



IAAPA[®]
EDUCATION



2024 PARTNER IN EDUCATION OPPORTUNITIES

Education and Connections Programs in Latin America, Caribbean



HOW ARE YOU CHANGING THE INDUSTRY? OUR MEMBERS WANT TO KNOW.

From the renowned IAAPA Safety Month to the IAAPA Institute for Attractions Professionals, IAAPA Webcasts and customized weeklong programs for specific constituencies, IAAPA Latin America, Caribbean offers worldclass educational opportunities throughout the year, both virtually and in-person.

In these programs, industry experts share best practices and expertise, develop in their roles, and keep skills sharp. Our program reach all career levels across all constituencies and allow our members to enhance skills and practical knowledge, apply critical thinking, and build a path toward IAAPA Certification.

Increase your brand visibility and share your expertise. Become an IAAPA Education Partner today!

Partnership opportunities are limited and exclusive to IAAPA members. For more information on Education Partnerships, Sponsorships, and Exhibiting Opportunities, please contact Ana Karen Peña at AKpena@IAAPA.org or via WhatsApp at (+52) 55 2214 7245.





2024 VIRTUAL EDUCATION OPPORTUNITIES

IAAPA LATIN AMERICA, CARIBBEAN

IAAPA Safety Month

May 21-June 13

Global Safety Forum: June 4

Keeping the entertainment industry safe is everyone's job. The IAAPA Safety Month is a month-long, online, educational event where attractions industry safety experts share best practices to promote the safety design, construction, operation, maintenance, and supervision of parks and attractions, under the highest safety standards. With simultaneous English-Spanish-Portuguese translation.

IAAPA Weeks:

Water Parks and FECs

Water Park Week: October 8-10

FEC Week: October 21-25

These online education and networking events, designed for specific constituency groups or business areas in the region, feature focused live and recorded conferences and online resources, and include topics such as best practices, operations, human resources, marketing, and guest experience. They offer simultaneous translation to Spanish and Portuguese.

IAAPA Forums: Guest Services, F&B, Adventure Parks, Sustainability, and IDEA

Guest Services Forum: February 7

F&B Forum: February 27

Adventure Parks: May 8

Sustainability Forum: December 4

Inclusion, Diversity, Equality and Accessibility (IDEA) Forum: August 29

These one-day training courses seek to elevate the experience and achieve excellence in a specific area of an attractions operation. They offer simultaneous translation to Spanish and/or Portuguese.

IAAPA Partner Webcasts

Scheduled with the partner

Share your latest success story, services, products, or thought leadership through an IAAPA Partner Webcast. You provide the presentation and we do the groundwork. IAAPA Latin America, Caribbean markets to members in the region, manages registration, and supports the live broadcast. Webcasts may be live or recorded. Registration is open to members and non-members, providing you with a wide audience.





2024 **IN-PERSON** EDUCATION & CONNECTIONS OPPORTUNITIES

IAAPA LATIN AMERICA, CARIBBEAN

IAAPA Institute for Attractions Professionals: Mexico and Brazil

September 10-12, Mexico City, Mexico

September 17-19 São Paulo, Brazil

This two-day course features class instruction and case studies to guide industry professionals through practical applications, gaining a solid understanding of the key disciplines and processes required to manage a successful attraction: finance, revenue management, marketing, leadership, safety, and operations. Course in Spanish/Portuguese.

Workshop: Adventure Park Operation Basics (based on ACCT and ASTM)

April 13-14, Medellín, Colombia

Specialized workshop designed for owners, managers, and operators of Adventure Parks, with the main objective to provide them with an understanding of the fundamental principles and applicability of ACCT International Standards & ASTM related to operation and technical aspects. Held in conjunction with the IAAPA Summit:

IAAPA Safety Forum: Argentina

June 25-26 Buenos Aires, Argentina

INTI experts collaborating for the safety entertainment industry adopting safety standards in Argentina. Operators discuss the main problems and their solutions to promote and maintain safety of the industry. Global and local experts share their local application experiences. Course in Spanish.

IAAPA Safety Forum: Brazil

June 10-11, São Paulo, Brazil

Expert water park operators discuss the main problems and their solutions to promote and maintain safety in this sector of the industry. Global experts share their regional application experiences. Course in Portuguese.

IAAPA Meetups

Several dates and locations throughout the year

Mingle and connect with industry colleagues during this great opportunity to informally discuss local industry trends and innovation, and discover new opportunities in the region. Held at IAAPA member

IAAPA Summit 2024 + Latin American Amusement Expo

April 15-18, Colombia

A world of possibilities will unfold before you at this exciting event! Join the most influential leaders from the region and those eager to explore new horizons and expand their presence in Latin America and the Caribbean.

