



2019  
LATIN AMERICA  
SPONSORSHIP  
OPPORTUNITIES

## DEAR INDUSTRY SUPPORTER:

IAAPA Latin America is pleased to offer several networking and education opportunities for attractions professionals in 2019.

These events range from our flagship executive event the IAAPA Latin America Summit, hosted this year by the world-class attractions of IRTRA in Guatemala, to our top educational opportunities for the region, an IAAPA Safety Institute in Ecuador and an IAAPA Institute for Attractions Managers in Brazil.

We are also very excited to introduce a brand-new event in the region in 2019, the IAAPA Congress for the Entertainment Industry in Mexico City.

As outlined below, sponsors of these events will receive considerable exposure to the top operators in the region. In addition, we are offering an IAAPA expo special 20% discount if you sign up before December 15, 2018.

### LATIN AMERICA SPONSORS – New!

Sponsors interested in supporting the four 2019 events will obtain exposure and recognition in all events and will be able to select from three levels:

- Platinum
- Gold
- Lanyards

## IAAPA LATIN AMERICAN SUMMIT 2019

**Now with simultaneous interpretation!**

### Guatemala and Retalhuleu, Guatemala April 2-4, 2019

If you are a high executive of the entertainment industry and have an influence in the decision-making of the business or if you are interested in this market, this is your best opportunity to interact with the entertainment sector in Latin America in an exclusive environment. Come and discover the extraordinary parks and attractions industry in Guatemala City and Retalhuleu. New this year, the whole event will be provided with simultaneous interpretation.

- Our must-attend, flagship event in the region for high-level executives such as owners, CEOs, directors, general managers and decision-makers (90% of attendees have a senior/management position).
- It is expected to be attended by 120 professionals from 20 countries.
- Designed for networking, best practices exchange, and high impact.
- Attendees are family entertainment centers, theme and amusement parks, water parks, zoos and aquariums, natural and adventure attractions, museums, and manufacturers and suppliers.
- Rotates among top Latin American attraction destinations (held in Mexico City in 2016, Buenos Aires in 2017, Costa Rica in 2018).
- The 3-day event includes an opening keynote session, facility tours and presentations, and networking events

# FIRST IAAPA CONGRESS FOR THE ENTERTAINMENT INDUSTRY – New!

**Mexico City, Mexico**  
**September 4-5, 2019**

The key industry topics addressed by renowned experts within a collaborative environment, united to learn, share, create and design the future of the entertainment industry in Latin America.

- For high and mid-level executives such as CEOs, directors, general managers and department managers.
- Expected to be attended by 100 professionals.
- Designed for best practices exchange, learning, and networking.
- The 2-day event includes 4 keynote sessions, 12 concurrent sessions, and 2 networking lunches.

## IAAPA SAFETY INSTITUTE

**Quito, Ecuador**  
**June 3-5**

Fundamental education for industry professionals who have the desire and potential to impact training and safety culture in their facilities.

- For directors, general and mid-level managers.
- Expected to be attended by 80 professionals.
- The 3-day event includes classroom training, networking opportunities, and facility tours.

## IAAPA INSTITUTE FOR ATTRACTIONS MANAGERS

**Sao Paulo, Brazil**  
**August 6-8**

An intensive management program to obtain a solid understanding of the disciplines and key processes needed to manage a successful attraction: finance, revenue management, marketing, leadership, safety, and security.

- For directors, general and mid-level managers.
- Expected to be attended by 50 professionals.
- The 3-day event includes classroom training, networking opportunities, and facility tours.





## 2019 IAAPA LATIN AMERICA SPONSORSHIP AGREEMENT

Sponsoring Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Office and Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Member ID#: \_\_\_\_\_

### LATIN AMERICA SPONSORS **New!**

#### PLATINUM – \$15,000 USD (3 available)

- One free registration to each of the 4 events
- Two emails on behalf of the sponsor to event attendees for the 4 events
- Speaking opportunity at the Latin American Congress
- Option to distribute sponsor materials during the event
- Sponsor logo in the 4 event web pages and the IAAPA Latin America web page
- Sponsor logo in all event onsite signage
- Sponsor logo in all event communications and promotions

#### GOLD – \$10,000 USD (3 available)

- One free registration to each of the 4 events
- One email on behalf of the sponsor to 2 event attendees (sponsor will select)
- Option to distribute sponsor materials during the 2 events (sponsor will select)
- Sponsor logo in the event web pages and the IAAPA Latin America web page
- Sponsor logo in all event onsite signage
- Sponsor logo in all event communications and promotions

#### LANYARDS – \$5,000 USD (~~1 available~~) **SOLD!**

- Sponsor logo in badge lanyards used in 4 events (along with the IAAPA logo)

### IAAPA LATIN AMERICAN SUMMIT (Guatemala, April 2-4, 2019)

#### GENERAL – \$3,500 USD (10 available)

- One free registration
- Option to distribute sponsor materials during the event
- Sponsor logo in the event web page
- Sponsor logo in event onsite signage
- Sponsor logo in event communications and promotions

General sponsors can enhance their exposure by adding one or more of the items below to their sponsorship package:

- Lunch and Tour in Petapa Park (2 available) - \$1,000 USD
- Dinner at Xetulul Park (2 available) - \$1,000 USD
- Dinner at Los Hostales (2 available) - \$1,000 USD
- Simultaneous interpretation (2 available) - \$1,000 USD
- Buses (2 available) - \$1,000 USD



## **FIRST IAAPA CONGRESS FOR THE ENTERTAINMENT INDUSTRY **New!**** **(Mexico City, September 4-5, 2019)**

### **GENERAL – \$3,500 USD (Unlimited)**

- One free registration
- Option to distribute sponsor materials during the event
- Sponsor logo in the event web page
- Sponsor logo in event onsite signage
- Sponsor logo in event communications and promotions

