANDO, FL, US

[IAAPA.org/IAAPAE expo](http://IAAPA.org/IAAPAE expo)

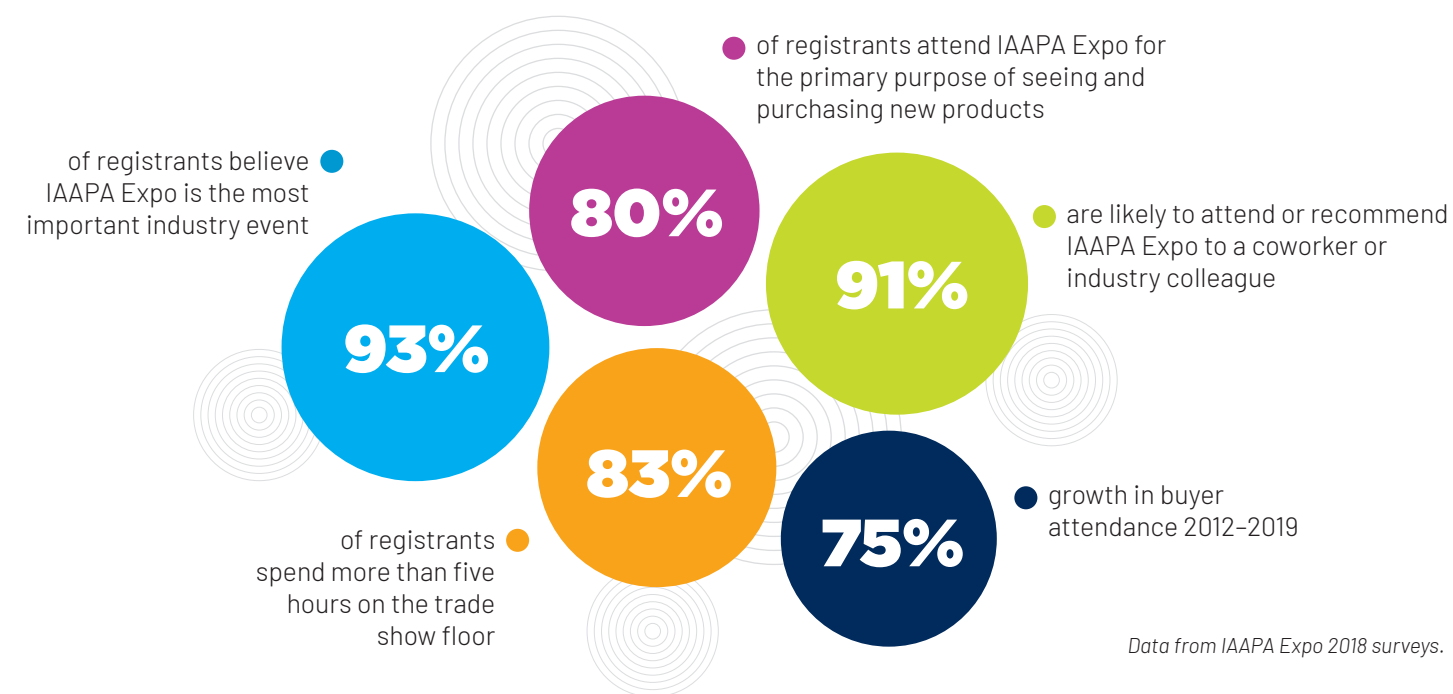
# SEIZE THIS OPPORTUNITY!

**IAAPA Expo is the largest international trade show for the attractions industry. Bringing together more than 40,000 participants, the Expo has sold out for the past 3 years.**

**In 2020, the show is going to be bigger and better than ever before.** The Orange County Convention Center has embarked on a \$605 million Capital Improvement Plan that will expand the center and ultimately enhance the visitor experience. To accommodate for this exciting project, as well as meet the growing needs of IAAPA Expo exhibitors and attendees, the event will be expanding into two buildings.

IAAPA Expo continues to break records and surpass expectations with each trade show. Do not miss the opportunity to be part of IAAPA's biggest show yet.

