

TAKE
YOUR
BUSINESS

TO

NEW HEIGHTS



START PLANNING FOR SINGAPORE TODAY.

Asian Attractions Expo 2013
CONFERENCE: 4-7 JUNE 2013
EXHIBITION: 5-7 JUNE 2013
Sands Expo and Convention Center
at Marina Bay Sands, Singapore

ASIAN

**Attractions
Expo**



FOR DISCOUNTED RATES, REGISTER BY 26 APRIL

www.IAAPA.org/AsianAttractionsExpo

JOIN THE
OTHER SIDE
OF THE
ATTRACTIONS
MARKET.
BE THE GUEST.

Meet with thousands of your peers at Asian Attractions Expo 2013, 4–7 June 2013 in Singapore for the most unique learning environment you'll find in your business. Let IAAPA show you something exciting, teach you something new, and entertain you.



ASIAN ATTRACTIONS EXPO BY THE NUMBERS

5,000+

attractions industry professionals

250+

exhibiting companies

60+

countries represented

19

hours of exhibit time

10+

education sessions

4

days of networking opportunities

1

IAAPA Safety Institute

1

Institute for Attractions Managers

EXCITING INNOVATIONS

With more than 250 exhibiting companies, Asian Attractions Expo 2013 is the industry's most vibrant and comprehensive marketplace. Every aisle showcases new products, fresh ideas, and business enhancements.

INSIGHT AND EDUCATION

Whether it's in-depth, all-day training on safety or fundamentals, or an hour-long conference session on marketing, a full industry update awaits you. For more hands-on learning, behind-the-scenes tours of major local attractions offer an up-close look at operations.

GLOBAL CONNECTIONS

More than 5,000 professionals from 60+ countries attend Asian Attractions Expo each year, and networking opportunities are easy to find. You won't find a better place to build your network of industry contacts and experts.

DON'T FORGET FUN!

Learning can be fun, too. We'll take you behind the scenes at three of the area's most popular attractions: LEGOLAND Malaysia, Puteri Harbour, and Universal Studios Singapore.

www.iaapa.org/AsianAttractionsExpo

WHO ATTENDS EVERY YEAR?

- President/CEO/Owners
- Vice Presidents
- Director/Executive Directors

- General Managers
- Operations Managers

- Manager/Supervisors
- Purchasing/Buying Decision Makers

FROM:

- Amusement & Theme Parks
- Attractions
- Family Entertainment Centers

- Museums & Science Centers
- Historic/Tourist Attractions
- Water Parks & Resorts

- Zoos & Aquariums
- Hotels & Casinos



ASIAN ATTRACTIONS EXPO 2013 SCHEDULE-AT-A-GLANCE*

SUNDAY, 2 JUNE

09:00–17:00

Institute for Attractions Managers

MONDAY, 3 JUNE

09:00–17:00

Institute for Attractions Managers (cont.)

TUESDAY, 4 JUNE

07:30–16:30

Behind-the-Scenes Tour at LEGOLAND Malaysia and Puteri Harbour Family Theme Parks

09:00–13:00

Institute for Attractions Managers (cont.)

10:00–16:00

IAAPA Safety Institute

WEDNESDAY, 5 JUNE

09:15–10:00

Opening Ceremony

10:00–17:00

Trade Show Floor Open

13:30–17:00

Education Sessions

18:00–22:00

Opening Event at Marine Life Park

THURSDAY, 6 JUNE

08:30–09:45

Leadership Breakfast Featuring Tom Mehrmann, Chief Executive, Ocean Park Corp.

