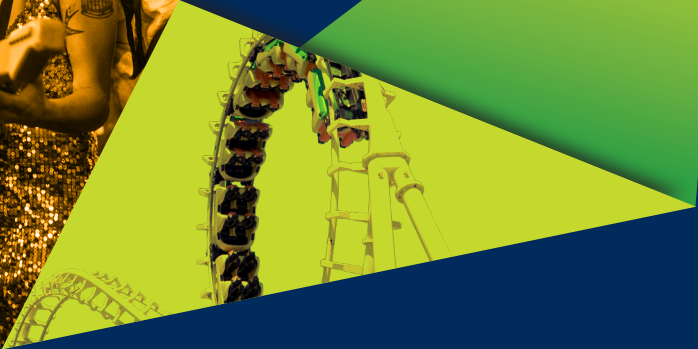
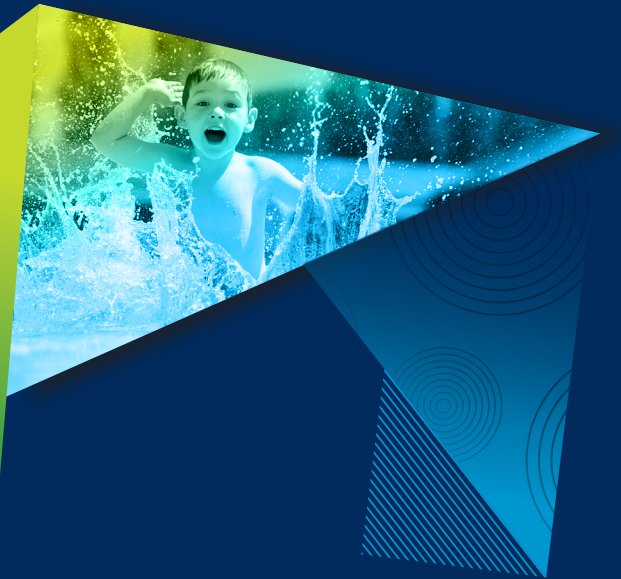




THE GLOBAL ATTRACTIONS INDUSTRY'S

PREMIER EVENT

ORLANDO, FL, U.S.



SPONSORSHIP PROGRAM

**EXPAND YOUR REACH
AND CONNECT
WITH ATTRACTIONS
INDUSTRY BUYERS**

EDUCATION: NOV. 18-21
SHOW FLOOR: NOV. 19-22

[IAAPA.org/IAAPAE expo](https://iaapa.org/IAAPAE expo)

[@IAAPANorthAmerica](#) | [#IAAPAE expo](#)



When ATTENDEE BUYERS were asked, **“ARE YOU MORE LIKELY TO DO BUSINESS WITH AN IAAPA SPONSOR?”**

MORE THAN 70% INDICATED YES!

IAAPA Expo Post-Show Attendee Survey

CONNECT WITH BUYERS FROM THE ATTRACTIONS INDUSTRY AT **IAAPA EXPO AND BEYOND**

**30,000+ ATTENDEES FROM 100+ COUNTRIES
REPRESENTING ALL ASPECTS OF THE INDUSTRY:**

- AMUSEMENT AND THEME PARKS
- MUSEUMS AND SCIENCE CENTERS
- ATTRACTIONS
- WATER PARKS
- FAMILY ENTERTAINMENT CENTERS
- ZOOS AND AQUARIUMS



IAAPA Expo gives us the opportunity to establish new connections, branch into the developed and thriving markets. It is the best resource for the attractions industry and one of the greatest marketing initiatives for Outdoor Factory during our expansion plan in the United States.

TOLGA ALISOGLU

President, Sales & Business Development Americas & Europe, Outdoor Factory

IAAPA Expo is one of the most effective ways for us to reach FEC and attraction owners and connect with our hundreds of existing customers. As a Platinum sponsor, we receive an added boost and visibility that predictably drives traffic into our booth. Our sponsorship is a key driver for the consistent return on investment we see each year.

BRANDON WILLEY

CEO, HOWND



ADDITIONAL REACH BEYOND THE SHOW



500,000+
AVERAGE MONTHLY
PAGEVIEWS ON
IAAPA.ORG



22,000+
NEWS DAILY
SUBSCRIBERS



47,000
BI-MONTHLY
FUNWORLD READERS

SPONSOR OPPORTUNITIES

Sponsorship is a powerful and effective way to extend brand recognition beyond booth space alone.

