

# BERLIN

A CENTRAL HUB FOR LEISURE  
AND TOURISM BUSINESS



Situated perfectly in the heart of Europe — easily accessible by plane, train, or automobile — Berlin is the ideal location to bring attractions industry professionals together.



Get behind-the-scenes access by taking a guided tour through some of Germany's most exciting attractions, such as Karls Erlebnis-Dorf, the Berlin Zoo, and Tropical Islands.



Explore the city of Berlin, which is conveniently located near the exhibition center via the city motorway.



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

## EURO ATTRACTIONS SHOW 2017

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

**REGISTER EARLY AND SAVE 25%! [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)**

**REGISTRATION NOW OPEN!**



Join us at the premier event where leisure, attractions, tourism, and entertainment professionals come together to showcase their innovative products and services.



EAS

Euro  
Attractions  
Show



IAAPA



THE INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS PRESENTS  
**EURO ATTRACTIONS SHOW 2017**

Messe Berlin Exhibition Center | **BERLIN, GERMANY**

**CONFERENCE:** 24-28 Sept. 2017 | **TRADE SHOW:** 26-28 Sept. 2017

**REGISTER EARLY AND SAVE 25%! [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS)**

Join leisure, attractions, tourism, and entertainment professionals from throughout Europe, the Middle East, and Africa at this premier industry event.

**AS THE LARGEST EUROPEAN  
TRADE SHOW OF ITS KIND,**  
attendees and exhibitors from a wide variety of  
backgrounds will be in attendance.



**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

EAS offers proven solutions designed to help grow your career and business.

**TAKE ADVANTAGE OF THE WIDE ARRAY OF LEARNING OPPORTUNITIES THROUGHOUT THE SHOW:**

**Trade Show Floor**

The trade show is the foundation of EAS. Visit with and learn from over 500 exhibitors showcasing their newest products and technologies.

**Education Sessions**

New this year, EAS's education tracks (Digital Future, Profit + Revenue, Safety + Security, Themed Entertainment Association [TEA] Presents, and Trends + New Ideas) will inspire, inform, and keep you up-to-date with current trends in the industry.

**Networking**

Engage with the global attractions industry at a number of networking events throughout the show, such as the Opening Reception, the Young Professionals Forum, Lunch and Learns, and more.

**Facility Tours**

Get behind-the-scenes access to Berlin-area attractions — such as Karls Erlebnis-Dorf, the Berlin Zoo, and Tropical Islands — via a guided tour.



**EAS 2017 KEY EVENTS, SEMINARS, AND TOURS**

**SUNDAY, 24 SEPTEMBER**

08:30–19:00 IAAPA Institute for Attractions Managers

**MONDAY, 25 SEPTEMBER**

08:30–19:00 IAAPA Institute for Attractions Managers

09:30–17:00 EDUTour to Karls Erlebnis-Dorf Park

10:00–18:00 IAAPA Safety Institute

**TUESDAY, 26 SEPTEMBER**

08:30–15:00 IAAPA Institute for Attractions Managers

08:45–09:55 Opening Ceremony in the IAAPA Theatre, Sponsored by Europa-Park

10:00–18:00 Exhibit Floor Open

12:00–18:00 Seminar Tracks

12:30–15:00 Lunch and Learn — From Start to Star: How to Hire, Train, and Retain Staff

18:00–21:30 Opening Reception at Charlottenburg Palace

**WEDNESDAY, 27 SEPTEMBER**

08:30–09:55 Leadership Breakfast with Christoph Kiessling of Siam Park, in the IAAPA Theatre Sponsored by Europa-Park

10:00–18:00 Exhibit Floor Open

12:00–18:00 Seminar Tracks

12:30–14:00 Lunch and Learn — What's New in the Attractions and Leisure Industry in 2017

18:00–21:30 Young Professionals Forum and Reception

**THURSDAY, 28 SEPTEMBER**

09:00–11:30 EDUTour to Berlin Zoo

09:30–15:00 FEC/Small Park/Indoor Playground Day

09:30–16:00 Water Park Forum at Tropical Islands

10:00–16:00 Exhibit Floor Open

**NEW THIS YEAR!**

**EAS'S SEMINAR TRACKS OFFER INSIGHTS INTO WHAT IS CURRENT IN THE INDUSTRY.**

**DIGITAL FUTURE TRACK**

Explore the new digital landscape and how its possibilities can help bring your business to the next level.

**Tuesday, 26 September**

12:00–13:40 Digital Transformation — What Is It and How to Approach It  
Business Effectiveness Focus (RFID, API, Ticketing)

14:00–15:00 Digital Marketing Now and Tomorrow (Big Data, Social Media 2.0, Total Digital Presence)

15:10–16:30 Enhancing Guest Experience Focus (VR, AR, Apps, Virtual Queuing, Gamification, Etc.)

**PROFIT + REVENUE TRACK**

Hear about new and exciting ways to increase and expand your profits.

**Tuesday, 26 September**

12:30–13:45 Fine Dining vs. Volume Dining

14:00–15:15 Festivals and New Events

15:30–16:45 51 Ways to Increase Profits

17:00–18:00 CEO Talk

**SAFETY + SECURITY TRACK**

Learn about new concerns and solutions relevant to the industry's most important topic and have the chance to sit in on a safety panel discussion.

**Wednesday, 27 September**

12:00–13:30 Crisis Communication

13:45–15:00 Safety and Security Best Practices

**THEMED ENTERTAINMENT ASSOCIATION (TEA) PRESENTS TRACK**

Experience the ways in which TEA is creating an immersive environment through storytelling.



**Wednesday, 27 September**

12:30–13:45 IP/Branding Marketing

14:00–17:30 TEA Presents: "Emmersive Experience"

**TRENDS + NEW IDEAS TRACK**

Discover the latest industry trends and be inspired by new ideas.

**Wednesday, 27 September**

15:15–16:30 New Trends in Parades

16:45–18:00 Zoo Panel — Berlin Zoo, Wildlife Attractions, Emmen

