



**IAAPA**  
EDUCATION

# 2024 PARTNERSHIP OPPORTUNITIES

**How are you changing the industry?**  
Our members want to know.

Join us as an **IAAPA Partner in Education** and together, we will enlighten and engage our industry.

Opportunities include:



**IAAPA**  
EDUCATION

INSTITUTE FOR  
ATTRACTIONS  
EXECUTIVES



**IAAPA**  
EDUCATION

INSTITUTE FOR  
ATTRACTIONS  
PROFESSIONALS

***and much more!***

*Opportunities are limited and are  
exclusive to IAAPA members.*

**Now accepting contracts  
for 2024 and 2025.**

**PARTNERSHIP OPPORTUNITIES ARE LIMITED. INQUIRE OR CONFIRM TODAY!**

Contact Bethany Graham, Director, Global Professional Development Strategic Initiatives, at [BGraham@IAAPA.org](mailto:BGraham@IAAPA.org) or +1 321/319-7633 while opportunities are still available.





INSTITUTE FOR  
ATTRACTIONS  
PROFESSIONALS

## Institute for Attractions Professionals (IAP) Partnerships

### Who am I connecting with?

***Future leaders in our industry from around the world.***

IAP is IAAPA's foundational institute program that covers a broad overview of department functions at all facilities.

