



SPONSORSHIP PROSPECTUS



CONFERENCE: 7-10 June 2021
TRADE SHOW: 8-10 June 2021

The Venetian Macao | Macao, China

www.IAAPA.org/IAAPAE expoAsia

SPONSORSHIP OPPORTUNITIES & BENEFITS

OPPORTUNITIES

■ Special Events and Education

	SILVER	GOLD	PLATINUM
Leadership Breakfast (in IAAPA Theatre)	<input type="checkbox"/> \$9,500	<input type="checkbox"/> \$13,500	<input type="checkbox"/> \$23,500
Education Sessions	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$12,500	<input type="checkbox"/> \$22,500
Opening Ceremony (in IAAPA Theatre)	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$12,500	<input type="checkbox"/> \$22,500
Opening Night Reception	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$12,500	<input type="checkbox"/> \$22,500
Facility Education Tours (2-3 facilities to be released at later date. Contact IAAPA for location updates; sponsorship is for one facility tour.)	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
Institute for Attractions Managers (IAM)	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
Lunch and Learn (in IAAPA Theatre)	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
Safety Institute Lunch	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
Young Professionals Forum and Reception	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500

■ Branding, Exclusive Naming Rights, and Attendee Services

	SILVER	GOLD	PLATINUM
Lanyards - GLOBAL SPONSORSHIP (includes lanyards for all three IAAPA Expos in 2021) - Exclusive			<input type="checkbox"/> \$80,000
IAAPA Lounge - Exclusive			<input type="checkbox"/> \$27,000
IAAPA Theatre (Naming Rights) - Exclusive			<input type="checkbox"/> \$27,000
Attendee Giveaway (e.g., branded hand sanitizers, water bottles, face masks, etc.—to be produced by IAAPA)			<input type="checkbox"/> \$24,000
Badges/Tickets/Wristbands - Exclusive			<input type="checkbox"/> \$22,500
Banners/Aisle Signs - Exclusive			<input type="checkbox"/> \$22,500
Photography Sponsor (subject to approval) - Exclusive			<input type="checkbox"/> \$22,500
Expo Bags - Exclusive		<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$24,000
Mobile App, WIFI, or other technology sponsorship - Exclusive		<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
On-site Maps	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500
Registration Confirmation Emails	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$20,500

Pricing above for exhibitors only. Non-exhibiting sponsors subject to an additional \$2,000 fee as determined by IAAPA.

*Print deadlines apply to be included in the June 2021 issue of Funworld magazine, the official trade show program, and on-site signage.

**IAAPA does not distribute attendee lists with contact information. Process will be managed through IAAPA. Companies with multiple sponsorships will still only receive one mailing. List is pulled by registration and includes companies who have selected to opt in and receive emails.

BENEFITS

■ Pre-show

	SILVER	GOLD	PLATINUM
Ability to conduct one-time electronic mailing to all verified attendees**			<input checked="" type="checkbox"/>
Pre-show email recognition in outgoing promotions (when possible)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in IAAPA News Daily E-Newsletter		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary digital booth upgrade	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo acknowledgment on the IAAPA.org website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special sponsor icons for use in emails, prints, or online/web	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media recognition pre-show via WeChat, Facebook, Twitter, LinkedIn (when possible)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

■ On-site

	SILVER	GOLD	PLATINUM
30-second video presentation at sponsored event (when applicable, to be approved by IAAPA)			<input checked="" type="checkbox"/>
Sponsor plaques			<input checked="" type="checkbox"/>
Logo acknowledgment on lobby banners*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to provide fun attendee giveaways (limited to one (1) item, when applicable, and to be approved by IAAPA in advance of show)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition by event speaker or moderator (when applicable)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo acknowledgment in the June 2021 issue of Funworld magazine*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo acknowledgment in the official Trade Show Program*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo acknowledgment on event signage*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo recognition on video at special events in IAAPA Theatre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor icon adjacent to show program listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary tickets to sponsored event (quantity dependent on level)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor badge ribbons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reserved VIP seating at event (when applicable)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

■ Post-show

	SILVER	GOLD	PLATINUM
Ability to conduct one-time mailing to all verified Expo attendees post-show**		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

QUESTIONS?

For more information about sponsorships or to customize a sponsorship that meets your needs, contact us today!

Email: EPopovich@IAAPA.org | Sponsorship@IAAPA.org
Phone: +1 703 850 4115





CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____
All sponsors are required to be IAAPA members.

SPONSORSHIP(S) AND LEVEL(S) SELECTED ON PREVIOUS PAGE: _____

PRIMARY CONTACT NAME: _____ DIRECT PHONE: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

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

SOCIAL MEDIA HANDLES: WeChat: _____ Facebook: _____
Twitter: _____ LinkedIn: _____

Become a Global Sponsor and receive added benefits at all three IAAPA Expos in 2021.