10:00–14:30

Education Sessions

10:00–17:00

Trade Show Floor Open

14:00–18:00

Young Professionals Forum

FRIDAY, 7 JUNE

07:00–09:30

Behind-the-Scenes Tour at Universal Studios Singapore

08:30–13:15

Education Sessions

10:00–15:00

Trade Show Floor Open

SATURDAY 8 JUNE– MONDAY 10 JUNE

Post-Expo Tour to Bali, Indonesia

**IAAPA Safety Institute and general education sessions will be translated, presented in English and Mandarin. Speakers, topics, and times are subject to change. All exhibition and conference events, unless otherwise noted, will be held at the Sands Expo and Convention Center at Marina Bay Sands.*



EXPERIENCE
YOUR
INDUSTRY'S #1
MARKETPLACE

VIEW CURRENT EXHIBITOR LIST

The Expo hall is the year's best opportunity to explore everything new and exciting in the attractions market. With more than 6,000 square meters of display space, 250 companies, and 100+ product categories represented, there is no issue for which you can't find a solution.

Whether you're looking to connect with long-standing companies well known in the industry or innovators just emerging on the scene, the aisles of the Expo hall are a valuable way to educate yourself in all that's fresh and new in the market. From kiddie rides and inflatables to high technology 4-D production and professional attractions design, if it's important to your business, it's represented here.



FIND IDEAS

FOR BETTER REVENUES AND REDUCED COSTS

These companies are eager to meet with you to discuss ways to increase productivity and efficiency in your business, all while enhancing your guests' experience and building a loyal customer base.

ABC RIDES SWITZERLAND
Action Horizons Inc.
AECOM
Aeradium Ltd
Aerophile S.A.S
AET/Amusement & Edutainment Technologies
AFP Technology
Alterface S.A.
American Locker Security Systems, Inc.
Antonio Zamperla SPA
Aaqi Inflatables Limited
Aquadita
Arihant Industrial Corp. Ltd.
Art Attack
Attractions Audio Visual Ltd.
Attraktion!GmbH
AUXEL SRL
B&B Exporting Ltd
Beijing Jihua Amusement Rides Manufacturing Co.
Beijing Shibaolai Amusement Equipment Co. Ltd.
BERG Toys
Bertazzon 3B Srl.
Billings Productions, Inc.
Birket Engineering, Inc.
Bob's Space Racers, Inc.
Bolliger & Mabillard Consulting Engineers, Inc.
Bombay Amusement Ride (P) Limited
Brown Entertainment
Brunswick Bowling & Billiards Corporation
Bumper Boats, Inc.
Buzzpark Oyun Parklari Ekipmanlari Ins. Tur.San.ve Tic. Ltd. Sti
CENTAMAN, INC.
Centennial Woods LLC
Chance Rides
Cheer Amusement Equipment Corporation
Chengdu Tailong Amusement Industry Co., Ltd.
China Association of Amusement Parks and Attractions (CAAPA)
CL Corporation
Cloward H2O
Cogan S.R.L.
Comfy Edutainment Centers
Concept International Design Ltd.
CORE Cashless, LLC
Cosmic Animation Entertainment Sdn Bhd
Cypress Production House
Delta Strike Laser Tag
DigiPhoto Entertainment Imaging
Dominic Fun Rides PVT Ltd.
Dotto S.r.l.
Dreampark International
Dynamic Attractions and Dynamic Structures
Dynamic Motion Rides GmbH
ECA2
eibe Produktion + Vertrieb GmbH & Co.
Electrosonic Audio-Visual Technology (Shanghai) Co. Ltd.
Embed International Pty. Ltd.
Emotion Media Factory Laserland GmbH
Empex Watertoy
Entertainment Resource GmbH
EOS Rides
ETF Ride Systems