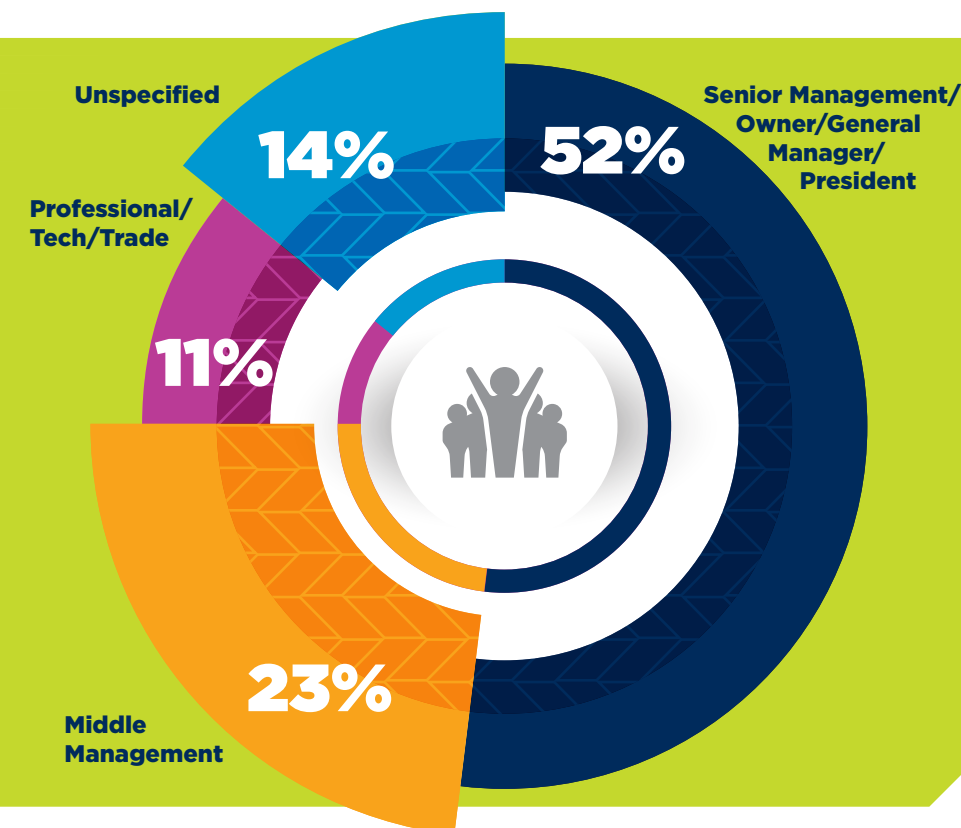
# THE NUMBERS SPEAK FOR THEMSELVES



## WHO ATTENDS IAAPA EXPO?

IAAPA Expo hosts a diverse crowd of attendees every year — from every facet of the attractions industry representing every professional level. Your target demographic will be attending IAAPA Expo in 2020.

- Amusement & Theme Parks
- Attractions
- Family Entertainment
- Museums & Science Centers
- Themed Entertainment
- Zoos & Aquariums
- Integrated Hotels and Resorts
- Historic/Cultural/Tourist Attractions
- And more!





# SIGN UP AND STAND OUT

The IAAPA Expo show floor is carefully curated to ensure that exhibitors meet the qualified buyers and premium brands they need for the next big deal. Navigating our strategically grouped pavilions, attendees will be able to find your booth more efficiently so you can make the connections you're looking for.

## SHOW HOURS

**TUESDAY, NOV. 17–  
THURSDAY, NOV. 19**  
10 a.m.–6 p.m.

**FRIDAY, NOV. 20**  
10 a.m.–4 p.m.

## PAVILIONS INCLUDE:

### FAMILY ENTERTAINMENT

Manufacturers, suppliers, and service providers for participatory play equipment

### FIRST-TIME EXHIBITORS

Companies that have never exhibited at IAAPA Expo

### FOOD & BEVERAGE

Providers of F&B products, equipment, and/or concessions

### GAMES & ARCADE (FORMALLY COIN-OP)

Manufacturers and service providers for arcade, video, midway, skill, and water games as well as redemption prizes