Benefits include: added signage, social media recognition, recognition in IAAPA's News Daily, lanyards, special sponsor badge ribbons, Global Sponsor plaque, recognition in November 2021 Funworld magazine.

PAYMENT OPTIONS:

50% DUE WITH CONTRACT; remaining balance due by 1 March 2021. Flexible payment plans are available by request.

Discounted "add-on" rates available for multiple sponsorships as follows (subject to IAAPA approval; rates do not apply to all opportunities):

- ☐ Add on an additional Silver: \$4,000
- ☐ Add on an additional Gold: \$6,000
- ☐ Add-on an additional Platinum: \$11,000

☐ **CHARGE MY CREDIT CARD** IN THE AMOUNT OF US\$ _____ ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover Card

CREDIT CARD NUMBER: _____

EXP. DATE: ____ / ____ CID CODE: _____

NAME (AS PRINTED ON CREDIT CARD): _____

AUTHORIZED SIGNATURE: _____

☐ **MAIL A CHECK** IN THE AMOUNT OF US\$ _____ 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 USA**

☐ **I WILL WIRE TRANSFER** IN THE AMOUNT OF (US\$ _____ + US\$25*) = **US\$** _____

(*Please include a **US\$25 transaction fee** for all wire transfers.)

Bank of America, 1501 Pennsylvania Ave., N.W. | ABA 026009593 | Swift Code (if needed): BOFAUS3N

For Credit to IAAPA Account 0020-866-30597. There is no IBAN, BIC or anything else needed.

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

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

QUESTIONS?

For more information about sponsorships or to customize a sponsorship that meets your needs, contact us today!

Email: EPopovich@IAAPA.org | Sponsorship@IAAPA.org

Phone: +1 703 850 4115

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo Asia 2021 (the "Event"), in accordance with the corresponding rate card fees. A faxed or emailed signed Agreement is also binding.

2. IAAPA and the Company Sponsor named above ("Sponsor") agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. 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 the sponsorship activities 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 Sponsor in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/or materials ("Sponsor Content") distributed by or on behalf of Sponsor must comply with (i) IAAPA's advertising policies and procedures as determined from time-to-time by IAAPA and (ii) by IAAPA's Intellectual Property ("IP") Enforcement Policy.

3. Sponsor agrees to indemnify and hold harmless IAAPA, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Sponsor's acts, omissions, breach of contract or any actions or claims made by Sponsor or any third party against Sponsor under IAAPA's Intellectual Property Enforcement Policy (see item 8).

4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy. Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA Expo Asia 2021 (or any other IAAPA show) will not violate the laws of any country or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Sponsor Content is owned and/or lawfully distributed by Sponsor. In addition, Sponsor warrants that it will not make any claims that are not substantiated or that are prohibited by law.

5. Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA of the Agreement, IAAPA shall refund any sponsorship fees received by IAAPA prior to termination.

6. IAAPA may postpone the Event for any reason. Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the new Event dates.

7. IAAPA and/or Sponsor/exhibitor are liable should one or the other default. Any 3rd party agency signing on behalf of the Sponsor/exhibitor will be held responsible for the fulfillment of this non-cancelable contract.

8. IP Enforcement Policy: In an effort to ensure any claims or disputes by Sponsor/exhibitors at the Event (or in the time period prior to the Event) are handled in a nondisruptive manner, the Association hereby agrees to provide all Sponsor/exhibitors at the Event with the services of an intellectual property mediator ("IP Mediator"). At the Event and in the time period leading up to the Event, IP Mediator will provide assistance to Sponsor/exhibitors by evaluating potential intellectual property infringement claims and will work closely with the Association to issue any Sanctions (as defined below), if necessary.

The Sponsor/exhibitor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between Sponsor/exhibitor related to intellectual property or proprietary rights, as well as any violation of the Rules. Sponsor/exhibitor understands and agrees that all decisions made by the IP Mediator are final, and shall not be subject to appeal or challenge. The Sponsor/exhibitor understands and agrees that, at the Event and in the time period leading up to the Event, any Sponsor/exhibitor ("Complaining Sponsor/exhibitor") may lodge with IP Mediator a complaint against

any other Sponsor/ exhibitor ("Defending Sponsor/ exhibitor"), which after investigation may result in the Sanctions by the IP Mediator or the Association at the Event. IP Mediator's evaluation of such a complaint will be free of charge to the Complaining Sponsor/exhibitor. Sponsor/exhibitor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or the Association in their sole discretion and may include but shall not be limited to: (i) the removal of any item, product, catalog, photograph or image (whether in digital or print) material, URL, product or device ("Sponsor/exhibitor Content"), (ii) the shutdown of a Sponsor's/exhibitor's booth at the Event, (iii) restrictions on access or services provided by the Association, (iv) a loss of membership to the Association; or (v) a ban from any future show or event.

