



2023 SPONSORSHIP PROGRAM AND AGREEMENT



EDUCATION: SEPT. 25-28, 2023

SHOW FLOOR: SEPT. 26-28, 2023

VIENNA, AUSTRIA

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

IAAPA.org/IAAPAEurope

@IAAPAMEA

#IAAPAEpos

SPONSORSHIP

OPPORTUNITIES AND BENEFITS

The **IAAPA Expo Europe 2023 Sponsorship Program** offers your company the unique opportunity to maximize your exposure at the event and connect with vertical market segments in many different ways, while demonstrating your support for the attractions industry! Sponsorships differentiate your company from competitors and increase your corporate visibility before and during IAAPA Expo Europe, giving you access to attendees that you may not otherwise have.

OPPORTUNITIES

SPECIAL EVENTS AND EDUCATION			
	SILVER	GOLD	PLATINUM
Leadership Breakfast	☐ €9.500	☐ €14.500	☐ €22.500
Education Conference	☐ €8.500	☐ €12.500	☐ €20.500
Opening Ceremony	☐ €8.500	☐ €12.500	☐ €20.500
Opening Reception	☐ €7.500	☐ €10.500	☐ €20.500
Attendee EDUTours	☐ €5.500	☐ €9.000	☐ €15.000
Indoor Entertainment Day	☐ €5.500	☐ €9.000	☐ €15.000
Lunch and Learn	☐ €5.500	☐ €9.000	☐ €15.000
Safety Day	☐ €5.500	☐ €9.000	☐ €15.000
Sustainability Day	☐ €5.500	☐ €9.000	☐ €15.000
Water Park Day	☐ €5.500	☐ €9.000	☐ €15.000
Young Professional Forum and Reception	☐ €4.000	☐ €7.000	☐ €11.000

ADD-ON PRICING AVAILABLE!

Add a sponsorship of a second or third event at the following 'add-on' rates (discounted rates do not apply to all opportunities):

- Silver Level: €4.000
- Gold Level: €6.000
- Platinum Level: €11.000

Questions about sponsorships or just need more information about how to customize a sponsorship to meet your needs? We're here to help.

CHERYL SULOCK Phone: +1 321/319.7662
Email: CSulock@IAAPA.org

BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES			
	SILVER	GOLD	PLATINUM
Global Lanyards – Exclusive (Includes lanyards for all three IAAPA Expos in 2023)			☐ €75.500
IAAPA Theatre – Exclusive			☐ €25.500
IAAPA Member Lounge – Exclusive			☐ €25.000
Attendee Gift (as determined by IAAPA with consultation of sponsor) – Exclusive			☐ €20.000
Expo Bags – Exclusive			☐ €20.000
Mobile App – Exclusive			☐ €18.000
Banners/Aisle Signs – Exclusive			☐ €17.000
WiFi Sponsor – Exclusive			☐ €17.000
Badges and Tickets		☐ €14.000	☐ €19.000
Printed Maps	☐ €6.000	☐ €10.000	☐ €17.000
Registration Confirmation Email	☐ €6.000	☐ €10.000	☐ €17.000

ALL IAAPA Expo Europe Sponsors are required to be IAAPA members.

Prices shown are for IAAPA Expo Europe exhibitors. Non-exhibiting sponsors subject to an additional €2.000 fee.

Logo recognition includes a single company logo. Dual or multi-logo branding is not permitted.

*Print deadlines apply to be included in the September 2023 issue of *Funworld* magazine, the official trade show program, and on-site signage.

**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.



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Being a sponsor at IAAPA Expos has allowed Coca-Cola to establish and grow relationships with leaders in the attractions industry in an exciting environment.

LOURDES BUJ

Channel Strategy Director, The Coca-Cola Company



BENEFITS

	SILVER	GOLD	PLATINUM
Ability to distribute one email campaign to all verified attendees pre-show**			●
Special sponsor plaque			●
Company sizzle reel video played at sponsored event (30-second maximum; to be approved by IAAPA in advance; deadlines apply)			●
Recognition in IAAPA News Daily e-newsletter (15,000+ industry recipients)		●	●
Recognition on IAAPA EMEA's social media pages (Facebook, Twitter, LinkedIn, and Instagram, when and where applicable)		●	●
Ability to distribute one email campaign to all verified attendees post-show**		●	●
Complimentary premium listing on Connect+ platform		●	●
Ability to provide materials and/or giveaways at sponsored event (where applicable)	●	●	●
Logo recognition on the IAAPA Expo Europe website with a click-through to company's page	●	●	●
Logo recognition in the printed IAAPA Expo Europe Show Programme (subject to change)	●	●	●
Logo recognition on lobby signage	●	●	●
Logo recognition in one issue of Funworld magazine (deadlines apply)	●	●	●
Logo recognition on event signage (when applicable)	●	●	●
Recognition by event speakers and moderators (when applicable)	●	●	●
Complimentary tickets to sponsored event (when applicable, quantity varies by level)	●	●	●
Special sponsor badge ribbons	●	●	●
Reserved VIP seating at sponsored event (when applicable)	●	●	●
Complimentary registration for non-exhibiting sponsors to attend trade show	●	●	●
Recognition on tabletop booth signage and floor stickers for exhibiting sponsors	●	●	●



INQUIRE ABOUT BECOMING A GLOBAL SPONSOR

Receive added benefits at all IAAPA Expos in 2023, such as added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, and recognition in November 2023 Funworld Magazine.

