The Global Attractions Industry’s PREMIER EVENT

MEET OUR BUYERS.
SHOWCASE YOUR BUSINESS.
ACHIEVE YOUR GOALS.

EDUCATION: NOV. 13–16, 2023
SHOW FLOOR: NOV. 14–17, 2023
ORLANDO, FL, US

IAAPA.org/IAAPAE expo
@IAAPAHQ
#IAAPAE expos
GET FACE-TO-FACE WITH QUALIFIED BUYERS AT IAAPA EXPO!

Each year, over 26,000 qualified amusement park and attraction buyers from more than 100 countries come together at IAAPA Expo to source the latest products and services to move their business forward. Make sure you are a part of the largest gathering for the global attractions industry!

REGISTRATION HIGHLIGHTS

- **26,378** BUYERS [25% increase YOY]
- **377** MEDIA REPRESENTATIVES
- **9,052** EXHIBIT PERSONNEL
- **61** SOCIAL MEDIA INFLUENCERS

TOP 3 REASONS BUYERS ATTEND

1. See the latest and greatest industry products and services in-person on the Show Floor.
2. Network and reconnect with industry peers and colleagues.
3. Keep up-to-date with market trends, industry innovations, and new technologies.
Registrants represent **11,655 COMPANIES** from **101 COUNTRIES**.

**SECTORS REPRESENTED BY BUYERS**

- Amusement Parks/Theme Parks/Water Parks
- Scenic, Roadside Attractions
- Carnivals/Exposition Halls/Fairgrounds
- Natural/Ziplines/Ropes Courses
- Concessionaires
- Party and Equipment Rentals
- Cruise Lines
- Public Parks and Recreation Facilities
- Family Entertainment Centers/Arcades
- Real Estate Developers
- Hotels/Resorts
- Retail/Shopping Centers
- Museums/Science Centers/Cultural, Historic
- Zoos and Aquariums

**20 COUNTRIES WITH THE MOST REPRESENTATIVES**

AUSTRALIA  
BELGIUM  
BRAZIL  
CANADA  
CHINA  
COLOMBIA  
FRANCE  
GERMANY  
ISRAEL  
ITALY  
KOREA  
MEXICO  
NETHERLANDS  
SAUDI ARABIA  
SPAIN  
TURKEY  
UNITED ARAB EMIRATES  
UNITED KINGDOM  
UNITED STATES

All statistics based upon 2022 registration data and surveys.
AMUSEMENT PARKS/THEME PARKS/WATER PARKS

6,682 REGISTRANTS

Action City
Adventure Park Lubbock
Aqua Kef
Aquadiversiones Corral Grande S.A. de C.V.
Aquapolis Water Park
Atallah Happy Land Park
Attractiepark De Waarbeek
Bay Beach Amusement Park
Belmont Park
Beto Carrero World
Blackpool Pleasure Beach
Blue Lagoon Island
Busch Gardens Tampa Bay
Busch Gardens Williamsburg
Calaway Park
Canada’s Wonderland
Canobie Lake Park
Cedar Fair L.P.
Cliff’s Amusement Park
Compagnie Des Alpes
Complexe Amigo
Coney Island Diversoes Ltda.
Cowabunga Vegas
DelGrosso’s Amusement Park, Inc.
Diggerland USA
Dig’n Zone Theme Park
Disney Parks, Experiences, and Products
Doha Oasis Quest
Dollywood
Enchanted Kingdom/Enchanted Kingdom, Inc.
Europa-Park GmbH
Fantasialand
Fantasy Island Amusement Park
Fun Spot America Theme Parks
Gilroy Gardens
Great Wolf Resorts, Inc.
Guangzhou Chimelong Group Co., Ltd.
Gulf Islands Waterpark LLC
H2OBX Waterpark
Harbour Park
Herschend Family Entertainment
Hersheypark (Hershey Entertainment & Resorts)
Holiday World & Splashin’ Safari
Hopi Hari Sia
Hyland Hills Water World
Island H2O Water Park
Jenkinson’s Boardwalk
Jurassic Park VR
Kalahari Resorts
Knoebels Amusement Resort
Lagoon Amusement Park
LEGOLAND
Liseberg
LOTTE WORLD
Magic City
Merlin Entertainments
Morey’s Piers
Mt. Olympus Water and Theme Park
Nicco Parks and Resorts Ltd.
Noah’s Ark Waterpark
Nona Adventure Park
Palace Entertainment
Paqua Park
Play City Diversões
Polin Waterparks
Port Aventura Entertainment, S.A.U.
Pura Vida Entertainment
Puy du Fou France
Raging Rivers Water Park
Santa Cruz Beach Boardwalk
Santa’s Village, Inc.
Sarkanniemi Theme Park
Seabreeze Park
SeaWorld Parks & Entertainment
Sentosa Development Corporation
Sesame Place
Shipwreck Cove Water Park
Silverwood Theme Park - Boulder Beach Water Park
Six Flags Entertainment Corporation
SkyLand Ranch
Sommerland Sjaelland
Splish Splash/Palace Entertainment
Tomahawk Lake Waterpark
Typhoon Texas Waterpark - Austin
Universal Creative, a Division of NBC Universal
Universal Parks & Resorts
Valcartier Vacation Village
Walibi Belgium
Water World (City of Dothan)
Wicked Waves Water Park