SPECIAL EVENTS AND EDUCATION

EDUCATIONAL SESSIONS (ALL)

IAAPA's educational sessions consist of roundtables and workshops. The majority of session attendees are facility owners, general managers, and decision-makers. Become a sponsor to earn recognition at ALL EduSessions.

IAAPA BOARD OF DIRECTORS RECEPTION

This invitation-only reception honors the IAAPA Board of Directors. Attendees include the IAAPA Board members for 2024 and 2025, the IAAPA President and CEO, and the IAAPA senior leadership team.

IAAPA CELEBRATES EVENT (Thursday Evening)

Join your colleagues for the biggest private event of the week! This is a prime opportunity to gain broad exposure as an elite sponsor and network with industry professionals, suppliers, and colleagues. Host facility will be revealed in 2024.

IAAPA CHAIR'S RECEPTION

2024 IAAPA Chairman Wuthichai Luangamornlert, ICAE, will be honored at this invitation-only networking reception attended by the most influential industry leaders worldwide. More than 400 facility owners, CEOs, general managers, IAAPA committee members, and senior facility executives will enjoy camaraderie and socializing. Sponsors are invited to come early for private introductions to select officers, including the IAAPA President and CEO.

LEADERSHIP BREAKFAST

Generate brand awareness among facility owners, CEOs, general managers, and senior facility executives as they enjoy an executive-led keynote address and breakfast at one of the Expo's most high-profile events. Sponsoring this event provides premium visibility in front of this influential audience.

LUNCH AND LEARN

Sponsorship of the Lunch and Learn provides an exciting opportunity to reach multiple constituencies at the week's largest lunch session, featuring a soon-to-be-announced keynote speaker.

OPENING CEREMONY

Kicking off Expo week, the Opening Ceremony is an action-packed presentation of news, entertainment, and multimedia reports from every corner of the globe, as well as a look at the new trends in the industry for 2024. Reserve a Platinum level sponsorship to showcase your company's sizzle reel at one of the largest Expo events!

OPENING RECEPTION

Network with industry professionals, suppliers, and colleagues as IAAPA Expo 2024 gets into full swing. This is a prime opportunity right at the start of the week's activities to generate brand awareness.



All events and branding opportunities are subject to change.

SPONSORSHIPS ARE LIMITED. CALL TODAY!
Contact Cheryl Sulock | CSulock@IAAPA.org | +1 321-319-7662

SPONSOR OPPORTUNITIES

TARGETED AUDIENCES

AMUSEMENT PARKS AND ATTRACTIONS LUNCH

An unparalleled networking opportunity to reach this key constituency and spend quality time with potential clients as they learn from an industry keynote speaker.

ASIA-PACIFIC (APAC) BREAKFAST

For those companies conducting business or wanting to expand their business in Asia, this is the ideal way to get to know and connect with leaders and decision-makers in this flourishing segment of the industry!

CANADIAN BREAKFAST

This event is one of the few opportunities to get your company's brand and message in front of the most influential attractions industry professionals in Canada.

CARNIVAL AND SHOWMEN'S RECEPTION

The Carnival and Showmen's Reception honors the traditions, participation, and support of the outdoor amusement business industry and members of the various showmen's leagues from around the world.

EDUTOURS

EDUTours are an exciting inside look into how a local Central Florida attraction successfully operates. EDUTour venues to be announced. If your product or service is being utilized at a host venue, this is a perfect match for you!

EUROPE, MIDDLE EAST, AND AFRICA (EMEA) RECEPTION

This popular event is a rare opportunity to mingle with the most influential leaders in the EMEA region, while promoting your company's support and visibility.

FAMILY ENTERTAINMENT CENTER (FEC) LUNCHES

Don't miss the opportunity to reach FEC owners and operators at each of these THREE (3) lunches.

FAMILY ENTERTAINMENT CENTER (FEC) RECEPTION

More than 400 FEC owners, executives, and industry attendees will network and socialize at this popular reception! Sponsors will be able to greet all attendees, along with the IAAPA FEC Committee, in the popular receiving line.

FOOD AND BEVERAGE OPERATORS' RECEPTION

Mix and mingle directly with food and beverage operators as a sponsor of this happy hour event. Includes sponsor table and sampling opportunity!

