



IAAPA Attractions Expo 2012

SPONSORSHIP AGREEMENT

International Association of Amusement Parks and Attractions
1448 Duke Street, Alexandria, Virginia 22314 USA

TEL: +1 703/342-7159 • FAX: +1 703/738-7460 • E-MAIL: epopovich@iaapa.org • www.IAAPA.org

Return completed form via post to:

Exhibition Sales Manager, IAAPA 1448 Duke Street, Alexandria, VA 22314-9512 USA
PHONE: +1 703/342-7159 • FAX: +1 703/738-7460 or +1 703/836-4801 • www.IAAPA.org

Company Sponsor: _____

Company Contact: _____

Phone: _____ Email: _____

Full Address: _____

Booth # (if applicable): _____

Select Sponsorship Level:

SUPPORTING ORGANIZATION (\$2,500 by June 15; \$3,000 after) – Benefits include:

- ✓ Ability to Distribute Materials at Event (when applicable)
- ✓ Recognition by the Event Speaker or Moderator (when applicable)
- ✓ Sponsor Acknowledgment on Event Signage
- ✓ Sponsor Acknowledgment on the www.IAAPA.org Website
- ✓ Sponsor Acknowledgment in the November FUNWORLD Sponsor Recognition Ad and On-Site Show Program Ad
- ✓ Sponsor Acknowledgment in Virtual Tradeshow

SILVER (\$5,000 by June 15; \$6,000 after) – All benefits mentioned above PLUS:

- ✓ Logo Banner Signage in Lobby
- ✓ Logo Sponsor Acknowledgment in the November FUNWORLD Sponsor Recognition Ad and On-Site Show Program Ad
- ✓ Category Specific or Event Attendee List
- ✓ Enhanced On-Site Show Program Listing
- ✓ Logo Signage over Tradeshow Booth
- ✓ Special Tradeshow Floor Signage
- ✓ Invitation to exclusive Chairman’s Reception
- ✓ Complimentary Tickets to Event Attendees
- ✓ Complimentary Digital Booth Upgrade

GOLD (\$10,000) – All benefits mentioned above PLUS:

- ✓ Full Post-Show Attendee List With Emails
- ✓ Recognition in IAAPA’s Newsflash Email
- ✓ Reserved Seating at Event (when applicable)
- ✓ Event Category Exclusivity (Dependent on Event)

PLATINUM (\$20,000) – All benefits mentioned above PLUS:

- ✓ Full PRE-Show Attendee List With Emails (supplied 2 weeks prior to Event)
- ✓ Event Exclusivity (Dependent on Event)
- ✓ Speaking Rights at Event – Two Minute Maximum (Dependent on Event)
- ✓ Press Attendee List

Select Sponsored Event From The List Below:

Additional Events/Programs at Same Sponsor Level Available for Only \$2,000 Per Event (ADD-ON).

Special Events

- Board of Directors Reception **SOLD**
- Brass Ring Awards
- Chairman’s Reception (Silver Minimum)
- GM and Owners’ Breakfast (Gold Minimum)
- IAAPA Celebrates
- Institute for Attractions Managers Reception
- Kickoff Event (Silver Minimum)
- Lunch and Learn
- Opening Reception
- Young Professionals Reception

Constituency Events

- Asia Pacific Breakfast
- Canadian Breakfast
- Carnival and Showmen’s Reception
- Constituency Lunch for Amusement Parks
- Constituency Lunches for FECs (3)
- European Reception
- Family Entertainment Center Reception
- Latin American Reception
- Rookies & Newcomers Program
- Waterparks Reception
- Zoo, Aquarium, Museum and Science Center Day and Reception

Special Programs

- Ambassadors Sponsor
- Badges and Wristbands Sponsor **SOLD**
- Badge Holders **SOLD**
- Cyber-Café (Platinum) **SOLD**
- Education Program (Silver Minimum)
- Expo Bags
- Hotel TV and/or Room Drop Sponsor
- International Business Lounge **SOLD**
- Kiosks
- Lanyards **SOLD**
- Mobile App
- Naming Rights for the Special Events Theatre (Platinum Minimum)
- Shuttle Bus Sponsor (Silver Minimum)
- Trade Show Floor Tours

IAAPA Attractions Expo 2012 Sponsorship Payment Contract & Terms of Agreement

50% Payment Due With Contract. Remaining Balance Due August 3, 2012.

PAYMENT OPTIONS

Please charge the credit card listed below (please check one): Visa MasterCard AMEX Discover Card

Credit Card Number: _____

Exp. Date: _____ CID Code (3 or 4 digit code on back of card): _____

Authorized Signature: _____

Name (as printed on credit card): _____

OR

I will mail a check in the amount of \$ _____ USD. Check # _____

Check must be drawn from a U.S. Bank account.

(Please make checks payable to IAAPA, Attention: Emily Popovich, 1448 Duke Street, Alexandria, VA 22314 USA)

OR

I will Wire Transfer in the amount of \$ _____ (please add a \$25.00 USD transaction fee for all wire transfers)

Bank of America | 1501 Pennsylvania Ave N.W. ABA 026009593 | Swift Code (if needed): BOFAUS3N

For Credit to IAAPA Account 0020-866-30597. *There is no IBAN, BIC or anything else needed.*

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

TERMS OF AGREEMENT

1. Signing this agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Attractions Expo 2012, in accordance with the corresponding rate card fees. A faxed, signed agreement is also binding.
2. IAAPA and 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 must comply with IAAPA's advertising policies and procedures as determined from time to time by IAAPA.
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 contract.
4. 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.
5. IAAPA 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.
6. Any claim or dispute arising under this agreement shall be adjudicated exclusively under the laws of the Commonwealth of Virginia in the courts of Virginia without regard to conflict of laws principles. Each party hereby submits and waives all objection to personal jurisdiction in the Commonwealth of Virginia.
7. Sponsor agrees that IAAPA'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.

Please sign and fax to: +1 703/738-7460. If you have any questions, please contact Emily Popovich at +1 713/393-7766. I have read and agree to the terms as set forth above.

Authorized Signature: _____

Print Name: _____ Date: _____