



**IAAPA**<sup>®</sup>  
**EXPO**

THE GLOBAL  
ATTRACTIONS INDUSTRY'S  
PREMIER EVENT.

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

**ORLANDO, FL, US**

## **IAAPA Expo 2020 Exhibitor Bulletin #1 – June 23, 2020**

As we move forward during these unprecedented times, the same creativity, ingenuity, and optimism that has shaped the industry's legacy will lead to better days ahead. IAAPA is proud to be part of this journey to serve and assist the attractions industry. Above all, we're most proud to do it with your partnership. **Thank you for your dedication and commitment to our industry by exhibiting at IAAPA Expo 2020.** We couldn't do it without you!

To ensure you do not miss any important information, updates, or reminders related to exhibiting at the show, you will receive email bulletins every three or four weeks with all the details you need to know. If someone else on your team should be receiving these, please let us know. Enjoy the first issue!

### **Exhibitor Services Guide Now Available**

The [Exhibitor Services Guide](#) (ESG) is your resource to prepare to exhibit at IAAPA Expo. **To view any of the direct links referenced in this email, please [log in](#) first.** Use your IAAPA Company ID as the Username and Password. If you need any assistance, please contact [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org).

The ESG contains everything you will need including:

**General Information** – This section is a great place to start and reference throughout the planning cycle. It includes the [schedule](#), [contacts](#), [booth safety](#), and [security tips](#). New this year, the [Deadlines/To Do Checklist](#) allows you to keep track when you've submitted a required document or placed an order. We also have a [Health & Safety](#) page that addresses some of the preparations we are making to provide a safe environment in the COVID-19 era.

**Required Documents** – There are a few items that every exhibitor needs to provide IAAPA, and we've put them all together in one location. New this year, the [Booth Layout](#) and [Audience Participation Safety](#) forms are to be submitted directly through this website.

**Booth Display Info** – This is the place to go as you think about the design and layout of your booth, such as the [height guidelines](#) for display components, [pipe and drape images](#), [covered or multilevel](#) booth space, as well as elements you may want to display, such as [animals](#), [balloons](#), or [heat-producing](#) items.

**Vendor Order Forms** – IAAPA has arranged discounted rates with several contractors to provide most of what you might need in your booth. Since they are official contractors, you don't need to worry about special insurance or registering them. Additionally, IAAPA is a resource if you have any issues with the vendors. If you need [carpet](#), [electrical](#), [furnishings](#), [lead retrieval](#), [labor](#), or anything else, check [here](#).

**Shipping & Handling** – Make sure you are familiar with the guidelines for getting your materials to your booth, especially if you are [bringing your materials with you](#). This section also includes [parking](#) information, [shipping labels](#) and [dates](#), and [on-site handling costs](#).

**Marketing Opportunities** – Contracting your booth is the first step, but this section is where you want to visit to get the most of your [marketing](#) dollars. Learn about the [exhibitor guest program](#), apply for an [ancillary or satellite event](#), and sign up for the upcoming [Exhibitor Webinar: Exhibiting Success in the Wake of COVID-19](#).

**Rules & Regulations** – Don't be caught off guard. Review the [Intellectual Property and Show Rules](#) to avoid any fines or penalties. Review the [IAAPA Contract Terms](#) and the [Freeman Guidelines](#).

## **IAAPA Brass Ring Exhibitor Awards – All Exhibitors Eligible!**

Recognizing the [Best New Product or Service](#) in the Global Attractions Industry and the [Best Exhibit Booth](#) at IAAPA Expo

While most of the IAAPA [Brass Ring Awards](#) have been postponed to 2021, the excellence from the trade show floor will still be highlighted as the Exhibitor Awards for [Best New Product](#) and [Best Exhibit](#) will still take place. This is a great way to earn free publicity about your products and company. Applications are being accepted [now](#), and the deadline is Aug. 21 for Best New Product.

## **IAAPA Expo Press Conference Program**

Is your company planning to introduce a new product, service, or announcement at Expo? Are you interested in hosting a press conference? Please take part in a quick survey about this year's program. [Take survey now](#).

Media exposure at IAAPA Expo helps share your company's brand, services, and products with journalists who cover Expo. [Learn more](#) about how to share your company's news at Expo in [IAAPA's Media Exposure Guide](#).

## **Increase Your Brand Visibility at IAAPA Expo with Advertising and Sponsorship**

**Advertise where the global attractions industry does business.** IAAPA's print and digital advertising opportunities increase your exposure to influence potential buyers worldwide. See the [media kit](#) and reserve your ad space today for Funworld magazine's print/virtual editions, Show Daily and Expo Program, IAAPA News Daily, and [IAAPA.org](#). Contact our sales team to secure premium positioning: Brian Skepton, T: +1 321-319-7644 or [email](#). Or, Michelle Williamson, T:+1 321-319-7659 or [email](#). IAAPA is committed to helping further your success by delivering the best results possible.

**Show your support!** Sponsorship opportunities are now available to equip your team with industry credibility, spotlight your brand at the show, engage buyers, and establish your company's dedication to the industry at a time when it's needed most. More than 50 of the industry's most respected manufacturers and suppliers are already confirmed sponsors for this year's show. Opportunities are available to sponsor a variety of programs including the GM and Owners' Breakfast, IAAPA Celebrates, even branded face masks and hand sanitizers for attendees, and much more. View the [Sponsor Brochure and Agreement](#) for information. For specific questions and to discuss further, contact Emily Popovich, director of global sponsorships, at [EPopovich@IAAPA.org](mailto:EPopovich@IAAPA.org).

## Exhibitor Registration

We're in the final stages of preparing and testing the [Exhibitor Registration](#) site for your on-site booth staff to register, purchase tickets, order wristbands, and request a visa invitation letter. Check the link early July or watch your email. You will need your IAAPA Company ID to login.

## Hotel Reservations with the *Only* Official Provider

IAAPA has partnered with onPeak to be the official housing provider for IAAPA Expo 2020. They have secured rooms at the best hotels located near the Orange County Convention Center at the lowest available rates—guaranteed! Each year, IAAPA hears horror stories from exhibitors who reserve accommodations with outside companies that aren't there when they arrive in Orlando or deposits that are never refunded. Don't be a victim, reserve your room [here](#).

## Warning: Non-Official Vendors and Scams

Be aware that many companies inappropriately represent themselves as official vendors for IAAPA, especially offering services such as hotel rooms, audiovisual, furniture, mailing lists, show guides, etc., in conjunction with an IAAPA trade show. It is always best to check the show's [Official Contractor list](#) before responding to their solicitation to determine if they are IAAPA-approved.

In addition, over the past few years, more and more companies have been fraudulently claiming to sell "IAAPA Attendee Lists." These lists are not from IAAPA events—IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. For more information, click [here](#).

If you have any questions about this information or need additional details relating to your booth at IAAPA Expo 2020, please email [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org) or call +1 321-319-7643. Thank you!

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