

**FOR IMMEDIATE RELEASE**



## **Euro Attractions Show 2018 Launches Best Exhibit Awards**

*Annual Expo Introduces Awards Program This Year*

**Amsterdam, Netherlands (1 August 2018)** – Exhibitors at [Euro Attractions Show \(EAS\) 2018](#), are encouraged to take part in the Expo’s first annual Best Exhibit Awards. Taking place at the RAI Amsterdam Convention Centre, EAS welcomes leaders and professionals from the global amusement and entertainment industry. The Best Exhibit Awards will honor and recognize outstanding new products and services developed by IAAPA’s manufacturer and supplier members.

A panel of judges made up of IAAPA industry facility members, will evaluate all entries and select the winners in three booth size categories: booth size 9-18 sqm., booth size 19-54 sqm., and booth size larger than 54 sqm. The judges will look at booth design, branding, staffing, and overall appeal.

The Best Exhibit Awards program has been very successful during IAAPA Attractions Expo in Orlando, Florida, and the association is pleased to bring the program to EAS.

“This year we will have the largest show floor in the history of EAS,” shared Jakob Wahl, vice president, IAAPA EMEA Operations. “This is the perfect year to celebrate and highlight the quality and professionalism of our exhibitors during the Expo. Our industry is all about innovation and we know we will see amazing examples while we are in Amsterdam this year.”

With more than 14,000 square meters of exhibit space and a show floor spread across six exhibit halls, this year will be the largest in EAS history. The leisure and tourism industry throughout Europe continues to grow and thrive, and the continued growth of EAS is a strong reflection of that success.

Ranging from high-tech equipment and digital solutions to decorations and playgrounds, the product and service offerings during EAS 2018 will be dynamic and diverse. Participants will also discover the latest industry trends including innovative food and beverage concepts and sustainability solutions. With Amsterdam serving as host to this year’s EAS, specific elements that characterize the Dutch leisure landscape will also be increasingly present, including theatrical equipment, holiday park, camping facilities, and more.

## **Contracts Now Being Accepted for EAS 2018 Booth Space**

Manufacturers and suppliers interested in reserving booth space, please visit [www.IAAPA.org/expos/euro-attractions-show/exhibit-sponsor](http://www.IAAPA.org/expos/euro-attractions-show/exhibit-sponsor).

## **Registration Now Open**

Attendee registration for EAS 2018 is now open. Additional details about EAS 2018 are online at [www.IAAPA.org/EAS](http://www.IAAPA.org/EAS).

## **About Euro Attractions Show (EAS)**

Euro Attractions Show (EAS) is owned and produced by the International Association of Amusement Parks and Attractions ([IAAPA](http://www.IAAPA.org)), and is Europe, Middle East, Africa's largest conference and trade show dedicated to the attractions industry. EAS is managed by the IAAPA Europe, Middle East, Africa office, under the direction of the IAAPA Europe, Middle East, Africa Advisory Committee, and the IAAPA Europe, Middle East, Africa Manufacturers and Suppliers Subcommittee.

## **About IAAPA**

Celebrating its 100th anniversary in 2018, the International Association of Amusement Parks and Attractions (IAAPA) began as an advocacy office in 1918. Since that time, IAAPA has become the largest international trade association for permanently located attractions dedicated to the preservation and prosperity of the global attractions industry. As a non-profit organization, IAAPA represents more than 5,300 attraction, supplier, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions; water parks, resorts; family entertainment centers; zoos, aquariums; science centers, museums; and industry manufacturers and suppliers.

IAAPA helps members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry worldwide.

The association's global headquarters is in Orlando, Florida, US. The non-profit organization maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico, and Alexandria, Virginia, US. To learn more, visit [www.IAAPA.org](http://www.IAAPA.org) or connect through social media channels: @IAAPAHQ #IAAPA100

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