Exponent Challenge Technology Asia Pte Ltd.
Fabbri Group
Falcon's Treehouse, LLC
Forrec Ltd.
Fotosmile Australia Pty Ltd.
FUNA
Funovation, Inc.
Game Art (Hong Kong) Limited
Game Plus Ltd.
Gary Goddard Entertainment
Gateway Ticketing Systems, Inc.
Gerstlauer Amusement Rides GmbH
GHESA Ingenieria y Tecnologia, S.A. (BR of Dubai)
G-Look Amusement Machine Co., Ltd.
Golden Horse Amusement Equipment Co. Ltd.
Great Coasters International, Inc.
Guangzhou Dalang Water Amusement Park Equipment Co. Ltd.
Guangzhou Haisan Entertainment Technology Co. Ltd.
Guangzhou Sealy Electronic Technology Co. Ltd.
Guzzi Eugenio
HAFEMA Water Rides GmbH
Hankook Leisure
Haystack Dryers Limited
Heinen Import & Export (Heinimex) Corp.
Henan Hengtaihua Amusement Equipment Co., Ltd.
Herborner Pumps
Hopkins Rides
HUSS Park Attractions GmbH
Hytechnology Inc.
I.E. Park S.r.l./Amusement Rides & SOLI Bumper Cars
Ice Magic International Ltd.
IdeAttack, Inc.
Indian Association of Amusement Parks and Industries
Industrial Frigo SRL
Intamin Amusement Rides Int. Corp. Est
Intercard, Inc.
Interlink LG Ltd.
International Play Company, Inc.
InterPark Magazine
IREC Beijing Co., Ltd.
iTactical Asia
Ital International, LLC
J & J Amusements, Inc.
Jack Rouse Associates
Jacobs Engineering UK Ltd.
Jeff Ellis & Associates, Inc.
Jora Vision bv
KB Creative Advisors, Inc.
KCC Entertainment Design
Kingsmen Exhibits Pte Ltd.
Kodak (Hong Kong) Limited
Lagotronics Projects B.V.
LAI Games Sales, Inc.
Laserforce International
Lasersvision Mega-Media PTE Ltd.
LCI Productions Ltd.
LEC Worldwide
Leisure Activities Co., Ltd.
Lockers.Com Pty Ltd.
Lo-Q plc
Mack Rides GmbH & Co. KG
Magic Memories
Martin & Vleminckx Rides LLC
MAURER Rides GmbH
Merooj Trampoline Park
Mich Playground Co., Ltd.

Modern Masters, Inc.
Mondial World of Rides
Moser's Rides S.r.l.
MP Group
MSKY CO., LTD.
Murphy's Waves Ltd.
Namco Bandai Games Inc.
Neptune-Benson
Niccio Parks and Resorts Ltd.
Niceberg Studios
nWave Pictures S.A.
OCT Vision Inc.
Okamoto Mfg. Co., Ltd.
OmniTicket Network (Singapore) Pte Ltd
Ontario Science Centre-Science North
OY C.E. Lindgren AB
Park World Recreation Sdn Bhd
Pax Company Ltd.
Picsolve International Ltd.
Pictureworks Pte Ltd.
Playfun Culture & Technology Co. Ltd.
Playtime LLC
Polin
Precision Dynamics Corp.
Premier Rides, Inc.
Premierworld Technology Limited
Preston & Barbieri S.r.l.
Prime Play by Whitewater
Pro Forma Advisors LLC
Prominent Technology Enterprise Ltd, Funovation
ProSlide Technology, Inc.
PT. Rejo Megah Makmur
Ptmargin Integration
Reka Setia Playground Sdn Bhd
Rides and Fun Srl.
S&S Worldwide, Inc.
Socoo Playcard System
Sally Corporation
Sanderson Group International Pty Ltd.
SBF Srl
Sela Cars s.r.l.
Semnox Debit Card System
Severn-Lamb
Shanghai Leaders Investment Management Company Limited
Shanghai YGTH Entertainment Design Engineering Co.,Ltd
Shengjing Chuangzhu
Shenyang Chuangqi Amusement Equipment Co., Ltd.
Showdoh Inc
Showtime Entertainment Productions
SimEx - Iwerks Entertainment
Simtec Systems GmbH
Simulator Makine Produksiyon Ltd.
Simuline Inc.
Simworx Limited
Skafos International Limited
SkyZip Engineering
Subway International B.V.
Suzhou Fwu-Long Amusement Equipment Co., Ltd.
Swiss Rides AG
Syndicate Graphic Technologies (Div. of Syndicate Group)
Tank Mobile Kiosks Limited
Technical Park S.N.C.
Tecway - Mecpower
Tejix
The Juice Brand Ltd.
The Producers Group
Theme Builders Philippines, Inc.