SPONSOR RECOGNITION

Leadership Breakfast sponsor recognition



“

At Outdoor Factory we value the many benefits IAAPA sponsorship provides, from enhanced visibility to unique and meaningful engagement opportunities with key industry players. We are pleased to support the association through worthwhile sponsorship investments that also help elevate our brand to the next level.

EMILY POPOVICH, ICAE

Vice President, Sales & Business Development, Outdoor Factory

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Global Sponsor recognition



Sponsored Expo Bags

“

IAAPA Sponsorship has been invaluable for our company. It has provided us with important industry exposure at many prestigious IAAPA events. On many occasions both clients and prospects have acknowledged seeing our sponsorship materials and publicity, which has provided us with the reassuring feedback of the importance of such sponsorship.

JOHN DAVIES

Commercial Director, Interlink

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SPONSORSHIP AGREEMENT

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IAAPA Global Headquarters, 4155 West Taft Vineland Road, Orlando, FL 32837 USA | www.IAAPA.org/IAAPAEurope

North America: Phone: +1 321/319.7600 | Email: CSulock@IAAPA.org

Europe: Phone: +32/2 790 6018

Asia Pacific: Phone: +852/2538 8277 or +852/2539 0977

CONTACT INFORMATION:

SPONSORING COMPANY: _____ IAAPA MEMBER ID: _____

All sponsors are required to be IAAPA members.

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

PRIMARY CONTACT NAME: _____

DIRECT PHONE: _____ MOBILE PHONE for ONSITE ACCESS: _____

EMAIL: _____ BILLING EMAIL (if different): _____

BILLING ADDRESS: _____

VAT NUMBER (if applicable): _____

COUNTRY: _____ BOOTH NUMBER (if applicable): _____ WEBSITE: _____

SOCIAL MEDIA HANDLES: Facebook: _____ Instagram: _____

Twitter: _____ LinkedIn: _____

TOTAL PRICE: € _____

Note: Non-Exhibiting Sponsors are subject to IAAPA's approval and an additional fee of €2.000.

Become a Global Sponsor and receive added benefits at **all three** IAAPA Expos in 2023.

BENEFITS INCLUDE: added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, recognition in November 2023 *Funworld* magazine.

PAYMENT OPTIONS:

50% deposit payment by Feb. 17, 2023. 50% balance payment by June 2, 2023.

Only Belgian companies must pay VAT. Contact IAAPA for flexible payment plan options.

Full payment is due with the submission of your signed agreement.

Payment by credit card:
IAAPA will send you a payment link via email.

Payment by wire transfer:
Payment instructions will be on the according invoice.

Thank you for following the respective instructions.

For sponsoring contracts, the following B2B VAT rules apply:

- Belgian companies: 21% VAT
- EU companies with VAT ID: "Reverse charge" procedures (tax-exempt on intra-community supply of goods)
- Non-EU companies: Tax-exempt as "place of supply of service"

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

☐ **I WILL WIRE TRANSFER** IN THE AMOUNT OF € _____

**BELFIUS Bank, Account #068-241-3718-94
IBAN #BE87-0682-4137-1894 Swift Code (if needed): GKCCBEBB**

Please identify yourself with your name, company name, and member ID, and send proof of payment to CSulock@IAAPA.org.

Payment may not be properly applied if copy of wire transfer is not faxed or emailed.

☐ **INVOICE US.** IAAPA team will provide an invoice for 50% deposit.



Questions about sponsorships or just need more information about how to customize a sponsorship to meet your needs? We're here to help.

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PLEASE NOTE: In the following contract IAAPA EMEA stands for the International Association of Amusement Parks and Attractions Europe IVZW / AISBL, with its seat located at 4 Sint-Lazaruslaan, Sint-Joost-ten-Node, 1210 Brussels, Belgium, registered in the KB0/BCE under the following number: BE0875.837.051.

1. IAAPA has developed IAAPA Expo Europe as a result of considerable time and effort and practical experience and IAAPA Expo Europe is associated with the highest standards of client care and quality of service.