[Learn more about exhibiting and sponsoring here](#)



2024 PARTNER IN EDUCATION OPPORTUNITIES

Education and Connections Programs in Latin America, Caribbean

IMPORTANT: The following prices do not include event exclusivity. Category exclusivities per event are charged at twice the regular cost.

PRICE	Logo in pre-event promotions	Logo in digital program	Logo in onsite signage	On-screen recognition and logo	Free event registration	Live or recorded presentation
IAAPA Latin America, Caribbean 2024 Gold Education Partner						
Enjoy presence in all education and connections opportunities, except for the Summit.						
\$6,000	When applicable	When applicable	When applicable	When applicable	One to each event	2-minutes at each event
IAAPA Safety Month (Virtual)						
May 21-June 13.						
\$1,000	Yes	Yes		Yes	One	2 minutes
IAAPA Water Park Week or FEC Week (Virtual)						
Water Park Week: October 8-10. FEC Week: October 21-25.						
\$500 per week	Yes	Yes		Yes	One	2 minutes
IAAPA Guest Services, F&B, Adventure Park, Sustainability, or IDEA Forums (Virtual)						
Guest Services: February 7. F&B: February 27. Adventure Parks: May 8. Sustainability: December 4. IDEA: August 29.						
\$500 per forum	Yes	Yes		Yes	One	2 minutes
IAAPA Partner Webcasts (Virtual)						
Scheduled with the partner						
\$1,500 per webcast	Yes	Yes		Yes	One	45 minutes
IAAPA Institute for Attractions Professionals (In-person)						
Mexico City, Mexico: September 10-12. São Paulo, Brazil: September 17-19.						
\$1,000 per institute	Yes	Yes	Yes	Yes	One	2 minutes
IAAPA Workshop: Adventure Parks Operation Basics (In-person)						
April 13-14, Medellin, Colombia						
\$1,000	Yes	Yes	Yes	Yes	One	2 minutes
IAAPA Water Park Safety or INTI Safety Forums (In-person)						
Safety Forum: June 10-11, São Paulo, Brazil. Safety Forum: June 25-26, Buenos Aires, Argentina.						
\$1,000 per forum	Yes	Yes	Yes	Yes	One	2 minutes
IAAPA Meetups (In-person)						
Several dates and locations throughout the year						
\$500 per Meetup	Yes		Yes		One	2 minutes

YES! I want to be a 2024 IAAPA Partner in Education

PARTNERSHIP TYPE AND LEVEL

<input type="checkbox"/>	2024 IAAPA GOLD EDUCATION PARTNER	
<input type="checkbox"/>	IAAPA SAFETY MONTH	
<input type="checkbox"/>	IAAPA WEEK	Select one: <input type="text"/>
<input type="checkbox"/>	IAAPA VIRTUAL FORUM	Select one: <input type="text"/>
<input type="checkbox"/>	IAAPA INSTITUTE FOR ATTRACTIONS PROFESSIONALS	Select one: <input type="text"/>
<input type="checkbox"/>	IAAPA IN-PERSON WORKSHOP	
<input type="checkbox"/>	IAAPA IN-PERSON FORUM	Select one: <input type="text"/>
<input type="checkbox"/>	IAAPA MEETUP	Select one: <input type="text"/>

GENERAL INFORMATION

NAME

COMPANY

EMAIL

TELEPHONE

PAYMENT

AMOUNT TO BE PAID **CATEGORY EXCLUSIVITY?**

CREDIT CARD VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER:

EXP. DATE: CVV CODE:

NAME ON CREDIT CARD:

AUTHORIZED SIGNATURE:

BILLING ZIP CODE:

CHECK
MUST BE DRAWN FROM A U.S. BANK, PAYABLE TO IAAPA AND MAILED TO 4155 WEST TAFT VINELAND ROAD, ORLANDO, FL 32837 USA. REF: AR-IAAPA 2023 LAC SPONSORSHIP.

WIRE TRANSFER
MUST INCLUDE A US\$25 TRANSACTION FEE. PAYABLE TO IAAPA.
BANK OF AMERICA, 1501 PENNSYLVANIA AVE., N.W. | ABA 026009593 | SWIFT CODE (IF NEEDED): BOFAUS3N | FOR CREDIT TO IAAPA ACCOUNT 0020-866-30597. REF: AR-IAAPA 2023 LAC SPONSORSHIP.

2024 PARTNER IN EDUCATION AGREEMENT

Education Programs in Latin America, Caribbean

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above partnership(s) for IAAPA Education offerings, in accordance with the corresponding rate card fees. A faxed or emailed signed Agreement is also binding.