Themed Entertainment Association (TEA)
Themetech Culture and Creative Theming and Animatronics Industries S.A.
Thinkwell
Tianjin Brother Tourist Train Co. Ltd.
Tippmann Sports LLC
Trans-Force Ltd.
Triotech
Triotech
TRUBLUE Auto Belays/ZipStop Zip Line Brake
UK Trade and Investment
Universal Space Amusement (HK) Ltd.
Uremet Corp.
Van Egdom B.V.
Vekoma Rides Manufacturing B.V.
VEQTOR
VGS
VIM Inc.
VIRO
Vlocker International Pty. Ltd.
Vortex Aquatic Structures International Inc.
Water Technology, Inc.
Waterplay Solutions Corp.
Wave Loch, Inc.
WhiteWater West Industries Ltd.
World Waterpark Association
XTRAICE
Xtrem Aventures
Yuehua Token Company
Zebec, Inc.
Zhengzhou Wanle Amusement Equipment Co. Ltd.
Zhengzhou Wolong Amusement Equipment Co. Ltd.
Zhongshan Guang Yang Amusement Equipment Co., Ltd.

Zhongshan Junye Amusement Facility Supply Co. Ltd.
Zhongshan Kingbarth Animation and Amusement Equipment Co. Ltd.
Zhongshan Luck Amusement Co. Ltd.
Zhongshan Redsun Amusement Equipment Co., Ltd.
Zierer GmbH
Zigong Sanhe Robot Technology Co. Ltd.
Zodd Design USA
Zone Systems, Inc.

As of 26 February 2013.

Thank you to the sponsors of Asian Attractions Expo 2013:



BOOST BUSINESS

EXPLORE AND CONNECT

6,000

square meters of displays

250+

companies

100+

product categories

BUSINESS LOUNGE

For the most up-to-date exhibitor and sponsor roster, please visit www.IAAPA.org/AsianAttractionsExpo

EDUCATION

IN-DEPTH TRAINING

HALF- AND MULTI-DAY PROGRAMS

IAAPA's Institute for Attractions Managers — From finance and marketing to leadership, operations, and revenue, this intense management development program deepens your overall understanding of the modern attractions industry. If you're a new or mid-career manager, this is a great way to gain a wider perspective, grow your network of colleagues, and develop your professional acumen.

IAAPA Safety Institute — Update your knowledge and skills to ensure the safest experience for your customers and guests, and to guarantee you're meeting the latest safety standards and regulations. Get an overview of ASTM standards, see the regulations framework for safe operations, and gain a renewed understanding of how critical safety is in our industry.

GENERAL SESSIONS

UPDATES ON TODAY'S HOTTEST TOPICS

What's New in Asia — Get an insider's view on the hottest rides, newest trends, and must-see attractions in Asia.

Social Media Panel Discussion — Understand how to optimize social media in communicating with your audience.

Social Media: Twitter, Sina Weibo, etc. — Navigate through the newest and evolving online platforms to find the best ways to reach your guests.

How to Make Your Facility Appeal to Families — Learn the right mix of attractions and entertainment to create loyal family guests of all ages.

Storytelling: Museum Traveling Exhibits — Hear proven strategies and insights on how to find the right exhibits to match your demographics, space limitations, and financial situation.

Corporate Social Responsibility — From operational responsibilities (guest safety, environmental concerns) to societal responsibilities (community projects, sponsorships), hear how to develop, initiate, and maintain a social responsibility program.

Edutainment: How Suppliers Can Help — In today's world of high expectations, the packaging of your content is as important as the content itself. Hear how suppliers can partner with you to create amazing attractions.

