



EURO ATTRACTIONS SHOW 2018

SPONSORSHIP OPPORTUNITIES



RAI Amsterdam | **AMSTERDAM, NETHERLANDS**
CONFERENCE: 23–27 Sept. 2018 | **TRADE SHOW:** 25–27 Sept. 2018

www.IAAPA.org/EAS

Join IAAPA in Amsterdam for the largest, most comprehensive conference and trade show in Europe for the leisure, attractions, tourism, and entertainment industry.

SPONSORSHIP BENEFITS



For a young and innovative startup like **Panora.me**, EAS was a great opportunity to meet potential clients during three full days, and we get a lot of useful feedback. Our sponsorship and participation at EAS was a success, with many partnerships initiated during the trade show.

RAPHAEL DE BORMAN

Panora.me

SPONSORSHIP OPPORTUNITY	SUPPORTING	SILVER	GOLD	PLATINUM
▶ Logo recognition on the EAS website with a click-through to company's page: EAS Sponsors	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Logo recognition in the EAS Digital Brochure (deadlines apply)	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Logo recognition in the printed EAS Show Programme	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Logo recognition on signage in EAS lobbies	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Logo recognition in one issue of <i>FUNWORLD</i> Magazine (deadlines apply)	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Logo recognition on event signage (where applicable)	<input checked="" type="checkbox"/> <i>(text only)</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Recognition by event speakers and moderators (where applicable)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Upgraded digital booth listing		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Special sponsor badge ribbons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ The ability to provide materials and/or giveaways at sponsored event (where applicable)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Recognition on tabletop booth signage		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Recognition in IAAPA's Global News Flash e-mail		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Mentions on IAAPA Europe, Middle East, Africa's social media pages (Facebook, Twitter, where applicable)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ The ability to book a preferential timeslot to host a press conference in the EAS press room		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Access to attendee mailings			<i>By request, post-show only</i>	<i>By request, pre-show and post-show</i>
▶ The ability to have company video played at sponsored event (30 seconds)				<input checked="" type="checkbox"/>
▶ Other customizable benefits by request			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▶ Exclusivity option			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

For more information about sponsorship options and benefits, please contact:

Emily Popovich: epopovich@IAAPA.org or +1 703 850 4115

ENHANCE YOUR EAS EXPERIENCE WITH SPONSORSHIP

The Euro Attractions Show (EAS) 2018 Sponsorship Program offers your company the exciting opportunity to maximize your exposure at the event and connect with vertical market segments. Sponsorships help to differentiate your company from competitors and increase your corporate visibility before, during, and after the show.

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Sponsorship is a great way to build a business and source clients. With our sponsorships for IAAPA EMEA, we have been able to expand our international exposure during the trade show and have built a strong relationship with the EMEA community. The EMEA team always exceeds in organizing successful events and education sessions!

CHARLOTTE VAN ETTEN
Vekoma Rides

OPENING CEREMONY

This kickoff event is where attendees come to hear what's happening in the European region and get a preview of what's ahead for the global attractions industry and IAAPA. The event will take place prior to the show floor opening on Tuesday, 25 Sept. 2018. Expected attendance: 500+.

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €7,500
Gold Sponsor: €12,000
Platinum Sponsor: €20,000

OPENING RECEPTION

Participate in EAS' biggest evening networking event and gain exposure to European facility owners and managers. The esteemed Opening Reception is on Tuesday evening, 25 Sept. 2018. Expected attendance: 1,100+.

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €7,500
Gold Sponsor: €12,000
Platinum Sponsor: €20,000

LEADERSHIP BREAKFAST

Gain extra exposure to buyers before the show opens! Join us on Wednesday, 26 Sept., for a hot breakfast and program featuring a special industry Keynote Speaker. As a sponsor, you will receive a reserved VIP table to host your best clients. Expected attendance: 300+.

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €7,500
Gold Sponsor: €12,000
Platinum Sponsor: €20,000

LUNCH AND LEARNS

Two unique opportunities to reach industry leaders in an informative and educational setting. Each Lunch and Learn is a 90-minute event including a hot lunch and industry speakers. Expected attendance: 50 per lunch.

Supporting Sponsor: €4,000
Silver Sponsor: €5,500
Gold Sponsor: €10,000
Platinum Sponsor: €20,000

FEC/SMALL PARKS/INDOOR PLAYGROUND DAY

Gain exposure to FEC/Small Parks/Indoor Playground operators at this special event on Thursday, 27 Sept. 2018, that focuses on the latest trends and developments for FEC/Small Parks/Indoor Playground markets. Expected attendance: 100.

Supporting Sponsor: €4,000
Silver Sponsor: €5,500
Gold Sponsor: €10,000
Platinum Sponsor: €20,000

WATER PARK FORUM

Sponsor this EAS event on Thursday, 27 Sept. 2018. Gain exposure to water park owners and operators at this dedicated event featuring an education component and more. Expected attendance: 100.

Supporting Sponsor: €4,000
Silver Sponsor: €5,500
Gold Sponsor: €10,000
Platinum Sponsor: €20,000

CONFERENCE PROGRAMME

IAAPA's education programme includes three days of programming and more than 15 sessions! Audience members consist of key buyers in the industry, including general managers, facility owners, and operators. Estimated attendees for the duration of EAS 2018: 1,500+.

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €7,500
Gold Sponsor: €12,000
Platinum Sponsor: €20,000

EDUTOURS

Sponsor the unique EAS attendee backstage tours of local attractions — information regarding tour locations forthcoming. Expected attendance: 100 per tour.

Supporting Sponsor: €4,000
Silver Sponsor: €5,500
Gold Sponsor: €10,000
Platinum Sponsor: €20,000

YOUNG PROFESSIONALS FORUM AND RECEPTION

Sponsor this special event focusing on the industry's young professionals and featuring an educational seminar followed by an exclusive reception. Expected attendance: 100.

Supporting Sponsor: €4,000
Silver Sponsor: €5,500
Gold Sponsor: €10,000
Platinum Sponsor: €20,000

BRANDING OPPORTUNITIES

► BADGE STOCK

Gain exposure to all event attendees through this exclusive sponsorship. Your company logo and booth number will be printed on 10,000+ pieces of badge stock and tickets at EAS 2018.

Gold and Platinum Sponsors only.

Gold Sponsor (exclusive): €12,000

Platinum Sponsor (exclusive): €17,000

► IAAPA THEATRE

The IAAPA Theatre is the setting for EAS' two on-site premier events: the Opening Ceremony and the Leadership Breakfast. The exclusive theatre sponsor will have naming rights and their logo on theatre signage, as well as the ability to show a 30-second video during the Opening Ceremony and the Leadership Breakfast.

Platinum Sponsor only.

Platinum Sponsor (exclusive): €20,000

► EAS LOUNGE

The EAS Lounge is prominently located and provides a quiet meeting space for attendees, the only official lounge area at EAS, with coffee service and free Wi-Fi for all visitors. This exclusive opportunity offers naming rights, a meeting room within the lounge, complete branding, and your company's video to be played in the lounge.

Platinum Sponsor only.

Platinum Sponsor (exclusive): €20,000

► MOBILE APP

IAAPA Expo's Mobile App provides access to exhibitor listings, product categories, education sessions, and the floor plan on your web-enabled mobile device. The Platinum-level sponsorship allows your company visibility year-round each time the app is opened (all three Expos). Gold-level sponsorship is specific to one Expo (i.e., EAS).

Gold and Platinum Sponsors only.

Gold Sponsor: €10,000

Platinum Sponsor (exclusive): €20,000

► PHOTOGRAPHY SERVICES

Don't miss the opportunity to be the exclusive and official photography provider at EAS and to align your company's brand with EAS and IAAPA!

Gold and Platinum Sponsors only.

Gold Sponsor (exclusive): €12,000

Platinum Sponsor (exclusive, includes booth): €17,000

► ON-SITE ATTENDEE MAPS

Brand the printed maps attendees use to navigate the show floor with your company logo and a booth callout.

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €5,500

Gold Sponsor (exclusive): €10,000

Platinum Sponsor (exclusive): €15,000

► REGISTRATION CONFIRMATION E-MAIL

Don't miss the exclusive opportunity to have your company's logo featured on all confirmation e-mails sent to Euro Attractions Show 2018 registrants!

Silver, Gold, Platinum Sponsors only.

Silver Sponsor: €5,500

Gold Sponsor: €10,000

Platinum Sponsor (exclusive): €17,000

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We value our partnership with IAAPA and are grateful for the opportunity to sponsor their IAAPA, AAE, and EAS education programs. We believe it offers attendees unique, second-to-none learning opportunities you simply cannot get elsewhere.

TRISH HUGHES

WhiteWater



EURO ATTRACTIONS SHOW 2018 SPONSORSHIP AGREEMENT

COMPANY DETAILS

Sponsoring Company: _____

Choose Sponsorship Opportunity(ies): _____

Choose Sponsorship Level: Platinum Silver
 Gold Supporting Organization

Primary Sponsorship Contact: _____

Phone: _____ E-mail: _____

Mobile Phone for On-Site Access: _____

Billing Address: _____

VAT Number: _____

Website: _____ Twitter: @ _____

Booth Number (if applicable): _____ Member ID (Sponsors are required to be current IAAPA members): _____

Please sign and e-mail to Emily Popovich at epopovich@IAAPA.org.
For more information about EAS 2018, please contact Emily Popovich at +1 703 850 4115.

I have read and agree to the terms as set forth on the back page.

Authorized Signature: _____

Print Name: _____ Date: _____

PAYMENT DETAILS

Payment is due at the time of submitting the signed agreement. Above prices exclude VAT for companies located in Belgium.

Payment Options: Please charge the credit card listed (please check one): Visa MasterCard AMEX

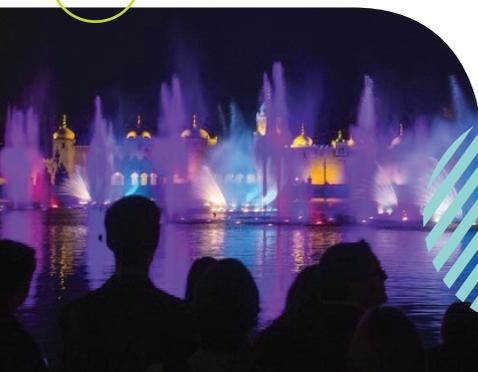
Card #: _____ Exp. Date: _____ CID Code: _____ (3 or 4 digit code on back of card)

Authorized Signature: _____ Name (as printed on credit card): _____

OR

I will wire transfer in the amount of € _____.

*Dexia Bank, Account #068-241-3718-94 IBAN #BE87-0682-4137-1894 BIC (SWIFT Code) GKCCBE33
Please be sure to identify yourself with the name of the company and IAAPA member ID.*



SPONSORSHIP TERMS OF AGREEMENT

1. Signing this agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for Euro Attractions Show, in accordance with the corresponding rate card fees. A faxed, signed agreement is also binding.
2. EAS and Sponsor agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with EAS' nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey EAS' 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 EAS' advance review and approval. According to the sponsorship selected, EAS 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 EAS' advertising policies and procedures as determined from time to time by EAS.
3. Sponsor agrees to indemnify and hold harmless EAS, 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 EAS may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by EAS of the Agreement, EAS shall refund any sponsorship fees received by EAS prior to termination.
5. EAS and/or Sponsor/exhibitor are liable should one or the other default. Any third-party agency signing on behalf of the Sponsor/exhibitor will be held responsible for the fulfillment of this non-cancelable contract.
6. Sponsor understands that, as a trade association, IAAPA has a duty to ensure it is not supporting or acting in a manner that would be deemed as advancing the infringement of any of its members' intellectual property. IAAPA has developed the Intellectual Property Enforcement Policy as a means to educate its members on intellectual property. 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 are 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.
 - 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 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, (ii) restrictions on access or services provided by IAAPA, (iii) a loss of membership to IAAPA, or (iv) 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.
7. By signing this, Exhibitor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the 2018 Contract will be decided by binding arbitration. Specifically, all disputes between Exhibitor and Association shall be submitted to the Institute of Arbitration, Drève Sainte Anne 68b, 1020 Brussels BELGIUM (EU) (www.euro-arbitration.org/node.php/en/intro) for binding arbitration under its rules then in effect. It is the intention of the parties that all questions with respect to the construction and enforcement of the 2018 Contract and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of Belgium.
8. Sponsor agrees that EAS' 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.