2. Sponsor hereby confirms that it is authorized to use and to license the use of its trademarks, logos and copyrights for the purpose of promoting its goods and services and hereby grants to IAAPA Expo Europe a license to use Sponsor's name, trademarks, logos and copyrights for promotional purposes only at and in association with the 2023 IAAPA Expo Europe.

3. Signing this agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo Europe, in accordance with the corresponding rate card fees. An email, mailed, or faxed signed agreement is binding.

4. IAAPA Expo Europe and Sponsor agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA Expo Europe's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA Expo Europe'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 Expo Europe's advance review and approval. According to the sponsorship selected, IAAPA Expo Europe will provide appropriate acknowledgment and recognition of the Sponsor in accordance with applicable laws including Internal Revenue Service rules and regulations if applicable. All advertising must comply with IAAPA Expo Europe's advertising policies and procedures as determined from time to time by IAAPA Expo Europe.

5. Sponsor agrees to indemnify and hold harmless IAAPA Expo Europe, 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 contract.

6. Sponsor acknowledges and agrees that IAAPA Expo Europe may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA Expo Europe of the Agreement, IAAPA Expo Europe shall refund any sponsorship fees received by IAAPA Expo Europe prior to termination.

7. IAAPA Expo Europe and/or sponsor/exhibitor are liable should one or the other default. Any 3rd party agency signing on behalf of the sponsor/ exhibitor will be held responsible for the fulfillment of this non-cancelable contract.

8. Sponsor understands that, as a trade association, IAAPA has a duty to ensure it is not supporting or acting in a manner that would be deemed as advancing the infringement of any of its members' intellectual property. IAAPA has developed the Intellectual Property Enforcement Policy as a means to educate its members on intellectual property. 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 are 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 the Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member.

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 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, (ii) restrictions on access or services provided by IAAPA, or (iii) a loss of membership to IAAPA; or (iv) 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 company's intellectual property or proprietary rights.

9. Sponsor agrees that IAAPA Expo Europe's liability (if any) on account of omissions or errors in such sponsorship or advertisement shall in no event exceed the amount of the charges for the sponsorship or advertisement which was omitted or in which the error occurred and such liability 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. Cooling-off Period:

a) There is a 14-days cooling-off period from the date of signature.

b) The sponsoring party can cancel this contract without any charges within the cooling-off period by given written notice to CSulock@IAAPA.org or by sending a registered mail to IAAPA offices in Brussels. IAAPA EMEA, 4 Sint-Lazaruslaan, Sint-Jost-ten-Node, 1210 Brussels, Belgium.

c) The cooling-off period does not apply for contracts signed within less than 14 days from the commencement of the license period (September 25, 2023).

11. Data Protection:

a) Organizer, in its capacity as a data controller, including relating to its register of contacts for the IAAPA Expo Europe, will process Personal Data transferred by the Sponsor solely for purposes related to the performance of this Agreement and, where applicable, any other agreement also entered by Sponsor with Organizer. Organizer commits to always process such Personal Data (the "PD"), including sharing the PD and/or transferring the PD outside the European Union, in accordance with its valid and applicable Privacy Policy www.iaapa.org/privacy-policy and applicable privacy legislation, including in particular the General Data Protection Regulation ("GDPR").

b) Sponsor in its capacity, as described in this Agreement, may also process PD related to data subjects as a controller of that data, for the purpose of carrying out its obligations under this Agreement. Sponsor commits itself to always obtain and process the PD, including sharing the PD with Organizer and/or transferring the PD outside the European Union or outside the jurisdiction where Exhibitor is incorporated, in accordance with its applicable Privacy notice and applicable privacy legislation, including in particular the GDPR.

c) Should Sponsor transfer third party PD to Organizer, Sponsor guarantees it has properly notified the persons concerned that their PD may be transferred to third parties including the Organizer under this Agreement and any other information to be notified to the persons concerned if so required by the applicable privacy legislation.

d) Sponsor agrees and acknowledges that any data other than PD, which Organizer has obtained from Sponsor, may be freely shared with and transferred to Organizer and Organizer'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.

e) Sponsor acknowledges and agrees that its use of the Internet access and WIFI service provided by the ExCel London shall be in compliance with the applicable terms and conditions of use and that it will abstain from sending or receiving any message, data, file, content or signal which is in breach of law and order, common morality, legislation on press infringements, Internet copyright protection law, laws on the protection of minors, trade secrets, private correspondence or private information on the Internet.

f) Sponsor understands and expressly acknowledges it has been informed that its rights, and those of any third party users who log on and use the Internet access and WIFI service provided by the ExCel London, to access, modify, delete or object to the processing of personal data and to the transmission thereof.

Please sign and email to Cheryl Sulock at CSulock@IAAPA.org. Questions? Please call +1 321/319.7662.

☐ I have read and agree to the terms as set forth above.

SIGNATURE: _____ PRINT NAME: _____ DATE: _____