Employee Engagement — Learn proven employee engagement strategies that lead to better customer satisfaction and higher profits.

▶ **LEARN MORE ABOUT ASIAN ATTRACTIONS
EXPO EDUCATION SESSIONS** ▶

Program updates and further details: www.IAAPA.org/AsianAttractionsExpo



COMES IN MANY FORMS, AND IN MANY PLACES

BEHIND-THE-SCENES TOURS

Step outside the classroom for a more hands-on learning style. Explore some of the Singapore area's best attractions, and experience them from both sides — as an industry professional and as a guest.

LEGOLAND Malaysia and Puteri Harbour Family Theme Parks — Take an exclusive guided tour of a typical day at Malaysia's first international theme park, the 76-acre LEGOLAND. Then visit Puteri Harbour Family Theme Parks, with the area's first Sanrio Hello Kitty theme park. Also there, the Little Big Club caters to the younger crowd with themed interactive play zones: Thomas & Friends, Barney, Bob the Builder, Angelina Ballerina, and Pingu.

Universal Studios Singapore — See this awesome attraction as few others ever will, with exclusive access before the gates open. Experience the park's two newest rides: Transformers: The Ride — The Ultimate 3D Battle; and Sesame Street: Spaghetti Space Chase. You'll also get an overview of the pre-opening operations that make these rides thrilling, safe, and reliable.

SPECIAL EVENTS

From meal time to talk time, the networking opportunities at Asian Attractions Expo 2013 are fun, informative, and business-boosting.

Asian Attractions Expo 2013 Opening Ceremony — Celebrate the Asian attractions industry and the opening of Asian Attractions Expo 2013 with a welcome message and entertainment from renowned regional attractions.

Opening Night Event at Marine Life Park — Start your experience off with an unforgettable evening of entertainment, networking, and fun at this breathtaking venue. Marine Life Park is home to the world's largest oceanarium, S.E.A. Aquarium, and Adventure Cove Waterpark. Gain private insight into this ocean universe and fall in love with the beautiful ocean animals it houses.

Young Professionals Forum — If you're fairly new to the market, don't miss this opportunity to connect with industry leaders as they tell their career success stories. Hear advice and insight that is sure to guide your own career in the attractions industry.



Leadership Breakfast Featuring Tom Mehrmann, Chief Executive, Ocean Park Corp. — With more than 35 years in the attractions business (Knott's Berry Farm, Six Flags Marine World, Warner Bros. Movie World in Madrid) Tom Mehrmann has led attractions projects across the globe. He will explore the leadership traits and core values that he draws upon to produce successful projects, inspire productive teams, and generate profitable attractions.

Post-Expo Tour to Bali, Indonesia — Join colleagues on an amazing journey into Balinese culture, and gain unique access to Waterbom Bali and the Bali Safari & Marine Park. The park is home to more than 50 species, including elephants, tigers, leopards, and cheetahs. See how the park thrives on a mission of conservation, education, and recreation.



▶ GET DETAILS ON OUR SPECIAL EVENTS ▶

THREE WAYS TO REGISTER:

ONLINE:

www.IAAPA.org/AsianAttractionsExpo

FAX:

(Hong Kong) +852/2871 9754

MAIL FORM TO:

Asian Attractions Expo 2013 Registration
c/o Media International, Inc.
Rm. 1201 Brightway Tower
33 Mongkok Rd., Mongkok, Kowloon, Hong Kong

REGISTRATION QUESTIONS:

Contact Media International, Limited at aae@media-international.com

INSTRUCTIONS:

To avoid duplicate charges, **do not both FAX and MAIL forms.**

Please print. Photocopy form for additional registrants.

For more information, visit www.IAAPA.org/AsianAttractionsExpo or call IAAPA (USA) +1 703/836-4800.