IAAPA ROOKIES: FEC 101

Sponsor this growing program for newcomers to the industry, with a special focus on family entertainment centers (FECs). This three-day program features tours of local FEC facilities, education programming, and a reception.

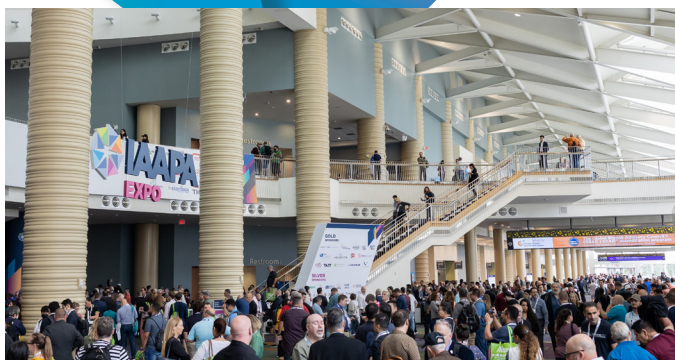
LATIN AMERICAN EVENTS

For companies conducting business or wanting to grow their list of contacts in Latin America, IAAPA Expo has three exciting events: the Latin American Luncheon, the Latin American Fiesta, and the Brazilian Breakfast. Reserve one sponsorship or request a custom package for all three!

MUSEUM AND SCIENCE CENTER RECEPTION

Don't miss this opportunity for valuable exposure to museum and science center executives at the only event targeting this specific constituency.





OPERATORS' ROUNDTABLE LUNCH

This lunch brings together operators across the industry in a moderated roundtable discussion.

WATER PARK NETWORKING EVENT AND WATER PARK SOCIAL

This two-for-one deal is coming your way! Sponsor these TWO (2) exciting events to maximize your time with water park and resort executives, leaders, and operators from around the world. More than 500 water park and resort owners and operators will gather over the course of the show.

WATER PARK OPERATORS' LUNCH AND LEARN

Join water park colleagues from around the world at this learning lunch. Water park operators get the chance to network with peers and learn from water park industry speakers.

YOUNG PROFESSIONALS RECEPTION

Get to know tomorrow's industry leaders at the Young Professionals Reception. Attendees are enthusiastic, career-minded individuals, ages 18-35. This is the time to lay the foundation for your relationship with these leaders of the future.

ZOOS AND AQUARIUMS COMMUNITY EXPERIENCE AND RECEPTION

Combining two important IAAPA buyer constituencies, the Zoos and Aquariums Community Experience provides a prime opportunity to put your company in front of some of the most forward-thinking professionals in the attractions market. Attendees will enjoy education sessions, a tour of an off-site facility, and a networking reception.

NEW FOR 2024!

Now's your chance to lock in a brand-new sponsorship opportunity for 2024.

LEARNING HUB — *Exclusive*

This key education space will be the home for multiple EDUSessions and signature sessions. Become the exclusive sponsor for full naming rights, logo placement in the entrance and stage designs, and recognition as the sponsor at all Learning Hub sessions.

VIP LOUNGE — *Exclusive*

Mix and mingle in our VIP Lounge with hosted buyers and attendees registered for our VIP Expo Experience. Sponsorship includes full naming rights, limited access to the private lounge space, and exclusive sponsorship of one hosted buyer lunch.

SPONSOR OPPORTUNITIES

BRANDING, BANNERS, AND MORE

(photo examples available upon request)

AISLE SIGNS BRANDING — *Limited*

What a way to draw attention to your brand! Put your logo on the aisle signs and significantly increase your booth traffic! Spots are limited.



ATTENDEE BADGES — *Exclusive*

Receive exclusive logo recognition on ALL attendee badges and grab attendees' attention from the moment they arrive at the registration desk!



ATTENDEE GIVEAWAY — *Exclusive*

Get your logo in the hands of every attendee. Sponsor works with IAAPA team to decide on the giveaway item.

ATTENDEE MAPS — *Limited*

Have your advertisement featured on all the printed maps of the IAAPA Expo 2024 trade show floor! Your booth will also be highlighted in a different color from other exhibitors, showcasing your company and booth location.



DIGITAL SCREENS IN LOBBY — *Limited*

Now is your chance to have your company's video or highlight reel (30-second video spot) played on a loop during the entire week of the show on the screens in the South Concourse lobby. There is no better way to get your message out to Expo attendees. Spots are limited for this opportunity; inquire early.