All statistics based upon 2022 registration data and surveys.
These Companies

CARNIVALS/EXPOSITION HALLS/FAIRGROUNDS

1,154 REGISTRANTS
A Special Day Curacao
Albanese Amusement
American Banner Amusements
Atracciones Roca
Badgerland Midways LLC
Blue Star Amusements
Central Florida Fair
Deggeller Attractions
Drew Exposition
Florida Carnival
Ital-Resina Di Di Talia Angelo
Jolly Shows Carnival
Kissel Entertainment, LLC
Lisko Family Midway
MN State Fair
Penn Valley Shows
State Fair of Texas

CRUISE LINES

223 REGISTRANTS
Carnival Cruise Line
Celebrity Cruises
Disney Cruise Line
Full Sail Marine Group LLC
Margaritaville at Sea
Norwegian Cruise Line
Royal Caribbean

FAMILY ENTERTAINMENT CENTERS AND ARCADES

8,443 REGISTRANTS
810 Billiards & Bowling
A.J.’s Family Fun Center
Action City
Action Jacks Paintball, Lasertag & Arcade
Adventure Air Sports
ALHOKAIR GROUP
Altitude Trampoline Park
ALVACO ENTERPRISES
Andretti Indoor Karting & Games
APEX Active Entertainment Group
Badger Sports Park
Bananas Fun Park
Barnacle Bill’s, Inc.
Big Air Trampoline Park
Boondocks
Bowlero
Bullwinkle’s Entertainment
CEC Entertainment
Cinelandia
Congo River Golf
Crayola Experience
Crocs Playcentres
Dave & Buster’s
Dunn-D’s Arcade

CONCESSIONAIRES

675 REGISTRANTS
Aramark
Boardwalk Ventures
Candy Man Concessions
Florida Sno Biz
Gideon’s Bakehouse
JAR Concessions
Midway Foods LLC
Rikley’s Concessions
Ristick Concessions
Sodexo Sports
Whiting’s Foods at Santa Cruz Beach Boardwalk

All statistics based upon 2022 registration data and surveys.
Urban Air Adventure Park
VAUNCE Korea
Xtreme Action Park
ZavaZone

**HAUNTED ATTRACTION**

**393 REGISTRANTS**

Andelin Family Farm
Black Valley Haunts
Fear Town Productions LLC
Field of Screams LLC
Hammer Brother’s Haunted Circus
Haunted Nightmares
Scarefest Scream Park
Scream A Geddon
Sir Henry’s Haunted Trail
Terrifying Tymes
The Great Pumpkin Farm
Winchester Mystery House

**HOTELS/RESORTS**

**994 REGISTRANTS**

Aerie’s Resort
Al Forsan International Sports Resort
Baha Mar Resorts
Blue Mountain Resorts LP

Caesars Entertainment
Calypso Cay Resort
Cherry Hill Resort
Coco Key Hotel & Waterpark Resort
Fantasy World Resort
Great Wolf Resorts, Inc.
Hilton Hotels
Iberostar Hotel & Resorts
Loews Hotels
Marriott International
Massanutten Resort
Medema Paradise
MGM Resorts International
Sandals Resorts International
The Grove Resort & Water Park
The Ritz-Carlton
Westgate Resorts

California Academy of Sciences
Children’s Museum of Manhattan
Children’s Museum of Phoenix
Children’s Museum of the Lowcountry
COSI
Explore & More Children’s Museum
Florida Children’s Museum
International Spy Museum
Meow Wolf, Inc.
Museum of Discovery
Museum of Science and Industry
NASCAR Hall of Fame
Naval Aviation Museum Foundation
Omaha Children’s Museum
Ripley Entertainment Inc.
Science Centre Board
Science North
TELUS Spark Science Centre
The Franklin Institute
The Upside Down
USS Midway Museum
Whitaker Center for Science and the Arts

**MUSEUMS/SCIENCE CENTERS/CULTURAL, HISTORIC, SCENIC OR ROADSIDE ATTRACTIONS**

**1,044 REGISTRANTS**

AdventureLAB
Alldredge Orchards
Arizona Science Center
Atlanta History Center

**NATURAL/ ZIPLINES/ropes Courses**

**218 REGISTRANTS**

Adventure Bound Camping Resorts
Bag Jump
EAK Treetop Walks
Go Ape
Homestead Marketplace
Jungle Zipline Maui
The Canyons Zip Line & Adventure Park
Wild Blue Ropes Adventure Park
Zipline Europe
Zipline Korea, Inc.