General sponsors can enhance their exposure by adding one or more of the items below to their sponsorship package:

Keynote sessions (4 available) - \$1,000 USD

Networking lunches (2 available) - \$1,000 USD

Simultaneous interpretation (2 available) - \$1,000 USD

## **IAAPA SAFETY INSTITUTE** **(Quito, Ecuador, June 3-5)**

### **GENERAL – \$2,500 USD (Unlimited)**

- One free registration
- Option to distribute sponsor materials during the event
- Sponsor logo in the event web page
- Sponsor logo in event onsite signage
- Sponsor logo in event communications and promotions

## **IAAPA INSTITUTE FOR ATTRACTIONS MANAGERS** **(Sao Paulo, Brazil, August 6-8)**

### **GENERAL – \$2,500 USD (Unlimited)**

- One free registration
- Option to distribute sponsor materials during the event
- Sponsor logo in the event web page
- Sponsor logo in event onsite signage
- Sponsor logo in event communications and promotions

**FOR IAAPA USE ONLY**

**TOTAL COST OF SPONSORSHIP: \$ \_\_\_\_\_**



## FULL PAYMENT AND SIGNED TERMS DUE WITH CONTRACT

### PAYMENT OPTIONS:

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

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CV Code \_\_\_\_\_ (3 or 4 digit code on back of card)

Authorized signature \_\_\_\_\_ Name (as printed on credit card) \_\_\_\_\_

### OR:

I will make a check in the amount of \$ \_\_\_\_\_ USD. Check must be drawn from a US bank account.  
Please make checks payable to IAAPA. Attention: Paulina Reyes, 9205 Southpark Center Loop, Suite 300, Orlando FL, USA 32819.

### OR:

will make a wire transfer in the amount of \$ \_\_\_\_\_ USD. Please add \$25USD fee for all wire transfers.  
Bank of America, 1501 Pennsylvania Ave., Washington DC, 20005, USA. ABA 026009593 Swift Code BOFAUS3N For credit to IAAPA Account 0020-866-30597.

### TERMS OF AGREEMENT

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA's 2019 Latin American Summit, in accordance with the corresponding rate card fees. A faxed, signed Agreement is also binding.
2. IAAPA and the Company Sponsor named above ("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, media, content and/or materials ("Sponsor Content") distributed by or on behalf of Sponsor must comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) by IAAPA's Intellectual Property Enforcement Policy (see item 7)
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, breach of contract or any actions or claims made by Sponsor or any third party against Sponsor under IAAPA's Intellectual Property Enforcement Policy (see item 7).
4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor 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, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with 2019 Latin American Summit (or any other IAAPA show/event) will not violate applicable laws of any country or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Sponsor Content is owned and/or lawfully distributed by Sponsor. In addition, Sponsor 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. 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.
6. IAAPA and Sponsor shall be liable should it default or breach this Agreement. In addition, any third-party agency signing on behalf of the Sponsor will be held responsible for the fulfillment of this non-cancelable contract.
7. 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 sponsor 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 Sponsor to request proof that any of the Sponsor Content that Sponsor uses, distributes or publishes is lawfully owned or displayed. IAAPA also reserves the right to request information from Sponsor 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 Sponsor 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) Sponsor 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. Sponsor 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.
- c) Sponsor understands and agrees that any member may lodge with IP Mediator a complaint against any other member, which after investigation may result in the 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 Sponsor 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) Sponsor 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 Sponsor Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Sponsor, (iii) restrictions on access or services provided by IAAPA, or (iv) a loss of membership to IAAPA; or (v) a ban from any future sponsorship opportunity.
- e) Sponsor 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 Sponsor and IAAPA or (ii) when IP Mediator believes that the Sponsor Content (or any item distributed by the Sponsor) is potentially infringing on another company's intellectual property or proprietary rights.

8. Sponsor 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 Sponsor 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.

9. Sponsor 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 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.

10. Data protection:

- a. Organizer, in its capacity as a data controller, including relating to its register of contacts for the Event, will process Personal Data transferred by the Exhibitor solely for purposes related to the performance of this Agreement and, where applicable, any other agreement also entered into by Exhibitor with Organizer. Organizer commits to always process such Personal Data (the "PD"), including sharing the PD and/or transferring the PD outside the European Union, in accordance with its valid and applicable Privacy Policy [<http://www.iaapa.org/privacy-policy>] and applicable privacy legislation, including in particular the General Data Protection Regulation ("GDPR").
- b. Sponsor in its capacity, as described in this Agreement, may also process PD related to data subjects as a controller of that data, for the purpose of carrying out its obligations under this Agreement. Sponsor commits itself to always obtain and process the PD, including sharing the PD with Organizer and/or transferring the PD outside the European Union, in accordance with its applicable Privacy notice and applicable privacy legislation, including in particular the GDPR.
- c. Should Sponsor transfer third party PD to Organizer, Sponsor guarantees it has properly notified the persons concerned that their PD may be transferred to third parties including the Organizer under this Agreement.
- d. Sponsor agrees and acknowledges that any data other than PD, which Organizer has obtained from Exhibitor, may be freely shared with and transferred to Organizer and Organizer's affiliates and any third party for commercial purposes unless Exhibitor has specified to the contrary in writing stating what data may not be so shared or transferred.

**Please sign and email to [latinoamerica@IAAPA.org](mailto:latinoamerica@IAAPA.org)  
If you have any questions, please contact  
Paulina Reyes at (+52/55 33005896) or [latinoamerica@IAAPA.org](mailto:latinoamerica@IAAPA.org)**

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

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Signature

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Print Name

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Date