EXPO BAGS — *Exclusive*

Have your logo carried throughout the Orange County Convention Center by sponsoring the Expo Bags for IAAPA Expo! Bags can include your booth number, logo, tagline, contact information, and even a one-page insert/brochure. Final design and production managed by IAAPA.

HOTEL KEY CARDS — *Exclusive*

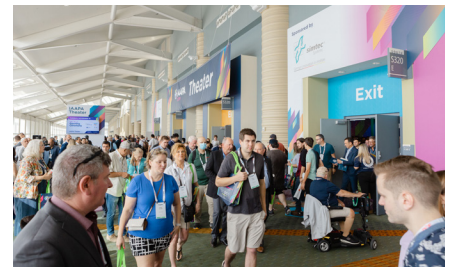
Put your company's logo, booth number, and message on the key cards distributed at the primary hotels adjacent to the Convention Center (Hyatt, Hilton, and Rosen Centre) for a unique branding opportunity to thousands of show attendees.



IAAPA MEMBER LOUNGE; ATTENDEE LOUNGES

Exclusive to one sponsor per lounge

Choose from several exclusive lounge sponsorships offering unique benefits to attendees – the IAAPA Member Lounge, the Wellness Lounge with refreshing massages, the Headshot Lounge with professional photographers, or work with the sponsorship team on a customized, unique attendee lounge experience!



IAAPA THEATER NAMING RIGHTS — *Exclusive*

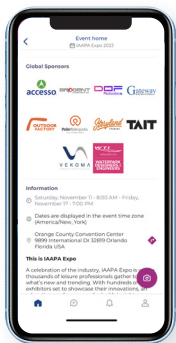
The IAAPA Theater is used throughout Expo to host multiple premier events for attendees. This exclusive opportunity offers recognition in the naming of the theater and the opportunity to present your video at the special events held in this room.



LANYARDS — ALL 3 EXPOS (Global Sponsors Only) *Exclusive*

SOLD for 2024. Inquire for 2025.

Receive exclusive logo recognition on thousands of lanyards to be worn by all IAAPA Expo attendees. This opportunity is offered at a global sponsorship level (includes IAAPA Expo Asia and IAAPA Expo Europe).



MOBILE APP — *Exclusive*

Sponsor the Connect+ mobile app, IAAPA's digital platform for events, allowing attendees and exhibitors to make 1:1 connections. Sponsorship includes loading

image, premium ad space, and a premium exhibitor listing.



NOOK LOUNGE — *Exclusive*

Nook Event Pods create space for attendees to recharge and make connections. An exclusive sponsor will receive three fully branded pods in the public concourse of the convention center.

REGISTRATION CONFIRMATION EMAIL BRANDING — *Limited*

Grab their attention before they even arrive on site with your company's logo featured on all confirmation emails sent to IAAPA Expo registrants.

SHUTTLE BUS WRAPS BRANDING *Exclusive*

Be the official shuttle bus sponsor for IAAPA Expo and grab the attention of more than 25,000 riders as attendees come and go from the Orange County Convention Center. Branding includes bus wraps AND logo recognition on bus stops at the convention center.

WI-FI — *Exclusive*

Free Wi-Fi is available to all attendees throughout the convention center the week of the show, and it can have your company's name on it. An exclusive sponsor will receive logo recognition on a splash page that refreshes daily on all mobile devices.

SPEAKER READY ROOM *\$2,500 per day*

Enjoy exclusive sponsorship of the beverage service in the Speaker Ready Room and recognition in front of some of the most respected leaders in the industry.

PRESS ROOM — *\$2,500 per day*

Enjoy exclusive sponsorship of morning beverage service in the Press Room and recognition in front of well-known industry media professionals.

EXPAND YOUR REACH

ADD-ON CONCOURSE BRANDING

Make an even bigger statement with new add-on branding opportunities! Your Platinum, Gold, or Silver sponsorship package now opens the doors to add customized branding throughout the busy public concourse of the Orange County Convention Center. Design your own advertisement to include your logo, contact information, QR codes, and booth number to drive traffic right to you.

Options include:

- Columns Wraps
- Window Clings
- Door Clings
- Escalator Clings
- Restroom Clings

Pricing varies per location. Inquire today to add customized concourse branding to your sponsorship package!



ADD-ON BEVERAGE SERVICES

Expand your recognition by adding a beverage break sponsorship to your Platinum, Gold, or Silver sponsorship package. Request a multi-day package price for a bigger reach!

