

**IAAPA Expo 2021 Press Conference Schedule  
ALL PRESS CONFERENCES AT BOOTH 3040**

**Tuesday, Nov. 16**

**10:20-10:40 a.m. – Merlin Entertainments, Technical Park and IBCCES**

*Merlin Entertainments, together with Technical Park and IBCCES, will release details on how Florida’s next theme park, Peppa Pig Theme Park, has been designed with all preschoolers in mind.*

**11:00-11:20 a.m. – Sally Dark Rides**

*Sally Dark Rides will announce anchor attraction at new theme park.*

*Speakers: John Wood, Lauren Weaver*

**11:40 a.m.-12:00 p.m. – Extreme Engineering**

*Extreme Engineering will announce its latest business venture.*

*Speakers: Jeff Wilson, Phil Wilson*

**12:20-12:40 p.m. – Sally Dark Rides (Joint Attraction with Partner)**  
  
*Sally Dark Rides will announce partnership, and new attraction.*

*Speakers: John Wood, Lauren Weaver, and special guests*

**1:00-1:20 p.m. – Fun Spot America***Fun Spot America is readying for an exciting new steel roller coaster from Rocky Mountain Construction, coming soon. The new $10 million dollar steel roller coaster is destined to be an air-time classic. Fun Spot will share updates and unveil the coaster’s ride car which will be on display on the trade show floor.*

**MIDDAY BREAK**

**2:00-2:20 p.m. – Themed Entertainment Association (TEA)**

*TEA will announce its 28th annual Thea Award Recipients. The Thea Awards were founded in 1994 by TEA, a global nonprofit serving the visitor attractions industry, and the prestigious TEA Thea Award is considered one of the industry's greatest honors.*

**2:40-3:00 p.m. – JRA and RWS Entertainment Group**

*Award-winning global creative companies JRA and RWS Entertainment Group to host joint press conference.*

**3:20-3:40 p.m. – Garner Holt** **Productions***Garner Holt Education through Imagination, LLC (ETI) will design and build a customized hands-on animatronics learning space for Give Kids The World Village. The Give Kids The World AniMakerspace will be a gift from ETI and parent company Garner Holt Productions, Inc., complete with high-tech machines and tools and special animatronic construction kits. Inside, visitors can experience interactive design and production demonstrations where they can create their own animatronic characters, decorate them, and even program shows.*

*Speakers: Garner Holt, founder and president, Garner Holt Productions, Inc.; Ryan Rainbolt, president, Garner Holt Education through Imagination; Pamela Landwirth, president, Give Kids The World.*

**4:40-5:00 p.m. – Extreme Engineering** *Extreme Engineering will share news about its new suspended coaster projects, Parkour Around attraction and latest fabrication services.*

*Speakers: Phil Wilson*

**Wednesday, Nov. 17**

**10:20-10:40 a.m. – Zamperla***Two new products will be revealed by Zamperla Team – a coaster and an extreme thrill ride – along with news of many, exciting installations, and big projects by Zamperla.*

**11:00-11:20 a.m. – EnterIdeas Group**

*EnterIdeas will announce a new coaster for the AT360. It will send the entire location-based entertainment industry to the moon (literally).*

**11:40 a.m.-12:00 p.m. – LAI Games**

*LAI Games will share information about its new high-end supercar racing simulator, Asphalt 9 Legends Arcade.*

**12:20-12:40 p.m. – The International Board of Credentialing and Continuing Education Standards (IBCCES)**

*IBCCES will share information about its new accessibility program, designed to streamline the accommodations process at theme parks and attractions.*

**1:00-1:20 p.m. – Polin Waterparks**

*Polin Waterparks will share an overview of its newest and most advanced waterslides, as well as a look at unique, technological innovations for the waterpark industry.*

**1:40-2:00 p.m. – Triotech**

*Triotech and Clifton Hill (HOCO) will announce a major project for one of the world’s most iconic touristic sites in Niagara Falls. During this press conference, a new attraction will be revealed.*

**2:20-2:40 p.m. – Gerstlauer**

*Gerstlauer will reveal details about a new, one-of-a-kind roller coaster coming to the United States in late 2022.*

**3:00-3:20 p.m. – WhiteWater**

*WhiteWater will share news about its latest projects.*

**3:40-4:00 p.m. – Brogent Technologies Inc.**  
  
*Brogent will share an update on its 20th anniversary year 2021 and what’s next.*

**4:20-4:40 p.m. – Spree**

*Spree will share news about its next three installations with SALA Entertainment and will tease its latest Virtual Reality Bumper Car project.*

**Thursday, Nov. 18**

**11:00 – 11:20 a.m. – The Metaverse is going TRULY physical!**

*PlayPower, the global recreation equipment manufacturer and parent company of Soft Play, to announce a partnership with Denise Chapman Weston and Rick Briggs, creators of award-winning interactive attractions, to pioneer a new category of immersive experiences by integrating real-time rendered game engine technology into physical entertainment spaces. The new partnership will reinvent play through the creation of location-based attractions that blend physical worlds with Epic Games’ Unreal Engine digital technology.*

*Speakers:*

* *Ken Schober, Soft Play Vice President*
* *Denise Chapman Weston, Epic Games MegaGrant recipient and MagiQuest Inventor*

**11:40 a.m.-12:00 p.m. – Simworx***Simworx will share their upcoming projects.*

**Friday, Nov. 19**

**11:00 a.m.– 12:00 p.m. – Ripley Entertainment/GKTW**

*“Shave the Beard and Make it Weird”*Throughout the IAAPA Expo, Ripley’s Believe It or Not! will be raising funds and awareness for Give Kids The World Village with the help of Hoss — the Guinness World Records™ contender for Largest Ball of Human Hair! At this press event, Jim Pattison Jr., President of Ripley’s and Vice Chair of the Board of Directors for IAAPA, will be shaving his pandemic-grown beard to add to the hairball. Showmanship is not lost on Ripley’s, as performers and speakers take the stage while Pattison gets his shave. Find out if IAAPA helped break a world record and how much was raised for Give Kids The World Village at this quirky *c-hair-ity* event Friday, November 19 at 11:00 a.m. at booth #3040.

Hoss the Hairball will be on display on the tradeshow floor at the Give Kids The World Village booth (#4233).

Coverage Note: Media interested in covering the press conferences and IAAPA Expo must pre-register by emailing [PressOffice@IAAPA.org](mailto:PressOffice@IAAPA.org). All attending media will require a registration badge, to be picked up from the IAAPA Expo Press Office, located in room S230A.