The Sponsor/exhibitor understands and agrees that any determination by IP Mediator and/or the Association to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce the rules and guidelines at the Event, including the Rules; (ii) when IP Mediator believes that the display of any Sponsor/exhibitor Content is potentially infringing on another Sponsor/exhibitor's intellectual property or proprietary rights, or (iii) when IP Mediator and/or Association believes the display of any Sponsor/ exhibitor Content is disruptive to the Event.

In exchange for being permitted to exhibit at the Event and also for the services described above, Sponsor/ exhibitor agrees as follows:

a) That Association is not responsible or liable for any claimed or recognized violations of the Sponsor/ exhibitor's intellectual property or proprietary rights, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights.

b) That the Sponsor/exhibitor will abide by any and all intellectual property laws, rules or guidelines, including the Rules, whether imposed by national or local laws or by the Association as part of its ownership and/or management of the Event.

c) That the IP Mediator and the Association have no obligation to enforce or act on the behalf of the Sponsor/exhibitor and that both IP Mediator and Association may, in their sole discretion, determine whether to issue Sanctions or take any action in any case, depending on the facts presented by the Complaining Sponsor/exhibitor. Nothing herein obligates IP Mediator or Association to take any action or issue any Sanctions.

d) Not to display Sponsor/exhibitor Content that violates or potentially violates the intellectual property or proprietary rights of another Sponsor/ exhibitor at the Event or that is otherwise disruptive to another Sponsor/exhibitor. Sponsor/exhibitor hereby further agrees that the Association and/ or its IP Mediator may determine—in their sole and complete discretion—whether to issue the Sanctions described herein.

e) To comply with any Sanctions issued by IP Mediator and/or the Association. Sponsor/exhibitor further understands that its refusal to comply with any issued Sanctions may result in further action by Association, which may include the issuance of additional Sanctions or another action as determined by Association in its sole discretion.

f) That a failure by Sponsor/exhibitor to abide by any Sanctions imposed by IP Mediator and/or the Association may lead to additional Sanctions imposed by Association.

g) That any claim of infringement made to IP Mediator or the Association shall be made with the good faith intent to enforce owned or licensed intellectual property or proprietary rights, and not solely in an effort to disrupt or impact another party's ability to operate.

h) SPONSOR/EXHIBITOR AGREES TO RELEASE AND HOLD HARMLESS THE ASSOCIATION, IP MEDIATOR, AND THEIR AGENTS, CONTRACTORS, AND SERVICE PROVIDERS, (COLLECTIVELY, THE "RELEASED PARTIES") FOR ANY CLAIMS, DEMANDS, OR LIABILITIES RELATED TO: (i) A CLAIM OR DETERMINATION THAT A VIOLATION OF THE RULES HAS OCCURRED; (ii) A CLAIM OR DETERMINATION THAT ANY SPONSOR/EXHIBITOR

CONTENT IS INFRINGING, POTENTIALLY INFRINGING, OR OTHERWISE DISRUPTIVE TO THE EVENT; OR (iii) ANY OTHER CLAIM OR DETERMINATION ISSUED BY THE IP MEDIATOR, ITS AGENT OR CONTRACTOR, OR THE ASSOCIATION RELATED TO ACTIVITY AT THE EVENT. TO BE CLEAR, SUCH RELEASE OF LIABILITY WILL INCLUDE ANY CLAIMS OF TRADE LIBEL, DEFAMATION, UNFAIR COMPETITION, OR NEGLIGENCE RELATED TO ANY DETERMINATION MADE AT THE EVENT BY THE RELEASED PARTIES.

i) To indemnify, hold harmless and defend the Released Parties from any claims, losses, damages or liability that may result from the Association or IP Mediator's enforcement of this IP Enforcement Policy.

j) That it will accept and not seek to challenge, modify or overturn any resolution made by IP Mediator or the Association, including the issue of any Sanctions.

9. Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of this Agreement will be decided by binding arbitration in Florida, USA. 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 in the Orlando, Florida, USA area, 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 this Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of Florida, in the United States.

10. Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement shall in no Event exceed the amount of the charges for the sponsorship or advertisement which was omitted or in which the error occurred and such liability shall be discharged by (abatement of the charges) or (a sponsorship/ advertising allowance) commensurate with the error for the particular sponsorship or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular sponsorship or advertisement in which the omission or error occurred. No adjustment is applicable to any free sponsorship or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

11. For the purposes of this Agreement, the following terms shall have the following meanings:

a) "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"); and

b) "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.

12. The parties 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. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.

13. 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 applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA; 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.

14. 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.

Please sign and email to Emily Popovich, Director of Global Sponsorships, at EPopovich@IAAPA.org. Questions, please call +1 703-850-4115.

☐ I have read and agree to the terms as set forth above.

SIGNATURE: _____ PRINT NAME: _____ DATE: _____