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These Companies

**REAL ESTATE DEVELOPERS/RETAIL/SHOPPING CENTERS**

1,027 Registrants

Abu Dhabi Department Culture Tourism
Ajdan Real Estate Development Co.
BBX Capital
Beijing Real Estate Co. Ltd.
Bharti Realty Ltd.
Brookfield Properties
Constantin Film-Holding GmbH
EPR Properties
Jackson Nuckolls Group Properties and Developments
Mall of America - Nickelodeon Universe
SCHEELS
The Island Shops

**PARTY AND EQUIPMENT RENTALS**

3,428 Registrants

3 Monkeys Inflatables
A & S Party Rental
Adventures In Climbing
Astro Jump
Backyard Amusements
Bounce Kingdom
Doucette’s Party Rental LLC
Fantasy Party Rental
Fun on the Run
Lambert Bounce Parties
Les Productions Méga-Animation Inc.
No Limit Event Rentals
S&K Inflatable Rentals
Texas Sumo
Your Event Source

**PUBLIC PARKS AND RECREATION FACILITIES**

421 Registrants

Bonnet Springs Park
Charleston County Park
City of Clearwater
City of Largo
City of St. Petersburg
Martin County Parks and Recreation
Olympic Park
Raleigh Parks and Recreation Department
YMCA of Austin

**ZOOS AND AQUARIUMS**

902 Registrants

ACUARIO MICHIN
Aquarium of the Pacific
Central Florida Zoo & Botanical Gardens
Clearwater Marine Aquarium
Cleveland Metroparks Zoo
Columbus Zoo Family of Parks
Cool Zoo Wildlife Center
Currumbin Wildlife Sanctuary
Denver Zoo
Detroit Zoological Society
Elmwood Park Zoo
Fort Rickey Discovery Zoo
Fort Worth Zoo
Georgia Aquarium, Inc.
Greater Vancouver Zoo
Jacksonville Zoo
John Ball Zoo

Louisville Zoo
Loveland Living Planet Aquarium
Memphis Zoo
Metro Richmond Zoo
Miami Seaquarium
Milwaukee County Zoo
Mississippi Aquarium
Monterey Bay Aquarium
Mote Marine Lab
Naples Zoo
National Aquarium
Oklahoma Aquarium
Pittsburgh Zoo
Ripley’s Aquarium of the Smokies
Riverbanks Zoo & Garden
Saint Louis Zoo
San Antonio Zoo
San Diego Zoo Global
St. Louis Aquarium
Sydney Zoo
The Florida Aquarium
Zoologico Guadalajara
ZooTampa at Lowry Park
Discover How the BUSINESS OF FUN GETS DONE

97% of exhibitors are satisfied with their IAAPA Expo experience. 
94% of exhibitors rate an average or better return on investment.

NEW THIS YEAR!
Tabletop Exhibits

Tabletop exhibits are an economical way to showcase your company’s products and services. These 5’x10’ booths include carpet, table, chairs, counter high table, and a sign. Availability is limited, and space will be assigned after Space Allocation (April 3-13).

For more information, please contact ExhibitSales@IAAPA.org.

<table>
<thead>
<tr>
<th>IAAPA EXPO EXHIBIT PRICING</th>
<th>EARLY BIRD (through March 17, 2023)</th>
<th>STANDARD (after March 17, 2023)</th>
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</thead>
<tbody>
<tr>
<td>Member</td>
<td>US $29.50</td>
<td>US $31.50</td>
</tr>
<tr>
<td>Nonmember</td>
<td>US $37.00</td>
<td>US $40.00</td>
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<tr>
<td>Corner Fee (rate per corner)</td>
<td>US $300</td>
<td>US $300</td>
</tr>
<tr>
<td>Split island/island configuration for exhibits less than 800 sq. ft.</td>
<td>US $1,150</td>
<td>US $1,150</td>
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<tr>
<td>Turnkey Booth (shell)</td>
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<tr>
<td>Member</td>
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<td>US $61.50</td>
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<tr>
<td>Nonmember</td>
<td>US $75.00</td>
<td>US $77.00</td>
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<tr>
<td>Outdoor Space (400–999 sq. ft.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>US $11.00</td>
<td>US $11.00</td>
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<tr>
<td>Nonmember</td>
<td>US $14.00</td>
<td>US $14.00</td>
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<tr>
<td>Outdoor Space (1,000–2,999 sq. ft.)</td>
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<td></td>
</tr>
<tr>
<td>Member</td>
<td>US $10.00</td>
<td>US $10.00</td>
</tr>
<tr>
<td>Nonmember</td>
<td>US $13.00</td>
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<tr>
<td>Outdoor Space (3,000+ sq. ft.)</td>
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<tr>
<td>Member</td>
<td>US $9.00</td>
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</tr>
<tr>
<td>Nonmember</td>
<td>US $12.00</td>
<td>US $12.00</td>
</tr>
</tbody>
</table>

Pricing is per square foot. Minimum square footage is 10x10. Please note: There is a compulsory Insurance Fee of $100.