2. IAAPA and the Partnering Company named above (“Partner”) 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 Partner product or service. No materials developed or intended for use in connection with the partnership activities will be distributed or otherwise used prior to IAAPA’s advance review and approval. According to the partnership selected, IAAPA will provide appropriate acknowledgment and recognition of the Partner in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/or materials (“Partner Content”) distributed by or on behalf of Partner 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. Partner 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 Partner’s acts, omissions, or breach of this Agreement, or any actions or claims made by Partner, or any third party against Partner, under IAAPA’s Intellectual Property Enforcement Policy (see item 7).

4. Partner warrants and represents that any Partner Content provided or distributed by Partner 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, Partner warrants and represents that any Partner Content that it distributes at or in correlation with IAAPA Education offerings (or any other IAAPA show/event) will not violate applicable laws or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Partner Content is owned and/or lawfully distributed by Partner. In addition, Partner 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. Partner 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 partnership fees received by IAAPA prior to termination.

6. Each of IAAPA and Partner shall be liable should it default or breach this Agreement. In addition, any third- party agency signing on behalf of the Partner will be held responsible for the fulfillment of this non-cancelable contract.

7. **INTELLECTUAL PROPERTY ENFORCEMENT POLICY:** 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 partner 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 Partner to request proof that any of the Partner Content that Partner uses, distributes or publishes is lawfully owned or displayed. IAAPA also reserves the right to request information from Partner 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 Partner 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. Partner 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. Partner 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.

INITIAL:

c. Partner 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 Partner 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. Partner 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 Partner Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Partner, (iii) restrictions on access or services provided by IAAPA, or (iv) a loss of membership to IAAPA; or (v) a ban from any future partnership opportunity.

e. Partner 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 Partner and IAAPA or (ii) when IP Mediator believes that the Partner Content (or any item distributed by the Partner) is potentially infringing on another's intellectual property or proprietary rights.

8. Data Protection: For the purposes of this Agreement, the following terms shall have the following meanings: "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, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"); and "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR. 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. Should Partner transfer Personal Data to IAAPA, Partner represents, warrants and guarantees that (i) 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 (iii) Partner 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. Partner agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Partner, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Partner has specified to the contrary in writing stating what data may not be so shared or transferred.

9. Partner 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 Partner 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.

10. Partner 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 partnership/ advertising allowance commensurate with the error for the particular partnership or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular partnership or advertisement in which the omission or error occurred. No adjustment is applicable to any free partnership or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

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

NAME:

DATE:

SIGNED:

2024 IAAPA PARTNER WEBCAST AGREEMENT

Latin America, Caribbean

This Sponsorship Agreement is made upon the date of last signature (“Effective Date”) by and between the International Association of Amusement Parks and Attractions (“IAAPA”), and the “Education Partner” (signed and acknowledged below) for the IAAPA Education “Partner Presents” webcast presentation described below, including any and all related comments, handouts, illustrations, references, or other materials (the “Presentation”):

1. Sponsorship. The Education Partner desires to support IAAPA’s purposes and missions by providing a speaker (the “Speaker”) to deliver the Presentation described in Attachment A of this Agreement to be broadcast via webcast and posted in the IAAPA webinar archives, associating the Education Partner’s name and logo with the Presentation and by remitting a sponsorship fee to IAAPA. IAAPA’s involvement with the Presentation will be limited in scope, consistent with IAAPA’s nonprofit status and federal tax exemption requirements. IAAPA’s acceptance of the sponsorship payment does not suggest or convey IAAPA’s approval, endorsement, certification, acceptance, or referral of any product or service of the Education Partner. No written or oral statements or materials developed or intended for use in connection with the Education Partner’s support for the Presentation will be used without the advance review and written approval of IAAPA.

2. Presentation Requirements. The Education Partner agrees that the preparation and delivery of the Presentation will comply fully with the Presentation Guidelines set out in Attachment B and all other rules, regulations, policies, and procedures of IAAPA, including but not limited to required deadlines for submissions.

3. Sponsorship Fees: The Education Partner will pay IAAPA the amounts specified in Attachment A.

4. License. Education Partner provides IAAPA with a limited nonexclusive license to use Education Partner’s name, logo, and other pertinent trademarks, service marks, copyrights, or other intellectual property, to the extent such intellectual property is incorporated within the Presentation and for promotion of the Presentation. The Education Partner grants to IAAPA a license to record the Presentation using photographic, audio, or video recording equipment or other electronic means, and grants to IAAPA a nonexclusive, irrevocable, worldwide license to reproduce, distribute, and/or sell audio and/or video tapes, transcripts, and/or any other created work prepared and distributed by the Speaker in connection with the Presentation in any and all media and including any derivative works. The license also gives IAAPA the right to publish part or all of the transcripts and any handouts or related materials in IAAPA or other publications, which may be published or distributed in various print or electronic media.

5. Name and Likeness: The Education Partner further authorizes IAAPA to use the Speaker’s name, likeness, photograph, and biographical data in connection with the use and promotion of any aspect of the Presentation or related materials.