### INFLATABLES

Manufacturers, suppliers, and service providers for inflatable products

### MERCHANDISE

Manufacturers and suppliers of gifts, novelties, and/or souvenirs

### OPERATIONAL SERVICES

Operational, consulting, and/or maintenance services

### RIDES & EQUIPMENT

Manufacturers, suppliers, and service providers for rides and/or equipment

### SHOW PRODUCTION & DESIGN

Show designers and providers of theatrical equipment

### WATER PARK

Manufacturers, suppliers, and service providers for water-based attractions

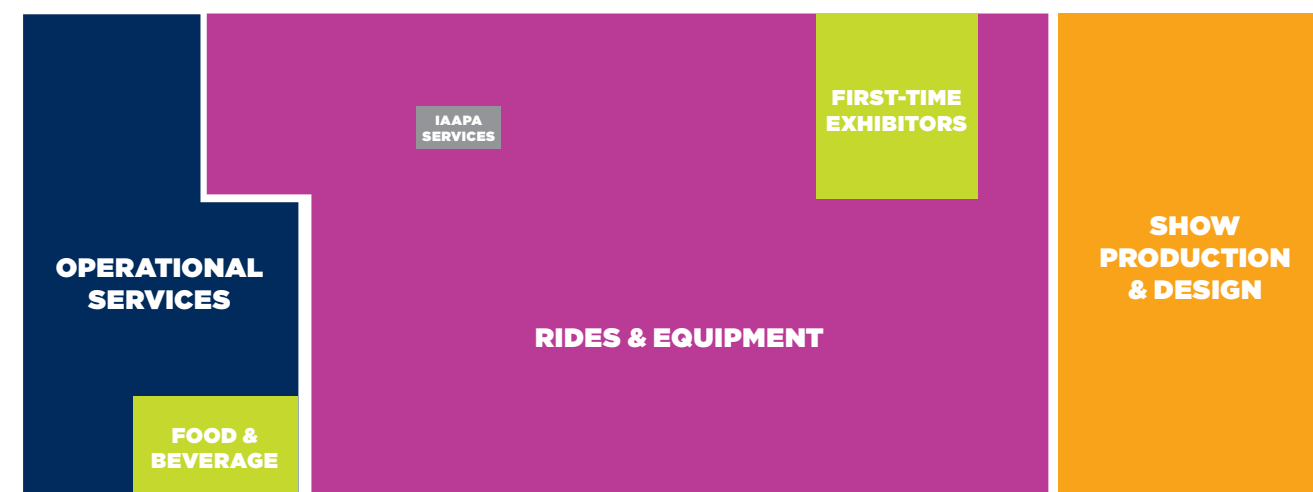
## SOUTH HALL PAVILIONS

### MORE SHOW MEANS MORE OPPORTUNITY!

The additional space at IAAPA Expo 2020 means there will be more education programs, more lounges and network bars, and more options for food and beverage. And don't worry about distance between halls — shuttles will be performing a continuous loop between the buildings.



## WEST HALL PAVILIONS



To view the most current floor plan, visit [IAAPA.org/2020ExpoFloorplan](https://iaapa.org/2020ExpoFloorplan).





# CONNECTIONS MADE HERE MAKE THE DIFFERENCE

IAAPA Expo is attended by thousands of industry professionals from more than one hundred countries. Each person brings their expertise and passion for attractions and entertainment to the conference and trade show, creating an experience that enhances the industry and connects everyone.

## 100+ EDUCATION OPPORTUNITIES

Led by experienced industry professionals, the education programs at IAAPA Expo focus on the issues that matter most to you. Share your expertise with your colleagues as the subject matter expert.

## 50+ NETWORKING EVENTS

From behind-the-scenes tours to local attractions to exclusive receptions, IAAPA Expo brings together the attractions community for a week of inspiration and opportunity.

# EXPAND YOUR BRAND REACH

Sponsorship and advertising offer powerful and effective opportunities to extend brand recognition beyond booth space. Maximize your investment by identifying leads and driving sales at one of our targeted events or through pre-show and on-site branding and advertising opportunities.



## SPONSORSHIP MEANS BUSINESS

72%

of attendees say they are  
more likely to do business  
with an IAAPA Expo sponsor\*

## PRIME OPPORTUNITIES INCLUDE:

### VEHICLE TRANSPORT

Your company will be at the top of attendees' minds as they move between buildings with this premiere branding opportunity.

### LOUNGE AREAS

Four new lounge areas will be available for attendees to rest, relax, and connect on the trade show floor. Make sure your company has a presence in these key locations.

### ECO-FRIENDLY GIVEAWAY

Make a lasting impression by providing a giveaway item for all attendees to use at the show and after they have returned home.

To inquire, please contact Emily Popovich at [Sponsorship@IAAPA.org](mailto:Sponsorship@IAAPA.org) or +1 703/850-4115.

\*IAAPA Expo 2018 Post-Event Survey

# DON'T LET THE MOMENT PASS YOU BY

**Do not wait to confirm your brand's status as an exhibitor at IAAPA Expo 2020. This is the largest, most comprehensive trade show in the world for the attractions industry.**

Sign up early to ensure that your booth is central to the record number of qualified buyers anticipated to attend the next Expo. This opportunity to bring your organization, products, and services to the forefront of the attractions industry is not to be missed.

## MARK YOUR CALENDAR

PREMIUM SPACE ALLOCATION	INFLATABLE ALLOCATION	SPACE ALLOCATION
The allocation date by seniority for the top 150 companies will occur Jan. 13-17, 2020.	The allocation date for inflatable companies will occur April 7-9, 2020.	Allocation for all companies that submit their contract by March 27, 2020 deadline will be assigned by the IAAPA Space Allocation Sub-Committee during a 3-day event April 21- 23, 2020.

*For more details on the 2020 space allocation process, visit [IAAPA.org/SpaceAllocation](https://IAAPA.org/SpaceAllocation).*

## NEED MORE DETAILS?

PLEASE CONTACT US FOR PRICING AND AVAILABILITY

### IAAPA GLOBAL HEADQUARTERS

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**[IAAPA.org/onlinecontract](https://IAAPA.org/onlinecontract)**