#### **PLATINUM PARTNER | \$7,990 USD**

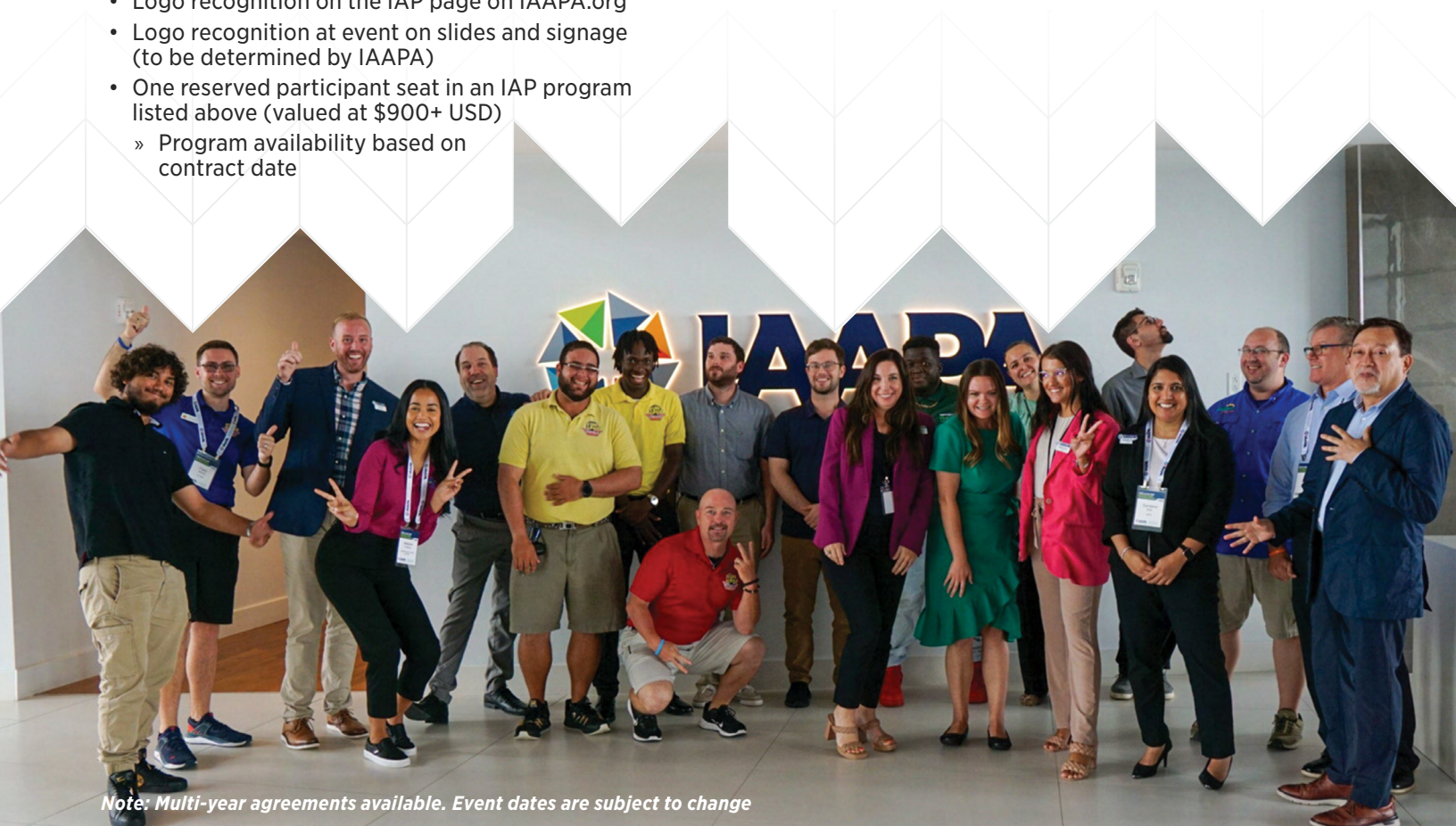
***Benefits include:***

- Logo recognition on pre-event marketing for the following 2024 in-person programs:
  - » IAP – Abu Dhabi
  - » IAP – Mexico City
  - » IAP – Sao Paulo
  - » IAP at IAAPA Expo Asia
  - » IAP at IAAPA Expo Europe
  - » IAP at IAAPA Expo (Orlando)
- Logo recognition on the IAP page on IAAPA.org
- Logo recognition at event on slides and signage (to be determined by IAAPA)
- One reserved participant seat in an IAP program listed above (valued at \$900+ USD)
  - » Program availability based on contract date

#### **GOLD PARTNER | \$2,990 USD**

***Benefits include:***

- Logo recognition on all pre-event marketing for the following 2024 in-person programs:
  - » IAP at IAAPA Expo Asia
  - » IAP at IAAPA Expo Europe
  - » IAP at IAAPA Expo (Orlando)
- Logo recognition on the IAP page on IAAPA.org
- Logo recognition at event on slides and signage (to be determined by IAAPA)



*Note: Multi-year agreements available. Event dates are subject to change*

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## Institute for Attractions Executives Partnerships

### Who am I connecting with?

#### **Global leaders, owners, and operators in the attractions industry.**

IAAPA Institute for Executive Education (IEE) offers a unique opportunity for IAAPA Education Partners to foster relationships with owners, CEOs, and senior-level leaders in the global attractions industry.

#### **Benefits include:**

- Multi-day event includes one program registration for you and a team member or a guest (46 CEUs)
- Logo placement on the IAAPA event page and registration site
- “Proud IAAPA Education Partner” Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.

#### **PLATINUM PARTNER** **\$9,990 USD**

##### **Includes:**

- one (1) complimentary registration
- one (1) discounted registration

#### **GOLD PARTNER** **\$7,990 USD**

##### **Includes:**

- one (1) complimentary registration

#### **SILVER PARTNER** **\$2,990 USD**

##### **Includes:**

- logo acknowledgement

**50% DUE WITH CONTRACT**

#### **Pre-Event**

##### **Included:**

- Logo acknowledgment on [www.IAAPA.org](http://www.IAAPA.org)
- Acknowledgment in IAAPA Institute for Executive Education save-the-date press release (when applicable; text only)\*
- Use of “2024 IAAPA Education Partner” logo for your signatures, website, and ads
- One (1) complimentary program registration (value \$2,800)
- Option to purchase one (1) discounted registration
- Ability to conduct a one-time pre-event electronic mailing to verified attendees\*

PLATINUM	GOLD	SILVER
▶	▶	▶
▶	▶	▶
▶	▶	▶
▶	▶	
▶		
▶		

#### **On-site**

##### **Included:**

- Recognition on opening day of program and as appropriate by event speakers
- Recognition in the digital event component
- Ability to provide a welcome gift for the program participants (must be approved by IAAPA in advance)
- Half page ad in event program (must provide finished artwork for print)\*
- Logo in event program (must provide finished artwork for print); deadlines apply
- Logo acknowledgement on event signage. **Additional signage for Platinum Sponsors** as determined by IAAPA.

#### **Post-Event**

##### **Included:**

- Ability to conduct a one-time post-event electronic mailing to verified attendees\*
- **First right of refusal for IEE 2024 Partnership; deadlines apply**

**\*DEADLINES APPLY.** For electronic mailings, the Partner will work with IAAPA to initiate these one-time emails. IAAPA does not distribute contact information (emails) of IEE participants. It is the responsibility of the Partner to collect that information directly from attendees on-site, at the event, via provided networking opportunities.

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# Online Partnerships

## IAAPA Education Partner Webinar

### Who am I connecting with?

**A global audience of facilities, young professionals, and industry veterans who are interested in your products, services, and story.**

Share your latest success story, services, products, or thought leadership through an IAAPA Partner webcast. Excellent opportunity for Amusement Parks and Attractions, Family Entertainment Centers, Manufacturers and Suppliers, Museums and Science Centers, Water Parks, Young Professionals, and Zoos and Aquariums.

### PARTNER WEBINAR | \$3,750 USD

**Benefits include:**

- One-hour broadcast highlighting your services, products, or thought leadership
  - » “Proud IAAPA Education Partner” Icon for email signatures and social media
  - » Logo Placement on IAAPA event page and Registration site
  - » Dedicated Education Partner marketing: Email, LinkedIn, and X
- Participants may opt-in to communication from Partner during registration

### PARTNER WEBINAR ULTIMATE PACKAGE | \$6,000 USD

**Benefits include:**

- All the benefits of the Partner Webinar **PLUS**
  - » One (1) 2024 Global Webinar Partnership— includes logo placement on all marketing, on-air thank you during webinar broadcast

*Dates and topics will vary.*

*Note: Multi-year agreements available. Event dates are subject to change*

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