All statistics based upon 2022 registration data and surveys.
IAAPA Expo
HAS IT ALL!

New products, cutting-edge services, powerful education sessions with industry experts, and impactful networking in one action-packed, exciting event!

SPECIAL PROMOTIONS FOR 2023

GLOBAL EXHIBITOR DISCOUNT
Companies that exhibit at all three IAAPA Expos in 2023 will receive a US $2 per square foot DISCOUNT applied to the balance due on the statement issued for the final payment for IAAPA Expo only.

FIRST-TIME EXHIBITOR PAVILION
Are you a first-time exhibitor at IAAPA Expo? View the benefits of being in the First-Time Exhibitor Pavilion at IAAPA.org/FirstTimer.

OUTDOOR PROMOTION
This valuable program is for exhibitors who want to exhibit products and rides in a unique environment. When booking 2,000 square feet or more inside, receive up to the same amount of square footage outside, complimentary. Deadline for this promotion is March 17, 2023.

PAVILIONS

The Show Floor is divided into pavilions to position your company in the best location. Similar products have been grouped into pavilions so attendees can easily compare to make informed buying decisions. Allowing buyers to identify the products and services they are in search of will result in more qualified buyers coming to the pavilion and, ultimately, your booth space.

ADD VALUE WITH MEMBERSHIP

✓ IAAPA members not only save at LEAST $800 on their booth but also will be assigned booth space prior to those who are nonmembers.
✓ Members also have access to year-round benefits, including education, industry advocacy and safety, news, Connect+ Marketplace, a full calendar of networking events around the globe, and much more!

As voted on by Global Manufacturers & Suppliers Committee, 2023 IAAPA Members will be assigned booth space prior to nonmembers. Renew your IAAPA membership with your contract to be considered a 2023 IAAPA member. Your seniority could be affected greatly if you do not renew your membership with contract.

Learn more about how an IAAPA Membership can grow your network, train your team, or help you understand the global trends impacting the industry. Visit IAAPA.org/Membership.
Go Beyond Your Booth with Sponsorship

IAAPA Expo Sponsorship Program offers unique opportunities to maximize your exposure to the attractions industry! Sponsorships differentiate your company from competitors, increase your brand visibility when attendees are not at your booth, and deliver an abundance of benefits to draw the attention of the 26,000+ buyers during IAAPA Expo.

Opportunities are limited, are first come, first served, and many sell out early. Contact our Sponsorship team at Sponsorship@IAAPA.org with questions to make the most of your sponsorship investment.
Looking to Connect with Buyers Throughout the Year?

**INCREASE VISIBILITY AND ENGAGEMENT**

- **500,000+ MONTHLY PAGE VIEWS**
  IAAPAn.org

- **CONNECT+ MARKETPLACE**
  A year-round, virtual space for buyers and sellers to network from anywhere in the world.

- **20,000 SUBSCRIBERS**
  IAAPA News Daily E-Newsletter

- **47,000 BI-MONTHLY**
  Funworld and Funworld digital edition readers

Contact Advertising@IAAPA.org to learn more about our available online, digital, and print opportunities.

All statistics based upon 2022 registration data and surveys.
Join IAAPA’s Growing COMMUNITY

Launch your new product or service, generate new business, and connect with buyers at IAAPA Expo 2023. Contact us today!

IAAPA GLOBAL HEADQUARTERS
4155 West Taft Vineland Road | Orlando, FL 32837
IAAPA.org/IAAPAExpo
ExhibitSales@IAAPA.org
NORTH AMERICA: Phone: +1 321/319.7600

IAAPA EXPO ABROAD
EUROPE, MIDDLE EAST, AFRICA: Phone: +32 2790 6018
ASIA-PACIFIC: Phone: +852/2538 8799 OR +852/2539 0977
LATIN AMERICA, CARIBBEAN: Phone: +52 55 3300 5915

WHAT OUR EXHIBITORS ARE SAYING:

“IAAPA [Expo] is excellent for meeting prospects and partners and increasing brand awareness in the attractions and experiences sector.”

“I have attended IAAPA [Expo] for over 30 years and find the convention forum critical to customer confidence and networking opportunities.”

“It is where decision-makers of the industry are. It is a fantastic networking opportunity, and there’s no other experience like it. Fantastic!”