6. Representations and Warranties: The Education Partner warrants and represents that the Presentation does not violate any proprietary or personal rights of others (including, without limitation, any privacy rights or copyrights such as to third-party owned text, graphics, photos, music, videos, films, or other such intellectual property); that the Presentation and related materials

are factually accurate and contain no matter libelous or otherwise unlawful content; that the Presentation and related materials are the Education Partner’s own original work, that the Education Partner is the sole owner of copyright, or that the Education Partner has obtained all necessary written rights and permissions from any persons or organizations whose materials are included with the Presentation (including, without limitation, any copyrighted work such as text, graphics, photos, music, videos, films, or other such intellectual property); and that the Education Partner has full power to grant the license under this Agreement; that the Education Partner has not previously in any manner disposed of any of the rights granted or previously granted any adverse rights; and that there are no rights outstanding that would diminish, encumber, or impair the full enjoyment or exercise of this license granted to IAAPA. It is understood that the Education Partner will not receive any royalty or other monetary compensation from IAAPA for the license and subsequent use by IAAPA. The Education Partner understands that this license does not prohibit the Education Partner from using the materials in the future, except that the Education Partner may not use IAAPA’s name, logos, or trademarks except as permitted or required under this Agreement.

7. Mutual Protection of Confidential Information. Should IAAPA or the Education Partner come into possession of a trade secret or confidential information of the other in connection with the Presentation, each will avoid disclosure of that trade secret or confidential information using the equivalent methods and means that each would use to protect its own trade secret or confidential information; each will use its best efforts to avoid disclosure of confidential information by officers, directors, employees, volunteers, agents, or consultants without the written approval of the other party that owns the trade secret or confidential information. This provision will survive any cancellation or expiration of this Agreement.

8. Mutual Indemnification. IAAPA and the Education Partner each agrees to indemnify and hold harmless the other, as well as the other’s officers, directors, employees, agents, and consultants, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys’ fees, costs, and other expenses, incurred on account of the indemnifying party’s willful or negligent acts or omissions in connection with this Agreement. The parties shall not be considered to have a partnership, agency, or joint venture relationship. These provisions will survive any cancellation or expiration of this Agreement.

9. Cancellation. IAAPA may cancel the Presentation upon advance written notice to the Education Partner; in the event of such cancellation, IAAPA shall refund to the Education Partner amounts paid under the Agreement. Notwithstanding the foregoing, in the event that the Education Partner’s content, broadcast, or marketing of the Presentation is in breach of this Agreement, IAAPA reserves the right to cancel the Presentation, including by interrupting the broadcast of the Presentation, and/or to decline to post the Presentation in the IAAPA webinar archives; in such an event, IAAPA shall be under no obligation to refund to Education Partner amounts paid under the Agreement.

INITIAL:

ATTACHMENT A: WEBCAST INFORMATION

PRESENTATION TITLE:

PRESENTATION DATE:

SPEAKER NAMES AND TITLES:

PRESENTATION DESCRIPTION:

ATTACHMENT B: PRESENTATION GUIDELINES

CONTENT GUIDELINES

- The Education Partner must use the PowerPoint template provided by IAAPA.
- The webcast topic must incorporate an educational aspect of your company's practices, products, events, programs, or thought leadership. The presentation should not include sales pitches.
- The webcast topic, title, speakers, and final PowerPoint require final approval by IAAPA staff.
- The title of the webcast will begin with "IAAPA Education Partner Presents:" and followed by the approved title.
- The webcast presentation and title should avoid hyperbolic language and claims unless they can be fully substantiated (i.e. "best of" or "XX in the world").

MARKETING GUIDELINES

- IAAPA will provide the Education Partner branded IAAPA Education "Partner Presents" webcast marketing material to share on social media channels.
- If the Education Partner creates their own marketing material, they will use a logo provided by IAAPA.
- By U.S. law, publishers, including IAAPA, must refrain from misleading readers, listeners, or viewers by misrepresenting or omitting information. IAAPA is committed to making clear the source and nature of third-party content to its readers, viewers, and listeners.

BROADCAST GUIDELINES

- IAAPA staff members may be asked to consider but should not be required to participate in the IAAPA Education "Partner Presents" broadcast.
- The webcast presentation should not use language that implies an endorsement from IAAPA. IAAPA will provide its own disclaimer in marketing materials and within the webcast preshow slides.
- In the webcast opening remarks, the moderator should always make clear that IAAPA does not endorse the company, product, or service mentioned. The moderator has final say on his or her closing remarks.
- During the question and answer session following the formal presentation, the moderator should answer questions submitted by the attendees, and not seek out those that support their company's sales agenda.
- The webcast will adhere to the timeframe agreed upon and listed on the IAAPA.org events calendar.

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

NAME:

DATE:

SIGNED: