



IAAPA ATTRACTIONS EXPO 2017 SPONSORSHIP AGREEMENT

COMPANY _____ IAAPA MEMBER ID _____

PRIMARY CONTACT (FIRST NAME) _____ (LAST NAME) _____

EMAIL _____ PHONE _____

BILLING EMAIL (IF DIFFERENT THAN ABOVE) _____

BILLING ADDRESS _____

(CITY) _____ (STATE) _____ (COUNTRY) _____

BOOTH NUMBER (IF APPLICABLE) _____ COMPANY URL _____

PLEASE SELECT YOUR SPONSORSHIP(S) BELOW. **Note:** Rates quoted in US\$, Exhibitor pricing only. Non-exhibitors subject to additional fees and must be members of IAAPA to participate. Supporting level participation is reserved for exhibitors only.

SPECIAL EVENTS and EDUCATION

	SUPPORTING	SILVER	GOLD	PLATINUM
Educational Seminars		<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
GM and Owners' Breakfast			<input type="checkbox"/> \$13,800	SOLD OUT
IAAPA Board of Directors' Reception		<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
IAAPA Brass Ring Awards	<input type="checkbox"/> \$5,300	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
IAAPA Celebrates		<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
IAAPA Chairman's Reception		<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
IAAPA Institute for Attractions Managers Reception	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Kickoff Event		SOLD OUT	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
Lunch and Learn		<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
Opening Reception		<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$13,800	<input type="checkbox"/> \$25,000
Young Professionals Forum and Reception	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000

CONSTITUENCY EVENTS

	SUPPORTING	SILVER	GOLD	PLATINUM
Asia-Pacific Breakfast	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$11,800	<input type="checkbox"/> \$23,000
Canadian Breakfast	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Carnival and Showmen's Reception	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$11,800	<input type="checkbox"/> \$23,000
Constituency Lunch for Amusement Parks and Attractions	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Europe, Middle East, and Africa (EMEA) Reception	SOLD OUT	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$11,800	<input type="checkbox"/> \$23,000
Family Entertainment Center (FEC) Lunches (3)	<input type="checkbox"/> \$3,300	SOLD OUT	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Family Entertainment Center (FEC) Reception	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$11,800	SOLD OUT
IAAPA Rookies and Newcomers: FEC 101	<input type="checkbox"/> \$4,300	SOLD OUT	<input type="checkbox"/> \$11,800	<input type="checkbox"/> \$23,000
Laser Tag Operators' Networking Event	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Latin American Reception	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$11,800	<input type="checkbox"/> \$23,000
Museum and Science Center Reception	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Water Park Networking Event/Water Park Social	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$7,500	SOLD OUT	SOLD OUT
Water Park Operators' Lunch	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000
Zoo and Aquarium Day and Reception	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$21,000



BANNERS and BRANDING

	SUPPORTING	SILVER	GOLD	PLATINUM
Ambassador Shirts		☐ \$6,500	☐ \$10,800	☐ \$21,000
Banners	Contact IAAPA for pricing details			
Badges/Tickets/Wristbands				☐ \$21,000
Expo Bags	Contact IAAPA for pricing details			
IAAPA Theater	SOLD OUT			
International Business Lounge	SOLD OUT			
Lanyards	SOLD OUT			
Lobby Lockers			☐ \$13,800	☐ \$25,000
Mobile App	SOLD OUT			
Mobile Charging Stations			☐ \$11,800	☐ \$23,000
On-site Attendee Maps	SOLD OUT			
Park Benches			☐ \$11,800	☐ \$23,000
Registration Confirmation E-mail			☐ \$11,800	☐ \$23,000
Shuttle Buses			☐ \$10,800	☐ \$21,000
Touchscreen Navigation Kiosks		☐ \$6,500	☐ \$10,800	☐ \$21,000

PAYMENT DETAILS

A 50% deposit is due with your signed agreement. The balance is due by August 1, 2017.

PAYMENT BY CREDIT CARD:

- ☐ Charge credit card in the amount of US\$ _____ ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover Card
 ☐ Please auto-charge the remaining balance on Aug. 1, 2017.

Card # _____

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

Authorized Signature _____

Name (as printed on credit card) _____

PAYMENT BY CHECK:

- ☐ I will mail a check in the amount of US\$ _____. Check # _____. (Check must be drawn from a U.S. Bank account)
 (Please make checks payable to IAAPA, Attention: Sponsorship Sales, 1448 Duke Street, Alexandria, VA 22314 USA)

PAYMENT BY WIRE TRANSFER:

- ☐ I will Wire Transfer in the amount of US\$ _____ (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 2017, 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.
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 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. Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA Attractions Expo 2017 (or any other IAAPA show) will not violate the 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 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/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.
7. 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. 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 Commonwealth of Virginia, 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 Arlington, Virginia, 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



International Association of Amusement Parks and Attractions
1448 Duke Street, Alexandria, Virginia 22314 USA
Phone: +1/703 299-5740
Website: www.IAAPA.org
E-mail: JGelsinon@IAAPA.org

Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the Commonwealth of Virginia, in the United States.

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 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.

SPONSOR ACCEPTANCE

Please sign and email to Jessica Gelsinon at JGelsinon@IAAPA.org. If you have any questions, please call +1/703 299-5740.

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

Authorized Signature

Name (Print)

Title

Date