SPONSOR MULTIPLE EVENTS AND PROGRAMS AND RECEIVE A DISCOUNTED BUNDLE PACKAGE!

Contact IAAPA for details on event exclusivity and global sponsorships.



OVERVIEW OF BENEFITS

SPONSOR LEVELS		
SILVER	GOLD	PLATINUM

Platinum Sponsor Spotlight Session Speaking Opportunity (limited sessions available)			●
Sizzle-reel video (30 seconds) at sponsored event (with IAAPA's approval four weeks in advance) OR PowerPoint slides included in session decks for Education Session sponsors or other places video may not be possible (when applicable)			●
Crystal Sponsor Plaque			●
Full attendee pre-show email opportunity*			●
Full attendee post-show email opportunity*		●	●
Complimentary premium listing on Connect+ platform		●	●
Invitation to Chairman's Reception (2 invites per sponsoring company)		●	●
Recognition in IAAPA News Daily email prior to show (22,000+ subscribers)		●	●
Logo recognition on IAAPA website	●	●	●
Logo recognition in Funworld issue	●	●	●
Logo recognition on lobby signage	●	●	●
Logo recognition on event signage (where applicable)	●	●	●
Ability to provide giveaways at sponsored event (when applicable, and subject to IAAPA approval in advance)	●	●	●
Verbal recognition by event speaker (when applicable)	●	●	●
Reserved seating/tables at sponsored event (when applicable)	●	●	●
Recognition in member emails (when applicable)	●	●	●
Social media recognition	●	●	●
Complimentary tickets to sponsored event, amount varies by level (when applicable)	●	●	●
Complimentary Expo registrations (non-exhibiting sponsors)	●	●	●
Signage at trade show booth (exhibitors only; 400 square foot minimum for hanging banners; pedestal signs for smaller or linear booths)	●	●	●
Booth floor stickers (exhibitors only)	●	●	●
Special sponsor icon for emails and signatures	●	●	●
Special sponsor badge ribbons	●	●	●

* Various deadlines apply for the fulfillment of ALL sponsor benefits listed above. IAAPA does not distribute or sell attendee lists with email information – the email campaign benefit for Gold and Platinum Sponsors is managed by a third-party vendor on behalf of IAAPA and the sponsor, and it includes opt-in registrants only. For sponsor brochures/giveaways/videos, all must meet IAAPA's safety standards specifically as they relate to good taste and safe riding procedures (i.e., no images of riders with hands in the air). Logo recognition includes a single company logo. Dual or multi-logo branding is not permitted.

SPONSORSHIP AGREEMENT

EDUCATION: Nov. 18–21, 2024 | **SHOW FLOOR:** Nov. 19–22, 2024 | **Orlando, FL, U.S.**

IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 U.S. | www.IAAPA.org/IAAPAEspo

North America: Phone: +1 321-319-7600 | **Email:** Sponsorship@IAAPA.org

Europe: Phone: +32 2 7906018

Asia Pacific: Phone: +852 2538 8799 or +852 2539 0977

CONTACT INFORMATION:

IAAPA MEMBER ID (All sponsors are required to be IAAPA members): _____

COMPANY NAME: _____

PRIMARY CONTACT NAME: _____

EMAIL: _____ BILLING EMAIL (if different): _____

DIRECT PHONE: _____ MOBILE PHONE for ON-SITE ACCESS: _____

ADDRESS: _____

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

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

SOCIAL MEDIA HANDLES: X: _____ Facebook: _____

Instagram: _____ LinkedIn: _____

SPONSORSHIP(S) AND LEVEL(S) SELECTED: _____

ADD-ON BRANDING/SERVICES SELECTED: _____ **TOTAL PRICE: \$** _____

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of \$3,000.

INQUIRE ABOUT BECOMING A GLOBAL SPONSOR

RECEIVE ADDED BENEFITS at all IAAPA Expos in 2024, including additional signage, social media recognition, recognition in IAAPA's News Daily and *Funworld* Magazine, special sponsor badge ribbons, Global Sponsor plaque, and more!

RESERVING MORE THAN ONE SPONSORSHIP?

Take advantage of the discounted **ADD-ON RATES**.

(Not applicable to all opportunities):

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

SELECT YOUR SPONSORSHIPS BELOW!

