



IAAPA ATTRACTIONS EXPO 2013
Conference: Nov. 18–22, 2013 • Trade Show: Nov. 19–22, 2013
Orange County Convention Center • Orlando, Florida USA

www.IAAPA.org/IAAPAAttractionsExpo

International Association of Amusement Parks and Attractions • 1448 Duke Street, Alexandria, Virginia 22314 USA
 Tel: +1 703/342-7159 • Fax: +1 703/738-7460 • E-mail: epopovich@iaapa.org • www.IAAPA.org

SPONSORSHIP AGREEMENT

Company Sponsor: _____

Contact Person: _____

Phone Numbers (Office and Cell for Onsite Contact): Office: _____ Cell: _____

Full Address: _____

Email: _____

Booth # (if applicable): _____ Member # (All Sponsors Required to be IAAPA Members: _____)

SELECT SPONSORSHIP LEVEL:

SUPPORTING ORGANIZATION \$3,000; \$4,000 for Non-Exhibitors. Benefits include:

- ✓ Ability to Distribute Materials at Event (When Applicable, and to be Approved by IAAPA 4 Weeks in Advance of Show)
- ✓ Recognition by the Event Speaker or Moderator (When Applicable)
- ✓ Sponsor Acknowledgment on Event Signage
- ✓ Sponsor Acknowledgment on the www.IAAPA.org Website
- ✓ Sponsor Acknowledgment in the November Funworld Sponsor Recognition Ad and On-Site Show Program Ad
- ✓ Sponsor Acknowledgment in Virtual Tradeshow
- ✓ Acknowledgment on LCD Screens in Registration and Restaurant Areas
- ✓ Tradeshow Floor Sticker

SILVER \$6,000; \$8,000 for Non-Exhibitors. All benefits mentioned above PLUS:

- ✓ Logo Signage in Lobby (Column Wraps)
- ✓ Logo Sponsor Acknowledgment in the November FUNWORLD Sponsor Recognition Ad and On-Site Show Program Ad
- ✓ Logo Sponsor Acknowledgment on Event Signage
- ✓ Logo Sponsor Acknowledgment on the www.IAAPA.org Website
- ✓ Category Specific or Event Attendee List
- ✓ Enhanced On-Site Show Program Listing
- ✓ Logo Signage Over Tradeshow Booth (For Booths over 20x20; Booths under 20x20 Receive In-Booth Sign)
- ✓ Invitation to exclusive Chairman's Reception (2 Invites)
- ✓ Complimentary Tickets to Sponsored Event (Number Dependent on Event)
- ✓ Complimentary Digital Booth Upgrade
- ✓ Logos on LCD Screens in Registration and Restaurant Areas

GOLD \$10,000; \$14,000 for Non-Exhibitors. All benefits mentioned above PLUS:

- ✓ Full Post-Show Attendee List With Emails
- ✓ Logo Signage in Lobby (Banners)
- ✓ Recognition in IAAPA's Newsflash Email (When Applicable)
- ✓ Reserved Seating at Event (When Applicable)
- ✓ Event Category Exclusivity (Dependent on Event)

PLATINUM \$20,000; \$24,000 for Non-Exhibitors. All benefits mentioned above PLUS:

- ✓ Full PRE-Show Attendee List With Emails (Supplied 2 Weeks Prior to Event)
- ✓ Event Exclusivity (When Applicable)
- ✓ 15 Second Video Presentation at Sponsored Event (to be Approved by IAAPA in Advance)
- ✓ Press Attendee List

Payment Information, terms, and signature on pages 2 and 3.

Return completed form via post to:

Exhibition Sales Manager • IAAPA 1448 Duke Street • Alexandria, VA 22314-9512 USA
 PHONE: +1 703/342-7159 • FAX: +1 703/738-7460 or +1 703/836-4801 • www.IAAPA.org

SPONSORSHIP AGREEMENT (PAGE 2)

SELECT SPONSORED EVENT: In Addition to the Benefits Above, Sponsors May Choose One Event From the List Below for Highlighted Exposure. **ADD-ONS:** Additional Highlighted Exposure at Same Level (More than One Event) Available for \$2,000 Per Event.

Special Events:

- Board of Directors Reception **SOLD**
- Brass Ring Awards (Add \$1000; Silver Minimum)
- Chairman's Reception (Silver Minimum)
- GM and Owners' Breakfast (Add \$1000; Gold Minimum) **SOLD**
- Kickoff Event (Add \$1000; Silver Minimum)
- Lunch and Learn
- Institute for Attractions Managers Reception
- Opening Reception (Add \$1000; Silver Minimum)
- Thursday Night Special Event **SOLD**

Constituency Events:

- Asia Pacific Breakfast
- Canadian Breakfast
- Carnival and Showmen's Reception
- Constituency Lunch for Amusement Parks
- Constituency Lunch for FECs
- Constituency Lunch for Museums
- European Reception
- Family Entertainment Center Reception
- Latin American Reception
- Museum & Science Center Reception
- Rookies & Newcomers Reception
- Water Parks Reception
- Zoo and Aquarium Reception

Global Programs:

- Badges/Tickets/Wristbands **SOLD**
- Education Programs (Silver Minimum)
- International Business Lounge **SOLD**
- Lanyards **SOLD**
- Internet Lounge (Gold Minimum)
- Mobile App **SOLD**
- Registration Confirmation Email **SOLD**
- Vendor Floor Tours
- Onsite Maps
- Naming Rights for the Special Event Theatre (Platinum Minimum) **SOLD**
- Touchscreen Kiosks (Silver Minimum)
- Press Room (Facilities Only)
- Expo Bags
- Translation Services
- Ambassadors Shirts
- Shuttle Buses (Silver Minimum)

SPONSORSHIP PAYMENT CONTRACT & TERMS OF AGREEMENT

50% Payment Due With Contract. Remaining Balance Due August 2, 2013.

PAYMENT OPTIONS

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

Credit Card Number: _____

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

Authorized Signature: _____

Name (as printed on credit card): _____

OR

I will mail a check in the amount of \$ _____ USD. Check # _____

(Check must be drawn from a U.S. Bank account.)

(Please make checks payable to IAAPA, Attention: Emily Popovich, 1448 Duke Street, Alexandria, VA 22314 USA)

OR

I will Wire Transfer in the amount of \$ _____ (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.



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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 2013, 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 2013 (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 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.

Please sign and fax to: +1 703/738-7460. If you have any questions, please contact Emily Popovich at +1 407-960-6151 or epopovich@iaapa.org.

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

Authorized Signature: _____

Print Name: _____ Date: _____

