



IAAPA Attractions Expo 2018 Exhibitor Bulletin #2 – July 13, 2018

Exhibitor Registration is Now Open!

Complimentary exhibitor staff badges are provided for exhibitors to attend the trade show. While providing the names of your onsite staff, you can request a visa invitation letter, order move-in [wristbands](#), register for [special events](#), order [lead retrieval](#), approve or add an [Exhibitor-Appointed Contractor](#), and book [housing](#). You will also be able to access the [exhibitor guest program](#) once it opens at the end of August.

Exhibitor Registration Instructions:

1. Go to the [Exhibitor Registration](#) site.
2. Enter a few letters of your company name (the “Exhibiting As” name noted on your contract).
3. Once you search and locate your company name, use your IAAPA Company ID as your password. If you cannot locate it, e-mail Exhibitors@IAAPA.org.
4. The Contact Name listed is the person that will receive shipped [wristbands](#) if requested.
5. Once you get to the Dashboard, click the “Add/Edit Personnel” bar. If you wish for the Contact to be registered to attend the show, you must click the “Add Registration” button next to their name.
6. Click the “Add New Person” field to add additional staff. You can also click the “Register Alumni” bar if your company exhibited at IAAPA Attractions Expo 2017.
7. Request a visa invitation letter for those international staff that require one. Click “Update” when finished.
8. Click the “Add Events” button next to the registrant’s name should you wish to purchase tickets for any special event functions that require a ticket as outlined [here](#). Tickets are limited and will sell out. Exhibiting members save 40 percent.
9. Once you have registered all your staff, click the Dashboard button. Click “View Completed” bar to have the confirmation e-mailed to individuals you select on that page.
10. You can log into the [Exhibitor Registration](#) site to cancel or substitute staff names prior to when your badges are printed on site. Any changes can also be made on site at no charge if the badge has not been printed.

Full exhibitor registration guidelines and information can be found [here](#). [Register now!](#)

Share Your News and Maximize Exposure with Exclusive Media Opportunities

Media exposure at IAAPA Attractions Expo 2018 helps share your company's brand, services, and products with attractions professionals worldwide and more than 300 journalists who cover Expo. Learn more about [exclusive media opportunities](#) in our [Media Exposure Guide](#) and how you can amplify your company's news beyond the trade show floor. September deadlines apply.

Jump Start Your Sales with Advertisement in the Official Publications of IAAPA Attractions Expo 2018!

Funworld is the *only* official magazine of the Expo. The November issue reaches 38,000 industry professionals before the show and is distributed on site at the Expo to thousands more. Funworld's January issue recaps the industry's most important news from the Expo, including product launches and innovations from the trade show floor that keep future buyers talking! Keep the buzz about your products going in one of the most highly anticipated issues of the year.

IAAPA Attractions Expo Program, the *only* official guide to Expo, is distributed at attendee registration and throughout the entire trade show and conference. Potential buyers rely on the program to navigate every aspect of Expo. Advertising in the program provides unrivalled exposure, leads foot traffic to your booth, and will get noticed over the competition.

IAAPA Attractions Expo Trade Show Daily is the *only* official onsite newspaper published and distributed for three consecutive days during IAAPA Attractions Expo. It delivers your message to attendees before they enter the show floor. Advertise next to timely content on show activities and product reviews.

Ready to get buyers thinking of your products in 2019 and beyond? Contact Brian Skepton, Director of Advertising Sales, at BSkepton@IAAPA.org or +1 321/319-7644. Frequency advertisers qualify for discount rates. [Click here](#) for the media kit, ad specifications, and more details. **Space is limited, so reserve your ad today!**

Exhibitor Assistance Services

Take advantage of Visit Orlando's new complimentary exhibitor services. They will help you create an exciting and memorable event to entertain your clients at one of Orlando's unique restaurants, venues, or attractions. Let them help you with quick and easy RFP distribution, guided site inspections, and transportation services. Click [here](#) for more information and to contact your Destination Services Manager.

Final Booth Payment Deadline – Aug. 1

Full booth payment is due Aug. 1 to maintain your current space and have access to the [exhibitor guest program](#). To view your most recent invoice and make a payment, log in by visiting www.IAAPA.org/IAE18Invoice, contact ExhibitSales@IAAPA.org, or call + 1 321/319-7600. Thank you in advance for your prompt payment!

New Video Production & Photography Services Provider

IAAPA has partnered with Captive8 Media as the official and exclusive exhibitor video production and photography services provider for IAAPA Attractions Expo 2018. They can help exhibitors create exciting, professional, affordable marketing collateral that will increase their

exposure after the show. Captive8 Media has worked with several exhibitors at previous IAAPA Attractions Expos and has created videos for hundreds of companies at trade shows and events all over the world. Visit the [Exhibitor Services Guide](#) (section 7) for a link to the package prices and special early bird discounts available soon.

Upcoming Deadlines

Aug. 1 – Payment of Final [Exhibit Space](#)

Aug. 16 – [Webinar](#): You Asked; We Listened: Best Practices for a Better Return on Your Exhibiting Investment

Aug. 19 – Awards Application: [Best New Product](#)

Aug. 31 – [Certificate of Insurance](#) (required)

Sept. 1 -- [New Product/New Service Announcement at Show](#)

Sept. 14 – [Booth Layout Form](#) (required)

For a complete list of upcoming deadlines, see the [Deadlines/To-Do Checklist](#) in chronological and alphabetical formats.

Quick Links

[Exhibitor Services Guide](#) (order forms, show info)

[Exhibitor Booth Staff Registration](#) (required)

[Update Booth Profile for Attendees](#) (required)

[Submission of required documents](#): Insurance, Safety, Booth Layout

[Exhibit Hall Floor Plan](#)

[Hotel Reservations](#)

[Sponsorships](#) and [Advertising](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page to help guide you to exactly what you need!

Did you miss the previous Exhibitor Bulletins? Find each past issue [here](#). If you have any questions about this information or need additional details relating to your booth at IAAPA Attractions Expo 2018, please e-mail Exhibitors@IAAPA.org or call +1 321/319-7643. Thank you!

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IAAPA Attractions Expo 2018 Exhibitor Bulletin #1 – June 28, 2018

Exhibitor Services Guide Live!

IAAPA Attractions Expo 2018 is just four months away and now is the time to start thinking about all the things you need for your booth in Orlando. To help you with that preparation, the [Exhibitor Services Guide \(ESG\)](#) is now available online. The ESG is the #1 tool for planning a successful trade show. It contains all the order forms and information you will need. Here are some of the highlights:

- A [Step-by-Step Guide](#) – it's a great place to start!
- [Key trade show information](#) including show colors, location, building information and more.
- Complete exhibitor and event [schedule](#) (including move-in and -out information).
- [Deadlines/To-Do Checklist](#) in both chronological and alphabetical order. If you don't want to miss a thing, this is a great form to keep posted next to your calendar.
- [Shipping](#) and on-site [freight handling](#) information and dates, [domestic](#) and [international](#).
- Vendor order forms including [electrical](#), [furniture](#), [Internet service](#), and [more](#). Online ordering for [Freeman](#) and [OCCC](#) services.
- Rules and regulations related to [IAAPA](#), [intellectual property](#), and [official services contractor](#).
- [Media exposure opportunities](#) (press conferences, press releases, media lists, and more) and other ways to [promote your presence](#) at the show.
- **New for 2018** – [Exploration Station](#) information for exhibitors contracted in the outdoor structures.

All exhibitors—regardless of booth type, size, or products exhibited—are **required** to provide several items **in advance** of the Expo to IAAPA. Those include the following:

- [Insurance Certificate](#) (due Aug. 31)
- [Booth Layout form](#) (due Sept. 14)
- [Audience Participation Safety Form](#) (due Sept. 28)
- [Exhibitor Listing](#) for Show Program (due Oct. 1)

These items can all be submitted in one location. Follow these easy steps:

1. Log in to your online booth at www.IAAPA.org/IAEProfile
2. Click "Edit Booth Info" to update your exhibitor listing.

3. Click “Exhibitor Required Documents” and then click the link for the required and optional forms.

All order forms and information can be found in the [Exhibitor Services Guide](#). You can view and print each item individually or by sections. We recommend you review the entire guide so you don’t miss any details. It will be the most important time you spend to ensure you have a successful show!

Latest Exhibitor News & Reminders

Exhibitor Webinar – You Asked; We Listened: Best Practices for a Better Return on Your Exhibiting Investment

We asked exhibitors what would help them have a more successful exhibiting experience and received great feedback! Based on those suggestions, our expert speaker, Candy Adams, will share tips, tricks and ideas for getting more bang from your exhibiting buck.

You will learn how to:

- Avoid the top 10 most common exhibiting mistakes
- Increase traffic to your booth and keep them there longer
- Create effective graphics that get your message across
- Improve your exhibit planning process using Candy’s top tools: forms, checklists and templates for budgeting, planning and team communication, shipping, and post-show analysis and reporting.

As well you’ll have the opportunity to ask your toughest questions during the Q&A session after the seminar. Don’t miss this opportunity to learn from an expert with more than 25 years and 450+ trade show exhibits and events managed. This webinar is for first time exhibitors through seasoned sales and marketing staff so make sure your whole team attends!

MARK YOUR CALENDAR for **Thursday, Aug. 16, from 1-2 p.m. EDT** and [register](#) for free. As well, download the [budget worksheet](#), [show plan template](#), and [exhibit planning checklist](#) tools available to all IAAPA Attractions Expo 2018 exhibitors!

Brass Ring Exhibitor Awards – All Exhibitors Eligible!

Recognizing the [Best New Product or Service](#) in the Amusement Parks and Attractions Industry and the [Best Exhibit Booth](#) at IAAPA Attractions Expo

What is the purpose?

- ☆ To recognize outstanding new products and services developed by IAAPA’s manufacturer and supplier members operating in an attraction
- ☆ To recognize the best booths at IAAPA Attractions Expo based on booth design, branding, staffing, and overall appeal
- ☆ To create an elite award program, as viewed by the attractions industry

Who is eligible?

- ☆ Members of IAAPA exhibiting at IAAPA Attractions Expo 2018
- ☆ Those who meet the award criteria at www.IAAPA.org/ExhibitorAwards

How do I win?

☆ A panel of judges, comprised of IAAPA facility members, will evaluate all entries and select the winners in several Best New Product and Best Exhibit categories

What are the benefits to winning companies?

- ☆ Receive a prestigious award to display in your facility
- ☆ Listing on the Awards Winners display during IAAPA Attractions Expo 2018
- ☆ Printed in the Show Daily newspaper during IAAPA Attractions Expo 2018
- ☆ Identified in press releases issued to industry trade publications
- ☆ Recognized during the IAAPA Brass Ring Awards ceremony
- ☆ Printed in a future issue of IAAPA's Funworld magazine
- ☆ Posted on the IAAPA website
- ☆ Given the Brass Ring Award Winner logo to use on your website or advertising materials

It's free to enter and win! **Get started now—the deadline is Aug. 19!**

www.IAAPA.org/ExhibitorAwards

Increase Your Exposure: Sponsor an Event or Program at Expo

Join more than [60 star industry players](#) and increase your visibility at the show by becoming a sponsor. Official sponsors receive an array of added benefits including logo recognition on lobby signage, social media acknowledgment, the ability to distribute your giveaways at an event, sponsor recognition in Funworld Magazine's November issue and in the Show Guide, one-on-one VIP networking opportunities, complimentary event tickets, acknowledgment by speakers and on www.IAAPA.org, recognition in IAAPA's News Flash, special event invitations, and more. Sponsorships exist for the lobby clings and tradeshow benches, IAAPA's Centennial Celebration at Universal Studios, Kickoff Event, Brass Ring Awards, the Opening Reception, various constituency days and receptions, attendee maps, and more. To inquire about availability, contact Emily Popovich, Director of Global Sponsorships at EPopovich@IAAPA.org or +1 703/850-4115.

Warning: Non-Official Vendors & Scams

Be aware that many companies inappropriately represent themselves as official vendors for IAAPA, especially offering services such as hotel rooms, audio-visual, furniture, mailing lists, show guides, etc. in conjunction with an IAAPA trade show. It is always best to check the show's [Official Contractor list](#) before responding to their solicitation to determine if they are IAAPA-approved.

In addition, over the past few years, more and more companies have been fraudulently claiming to sell "IAAPA Attendee Lists". These lists are not lists from IAAPA events – IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. For more information click [here](#).

Exhibitor Registration