SPECIAL EVENTS AND EDUCATION

Lock in these early bird rates through July 1, 2024	SILVER	GOLD	PLATINUM
Leadership Breakfast		<input type="checkbox"/> \$16,500	<input type="checkbox"/> \$30,000
IAAPA Celebrates — Thursday Evening Special Event		<input type="checkbox"/> \$16,500	<input type="checkbox"/> \$30,000
Lunch and Learn	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$25,500
Opening Ceremony	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$25,500
Opening Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$25,500
Educational Seminars (all sessions!)	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$25,500
Board of Directors' Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$21,500
Chair's Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$21,500

RESERVE NOW AND SAVE!

➤ **Select your sponsorships by July 1, 2024, to lock in these early bird rates.** Sponsorships reserved or payments received after July 1, 2024 are subject to an additional fee of \$1,000.

EVENTS FOR TARGETED AUDIENCES

Lock in these early bird rates through July 1, 2024

	SILVER	GOLD	PLATINUM
IAAPA Rookies: FEC 101 Program	☐ \$8,000	☐ \$13,000	☐ \$24,500
Asia-Pacific Breakfast	☐ \$8,000	☐ \$13,000	☐ \$23,500
Amusement Parks and Attractions Lunch	☐ \$8,000	☐ \$13,000	☐ \$23,500
Attendee EDUTour	☐ \$8,000	☐ \$13,000	☐ \$23,500
Carnival and Showmen's Reception	☐ \$8,000	☐ \$13,000	☐ \$23,500
Europe, Middle East, and Africa (EMEA) Reception	☐ \$8,000	☐ \$13,000	☐ \$23,500
Family Entertainment Center (FEC) Lunches (3)	☐ \$8,000	☐ \$13,000	☐ \$23,500
Family Entertainment Center (FEC) Reception	☐ \$8,000	☐ \$13,000	☐ \$23,500
Food and Beverage Reception	☐ \$8,000	☐ \$13,000	☐ \$23,500
Latin America Fiesta	☐ \$8,000	☐ \$13,000	☐ \$23,500
Water Park Networking Event and Water Park Social (2)	☐ \$8,000	☐ \$13,000	☐ \$23,500
Zoos and Aquariums Community Experience and Reception	☐ \$8,000	☐ \$13,000	☐ \$23,500
Brazilian Breakfast	☐ \$7,000	☐ \$12,000	☐ \$21,500
Latin America Lunch and Learn	☐ \$7,000	☐ \$12,000	☐ \$21,500
Canadian Breakfast	☐ \$7,000	☐ \$12,000	☐ \$21,500
Museum and Science Center Reception	☐ \$7,000	☐ \$12,000	☐ \$21,500
Operators' Roundtable Lunch	☐ \$7,000	☐ \$12,000	☐ \$21,500
Water Park Operators' Lunch and Learn	☐ \$7,000	☐ \$12,000	☐ \$21,500
Young Professionals Reception*	☐ \$5,000	☐ \$10,000	☐ \$15,000

*Sponsorship at the Silver Level does not qualify for global sponsor recognition.

BANNERS, BRANDING, AND MORE

Lock in these early bird rates through July 1, 2024

	SILVER	GOLD	PLATINUM
Lanyards for all 3 Expos (<i>Global Sponsors Only</i>) Exclusive (2024 SOLD. Inquire for 2025.)			☐ \$75,500
Custom Entry Design			☐ \$75,000
IAAPA Theater Naming Rights — Exclusive			☐ \$75,000
Attendee Gift Giveaway — Exclusive			☐ \$39,000
Expo Bags — Exclusive			☐ \$39,000
IAAPA Member Lounge — Exclusive			☐ \$37,500
IAAPA Learning Hub Naming Rights — Exclusive			☐ \$35,000
Shuttle Bus Wraps — Exclusive			☐ \$35,000
Digital Screens in Lobby — 30-second spot video on loop Limited			☐ \$30,500
Aisle Signs Branding — Limited			☐ \$27,500
Attendee Badges — Exclusive			☐ \$25,500
Attendee Lounges — Exclusive to one sponsor per lounge			☐ \$25,000
VIP Lounge — Exclusive			☐ \$25,000
Hotel Key Cards — Exclusive			☐ \$22,500
Attendee WiFi — Exclusive			☐ \$20,000
Nook Lounge — Exclusive			☐ \$20,000
Mobile App — Exclusive			☐ \$20,000
Attendee Maps	☐ \$8,000	☐ \$13,000	☐ \$21,500
Registration Confirmation Email Branding — Limited	☐ \$8,000	☐ \$13,000	☐ \$21,500

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

PAYMENT OPTIONS:

50% deposit due with agreement. Remaining balance due by July 1, 2024. Flexible payment plans available upon request. Select your sponsorships and make full payment by July 1, 2024 to lock in early bird rates. Sponsorships reserved or payments received after July 1, 2024 are subject to an additional fee of \$1,000.

