



Orange County Convention Center, Orlando, FL

IAAPA.org/IAAPAEexpo

Sponsors are required to be IAAPA members.

2021 SPONSORSHIP AGREEMENT

CONFERENCE: Nov. 15-19, 2021

TRADE SHOW: Nov. 16-19, 2021

IAAPA Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 USA
Phone: +1 703/850 4115 (Emily Popovich Direct) Email: Sponsorship@IAAPA.org

COMPANY: _____ IAAPA MEMBER ID: _____
(ALL SPONSORS REQUIRED TO BE IAAPA MEMBERS.)

TOTAL INVESTMENT FOR SELECTED SPONSORSHIPS BELOW: _____

PRIMARY CONTACT: _____

CONTACT Email: _____ BILLING Email (if different than contact email): _____

DIRECT PHONE: _____ MOBILE PHONE FOR ONSITE ACCESS: _____

ADDRESS: _____

CITY: _____ STATE/COUNTRY: _____ ZIP CODE: _____

BOOTH NUMBER (if applicable): _____ COMPANY URL: _____

SOCIAL MEDIA HANDLES (Twitter/Facebook/LinkedIn/WeChat): _____

* PLEASE SEND A HIGH-RESOLUTION (300 dpi) VERSION OF YOUR LOGO, VECTOR FORMAT, WITH AGREEMENT (.eps, .ai, and/or .jpg)

SELECT YOUR SPONSORSHIPS BELOW!

Non-exhibitors subject to \$3,000 additional fee and IAAPA's approval.

SPONSORSHIPS AND LEVELS:

| SPECIAL EVENTS AND EDUCATION | SUPPORTING | SILVER | GOLD | PLATINUM |
|---|----------------------------------|----------|----------|----------|
| Educational Seminars (all sessions!) | <input type="checkbox"/> | \$8,500 | \$14,300 | \$25,500 |
| GM and Owners' Breakfast (Leadership Breakfast) | <input type="checkbox"/> | | \$16,300 | \$30,000 |
| IAAPA Celebrates - Thursday Evening Special Event | <input type="checkbox"/> | \$10,500 | \$16,300 | \$30,000 |
| Board of Directors' Reception | <input type="checkbox"/> | \$9,000 | \$14,300 | \$21,500 |
| Brass Ring Awards Event | <input type="checkbox"/> \$6,000 | \$9,000 | \$14,300 | \$25,500 |
| Chairman's Reception | <input type="checkbox"/> | \$9,000 | \$14,300 | \$21,500 |
| Kickoff Event (Opening Ceremony) | <input type="checkbox"/> | \$9,000 | \$14,300 | \$25,500 |
| Lunch and Learn | <input type="checkbox"/> | \$9,000 | \$14,300 | \$25,500 |
| Opening Reception | <input type="checkbox"/> | \$9,000 | \$14,300 | \$25,500 |

| EVENTS FOR TARGETED AUDIENCES | SUPPORTING | SILVER | GOLD | PLATINUM |
|---|----------------------------------|---------|----------|----------|
| Asia Pacific Breakfast | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Canadian Breakfast | <input type="checkbox"/> \$3,800 | \$7,000 | \$11,300 | \$21,500 |
| Carnival and Showmen's Reception | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Amusement Parks and Attractions Constituency Lunch | <input type="checkbox"/> \$3,800 | \$8,000 | \$12,300 | \$23,500 |
| Europe, Middle East, and Africa (EMEA) Reception | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Family Entertainment Center (FEC) Lunches (3) | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Family Entertainment Center (FEC) Reception | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| IAAPA Rookies and Newcomers Program | <input type="checkbox"/> \$5,800 | \$9,000 | \$13,300 | \$24,500 |
| Latin American Reception | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Museum and Science Center Reception | <input type="checkbox"/> \$3,800 | \$7,000 | \$11,300 | \$21,500 |
| Water Park Networking Event and Water Park Social (2) | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |
| Water Park Operators' Lunch | <input type="checkbox"/> \$3,800 | \$7,000 | \$11,300 | \$21,500 |
| Young Professionals Reception | <input type="checkbox"/> \$3,800 | \$7,000 | \$11,300 | \$21,500 |
| Zoo and Aquarium Reception | <input type="checkbox"/> \$4,800 | \$8,000 | \$12,300 | \$23,500 |

| BANNERS, BRANDING AND MORE | SILVER | GOLD | PLATINUM |
|--|---------|----------|----------|
| Lanyards - Global Sponsors Only (all 3 Expos) (exclusive) | | | \$75,500 |
| IAAPA Theater Naming Rights (exclusive) | | | \$55,500 |
| International Business Lounge (see below for other lounge opportunities) (exclusive) | | | \$30,500 |
| Digital Screens in Lobby - 30 second spot video on loop (limited) | | | \$30,500 |
| Expo Bags (exclusive) | | | \$35,500 |
| Aisle Signs Branding (limited) | | | \$27,500 |
| Badges and Tickets Sponsorship (exclusive) | | | \$25,500 |
| Ambassador Shirts Branding (exclusive) | | | \$25,500 |
| WiFi (exclusive) | | \$13,300 | \$21,500 |
| Mobile App (exclusive) | | \$14,300 | \$22,500 |
| Restroom Clings Branding | \$8,500 | \$12,000 | \$26,000 |
| Lobby Window Clings Branding (number depends on level of sponsorship) | | \$13,300 | \$25,500 |
| Attendee Maps (exclusive) | | \$12,300 | \$21,500 |
| Trade Show Floor Park Benches Branding | | \$12,300 | \$21,500 |
| Registration Confirmation Email Branding (limited) | \$8,000 | \$12,300 | \$21,500 |
| Hotel Key Cards (exclusive) | | | \$22,500 |
| Attendee Lounges (1 of 4 available, exclusive to one sponsor per lounge) | | | \$25,500 |
| Shuttle Bus Wraps Branding (maximum 10 buses) (exclusive) | | | \$35,500 |
| Attendee Gift Giveaway (exclusive) | | | \$36,500 |

INQUIRE ABOUT BECOMING A GLOBAL SPONSOR



Receive added benefits at all IAAPA Expos in 2021 such as: Added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, recognition in November 2021 Funworld Magazine.

