

# YOU WON'T WANT TO MISS THE PREMIER EVENT

- ▶ **LEARN** about industry best practices, current trends, and future developments at one of the many EAS Education Sessions.
- ▶ **NETWORK** with and learn from key leaders in the industry at one of the EAS Special Events.
- ▶ **DISCOVER** new products and technologies on the EAS Show Floor that will help grow your business.
- ▶ **EXPLORE** one of the world's most historic cities, bursting with creativity — Berlin.

REGISTER NOW [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)

## THE BUSINESS OF FUN HEADS TO BERLIN

24-28 SEPTEMBER

Join Euro Attractions Show in Berlin, where leisure, attractions, tourism, and entertainment professionals come together to showcase innovative products and services. Attendees from throughout Europe, the Middle East, Africa, and beyond will have the opportunity to learn industry-specific information through best practices as well as inspiration from new trends.

### THE BEST OPPORTUNITIES BEGIN IN BERLIN, GERMANY

**EAS**  
Euro  
Attractions  
Show



Rue du Congrès 37-41  
B-1000 Brussels, Belgium

Save the date for the largest  
European trade show for the  
attractions industry.

24-28 SEPTEMBER

- **VISIT** with over 500 exhibitors showcasing their newest products and technologies.
- **BE INSPIRED** and informed by 20+ high-quality educational seminars.
- **TOUR** Tropical Islands, Karls Erlebnis-Dorf, and the Berlin Zoo for a behind-the-scenes look.
- **ENGAGE** with the global attractions industry.

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**EAS**  
Euro  
Attractions  
Show



## WHERE THE BUSINESS OF FUN BEGINS

EURO ATTRACTIONS SHOW 2017

Messe Berlin Exhibition Center | **BERLIN, GERMANY**  
CONFERENCE: 24-28 Sept. 2017 | **TRADE SHOW:** 26-28 Sept. 2017

REGISTER NOW [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)

# YOUR EURO ATTRACTIONS SHOW 2017 CHECKLIST

Making the most of your time is an essential part of attending EAS 2017 — where leisure, attractions, tourism, and entertainment industry professionals come together to showcase their innovative products and services.

## 1 PLAN TO ATTEND EAS 2017

EAS 2017 is the largest European trade show of its kind. Attendees and exhibitors from a wide variety of backgrounds will be in attendance.



### 119 COUNTRIES

represented with a majority from **Europe** and the rest from the **Middle East** and **Africa**.



### 11,000 INDUSTRY PROFESSIONALS

#### 4 REPRESENTED GROUPS:



##### Parks + Attractions

Amusement parks, water parks, family entertainment centres



##### Tourism + Leisure

Resorts, hotels, cruise lines, transportation, city attractions



##### History + Education

Museums, science centres, zoos and aquariums, eco attractions



##### Entertainment + Events

Concert venues, sports arenas, festival sites, carnivals, fairs, showmen

## 2 EXPLORE NEW PRODUCTS AND SERVICES

The trade show floor is the foundation of EAS 2017 and offers attendees the chance to gain a first look at some of the up-and-coming products, services, and technologies in the industry.

### 13,225

NET SQ. METERS  
of exhibit space



### 500+

EXHIBITING COMPANIES



### 100+

PRODUCT CATEGORIES



### 6

EXHIBIT HALLS

## 3 LEARN THE LATEST TECHNIQUES AND BEST PRACTICES

EAS 2017 Education Sessions are designed to inspire and inform by bringing together all fields, levels, and professions active in the industry.

### 20+



EDUCATIONAL SEMINARS

### 1,754



EDUCATION SESSION  
participants

### 97



SPEAKERS

## 4 NETWORKING OPPORTUNITIES

Harnessing the power of the local attractions community, Berlin offers a progressive and innovative destination that is the perfect platform for networking events, such as:



Opening Ceremony



Opening Reception



Young Professionals Forum



Lunch and Learns



Water Park Forum



Family Entertainment Centres/Small Parks/Indoor Playgrounds Day

## 5 FACILITY TOURS

Get behind-the-scenes access to attractions in and around Berlin via a guided tour. Hop on a bus and join us as you learn the ins and outs of each facility.



### OVER 200 SPOTS AVAILABLE FOR THE TOURS

### EDUTours INCLUDE:

Karls Erlebnis-Dorf

Berlin Zoo

Tropical Islands

more to come...

## 6 EXPERIENCE BERLIN

EAS is proud to call Berlin — a modern, exciting city with deep, historical roots — home for 2017. With an active leisure culture and a strong manufacturing market, Germany offers a variety of thrilling parks and attractions.

### GERMANY: 33 MILLION

 visitors per year

#### DISCOVER THE LOCAL MARKET WITH THESE NEARBY ATTRACTIONS:

- Filmpark Babelsberg
- Heide Park Resort
- Karls Erlebnis-Dorf

- Merlin Entertainments' City Attractions
- Tropical Islands

### BERLIN: 12 MILLION VISITORS

 per year