☐ **INVOICE ME.**

☐ **PAY BY CREDIT CARD.** IAAPA team will provide a digital link.

☐ **PAY BY CHECK.**

I will mail a check in the amount of \$_____

Check must be drawn from US bank account.

Check #:_____

Please make checks payable to: IAAPA

Send to: IAAPA

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

☐ **PAY BY WIRE TRANSFER:**

I will wire transfer in the amount of US\$_____

Please add \$25.00 USD transaction fee for all wire transfers.

Send to: Bank of America

1501 Pennsylvania Ave., NW
Washington, DC 20005

ABA 026009593

SWIFT CODE (if needed): BOFAUS3N

International Wire Transfer

SWIFT Code (*use for International wires only*): BOFAUS3N

Bank Account #: 0020-866-30597 (*Payable to IAAPA*)

Domestic Wire Transfer (*from USA accounts only*)

ABA/Routing Number (*Domestic USA only*): 026009593

Bank Account #: 0020-866-30597 (*Payable to IAAPA*)

☐ **I WILL PAY BY ACH TRANSFER** (*from USA accounts only*)

ACH (*from USA accounts only*)

ABA/Routing Number (*Domestic USA only*): 054001204

Bank Account #: 0020-865-69662 (*Payable to IAAPA*)

Send to: Bank of America

1501 Pennsylvania Ave., NW
Washington, DC 20005

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

SPONSORSHIP AGREEMENT

EDUCATION: Nov. 18–21, 2024 | SHOW FLOOR: Nov. 19–21, 2024 | Orlando, FL, U.S.

1. **Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo 2024, 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 2024 (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, minus any fees for services or benefits already provided.
6. Each of 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.

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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, laws and regulations of the People's Republic of China ("PRC") and any other jurisdictions, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"), the PRC Personal Information Protection Law ("PIPL") applicable to Sponsors incorporated in China, etc.; 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 and solely for purposes related to the performance of this Agreement.
 12. Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that
 - a. 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 any other information to be notified to the Data Subject(s) if so required by the applicable Privacy Legislation; 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. To the extent IAAPA processes Personal Data in a territory outside of the European Economic Area that does not provide adequate protection for Personal Data (as determined by applicable Privacy Legislation) the parties hereby enter into the Standard Contractual Clauses (controller to controller transfers) as approved by the European Commission on 27 December 2004, as amended, superseded or replaced from time to time ("SCCs"), which are incorporated by reference in, and form an integral part of, this Agreement, in respect of any transfer of Personal Data from Sponsor (as "data exporter") to IAAPA (as "data importer") where such transfer would be prohibited by applicable Privacy Legislation (or by the terms of data transfer agreements put in place to address the data transfer restrictions of applicable Privacy Legislation) in the absence of SCCs. With respect to Article II (h) of the SCCs, IAAPA will process Personal Data in accordance with the data processing principles set forth in Annex A to the SCCs. The SCCs shall come into effect on the commencement of a relevant transfer as described in this item 13.
 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.
 15. It is mutually agreed that, in the event that IAAPA Expo 2024 is canceled for any reason, then and thereupon this Agreement will be automatically terminated and IAAPA management will determine an equitable basis for the refund of a portion or all of the sponsorship fees received by IAAPA prior to termination, after due consideration of expenditures and commitments already made. IAAPA may postpone IAAPA Expo 2024 or decide to hold all or any part of IAAPA Expo 2024 virtually for any reason, and Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the virtual event or for the new IAAPA Expo 2024 dates. The parties acknowledge and agree that IAAPA shall not be in breach of this Agreement by virtue of the cancellation or postponement of IAAPA Expo 2024, or the decision to hold all or any part of IAAPA Expo 2024 virtually.

Please sign and email to Cheryl Sulock at CSulock@IAAPA.org. Questions? Please call +1 321-319-7662.

By signing below, I acknowledge that I have read and agree to the terms as set forth above.

SIGNATURE: _____ PRINT NAME: _____ DATE: _____