If you wish to reserve multiple (more than one) sponsorships, take advantage of the discounted **ADD-ON RATES** for most events (not applicable to all opportunities):

- Supporting ADD-ON: \$4,500
- Silver ADD-ON: \$6,000
- Gold ADD-ON: \$8,500
- Platinum ADD-ON: \$14,500

PAYMENT DETAILS:

50% payment deposit due with agreement.

PAYMENT BY CREDIT CARD:

- ☐ Please charge my credit card in the amount of US\$ _____
- ☐ Visa ☐ MasterCard ☐ AMEX
- ☐ Discover Card
- ☐ Please auto-charge the remaining balance on Aug. 6, 2021.

Credit Card Number _____

Exp. Date: _____ / _____ CID Code: _____
(CODE ON BACK OF CARD)

Authorized Signature _____

Name (as printed on credit card) _____

PAYMENT BY CHECK:

- ☐ I will mail a check in the amount of US\$ _____
- Check #: _____
- (Check must be drawn from a U.S. Bank account)

Please make checks payable to: **IAAPA**

Send to: IAAPA
Attention: Sponsorship Payment
4155 West Taft Vineland Road
Orlando, FL 32837 USA

PAYMENT BY WIRE TRANSFER:

- ☐ I will Wire Transfer in the amount of US\$ _____
- (Please add a \$25.00 USD transaction fee for all wire transfers.)
- Bank of America • 1501 Pennsylvania Ave., NW
Washington, DC 20005
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.

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

2. IAAPA and the sponsor or exhibitor 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) IAAPA's Intellectual Property Enforcement Policy (see item 7).

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, or breach of this Agreement, or any actions or claims made by Sponsor, or any third party against Sponsor, under IAAPA's Intellectual Property Enforcement Policy (see item 7).

4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor under this Agreement will 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 (see item 7). Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA Expo 2021 (or any other IAAPA show) will not violate applicable laws 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 under this Agreement (e.g., under the Intellectual Property Enforcement Policy at item 7) 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 and Sponsor shall be liable should it default or breach this Agreement. In addition, any third-party agency signing on behalf of the Sponsor will be held responsible for the fulfillment of this non-cancelable contract.

7. IAAPA does not support and does not wish to enable the infringement of any of its members' (that term is used herein to encompass any sponsor or exhibitor, whether or not a member of IAAPA) intellectual property. IAAPA has developed this Intellectual Property Enforcement Policy as a means to educate its members on intellectual property, and

to afford some protections and recourse for disputes. As part of this Intellectual Property Enforcement Policy, IAAPA will work with its members to ensure that its members' rights are protected, maintained and managed properly. As such, IAAPA may approach Sponsor to request proof that any of the Sponsor Content that Sponsor uses, distributes or publishes is lawfully owned or displayed. IAAPA also reserves the right to request information from Sponsor in response to a potential complaint from another member.

a) Further, in an effort to ensure any claims or disputes between members are handled in a non-disruptive manner, IAAPA hereby agrees to provide Sponsor with the services of an intellectual property mediator ("IP Mediator"). The IP Mediator will provide assistance by evaluating potential intellectual property infringement claims and will work closely with IAAPA to issue any Sanctions (as defined below), if necessary.

b) Sponsor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between members related to intellectual property or proprietary rights, as well as any violation of this Agreement. Sponsor understands and agrees to be bound by all decisions made by the IP Mediator and agrees such decisions are final, and shall not be subject to appeal or challenge.

c) Sponsor understands and agrees that any member may lodge with IP Mediator a complaint against any other member, which after investigation may result in Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member. If, however, IP Mediator believes that the complaint is one that identifies a legitimate claim of intellectual property infringement, or a violation of any contract between Sponsor and IAAPA, the complaining member must pay to IAAPA a sum of \$2,500 ("Complaint Fee") to cover IAAPA's costs and expenses for the IP Mediator to evaluate and potentially take any further action and/or issue any Sanctions (as defined below). This Complaint Fee may be returned to the complaining member as part of the Sanctions, defined below.

d) Sponsor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or IAAPA in their sole discretion and may include but shall not be limited to: (i) the repayment by defending member to complaining member of the Complaint Fee, (ii) the removal of any Sponsor Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Sponsor, (iii) restrictions on access or services provided by IAAPA, or (iv) a loss of membership to IAAPA; or (v) a ban from any future sponsorship opportunity.

e) Sponsor understands and agrees that any determination by IP Mediator and/or IAAPA 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 this Agreement or any other contract between Sponsor and IAAPA or (ii) when IP Mediator believes that the Sponsor Content (or any item distributed by the Sponsor) is potentially infringing on another's intellectual property or proprietary rights.

8. 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 the State of 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 the State of Florida, USA.

9. Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement 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.

10. 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.

11. 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.

12. 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.

13. 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.

QUESTIONS OR REQUESTS? Contact Emily Popovich, Director of Global Sponsorships, at EPopovich@IAAPA.org or +1 703/850-4115.

PLEASE SIGN AND EMAIL TO SPONSORSHIP@IAAPA.ORG.

SPONSOR ACCEPTANCE: ☐ I HAVE READ AND AGREE TO THE TERMS AS SET FORTH ABOVE.

Authorized Signature: _____ Date: _____

Name (Print): _____ Title: _____