Company		IAAPA Member ID
Address		
City	State/Province	Zip/Postal Code
Country	E-mail	
Telephone (include area/country code and number)		Fax (include area/country code and number)

REGISTRANTS (BUY THREE, GET THE FOURTH FREE UNTIL 26 APRIL)

#1	First Name	Last Name	E-mail	Title/Position
#2	First Name	Last Name	E-mail	Title/Position
#3	First Name	Last Name	E-mail	Title/Position
#4 (FREE!)	First Name	Last Name	E-mail	Title/Position

EXPO AND CONFERENCE FEES

		Prior to 26 April	After 26 April
Registration (Includes: Expo, Education Conference, and IAAPA Safety Institute)	IAAPA Member	<input type="checkbox"/> US\$50	<input type="checkbox"/> US\$65
	Nonmember	<input type="checkbox"/> US\$80	<input type="checkbox"/> US\$95
Institute for Attractions Managers (Includes Expo, Institute, and Education Conference) Sunday, 2 June - Tuesday, 4 June	IAAPA Member	<input type="checkbox"/> US\$499	<input type="checkbox"/> US\$499
	Nonmember	<input type="checkbox"/> US\$699	<input type="checkbox"/> US\$699
Behind-the-Scenes Tour at LEGOLAND Malaysia and Puteri Harbour Family Theme Parks Tuesday, 4 June	IAAPA Member	<input type="checkbox"/> US\$109	<input type="checkbox"/> US\$109
	Nonmember	<input type="checkbox"/> US\$129	<input type="checkbox"/> US\$129
Opening Night Event at Marina Life Park, RWS Wednesday, 5 June	IAAPA Member	<input type="checkbox"/> US\$109	<input type="checkbox"/> US\$109
	Nonmember	<input type="checkbox"/> US\$129	<input type="checkbox"/> US\$129
Leadership Breakfast Featuring Tom Mehrmann, Chief Executive, Ocean Park Corp. Thursday, 6 June	IAAPA Member	<input type="checkbox"/> US\$59	<input type="checkbox"/> US\$59
	Nonmember	<input type="checkbox"/> US\$79	<input type="checkbox"/> US\$79
Young Professionals Forum Thursday, 6 June	IAAPA Member	<input type="checkbox"/> US\$49	<input type="checkbox"/> US\$49
	Nonmember	<input type="checkbox"/> US\$69	<input type="checkbox"/> US\$69
Behind-the-Scenes Tour at Universal Studios Singapore Friday, 7 June	IAAPA Member	<input type="checkbox"/> US\$49	<input type="checkbox"/> US\$49
	Nonmember	<input type="checkbox"/> US\$69	<input type="checkbox"/> US\$69
Post-Expo Tour - Bali, Indonesia Saturday, 8 June - Monday, 10 June	IAAPA Member	<input type="checkbox"/> US\$599	<input type="checkbox"/> US\$599
	Nonmember	<input type="checkbox"/> US\$699	<input type="checkbox"/> US\$699
TOTALS			

Please Note: Asian Attractions Expo 2013 is not open to the general public. Only registrants wearing an event badge will be allowed on the trade show floor.

PRIMARY BUSINESS (PLEASE CHECK ONE)

Professional Position (select one)		Buyer Type (select one)	
<input type="checkbox"/> Senior Management/Owner/Director/Vice President	<input type="checkbox"/> Mid-Level Management/Operations Supervisor/Assistant	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Senior Management/Owner/Director/Vice President
<input type="checkbox"/> Mid-Level Management/Operations Supervisor/Assistant	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Mid-Level Management/Operations Supervisor/Assistant	<input type="checkbox"/> Spouse/Child/Other
Job Responsibility (select one)			
<input type="checkbox"/> Architect	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Financial Management	<input type="checkbox"/> Engineer
<input type="checkbox"/> Public Relations	<input type="checkbox"/> Food and Beverage	<input type="checkbox"/> Merchandising	<input type="checkbox"/> Games
<input type="checkbox"/> Government	<input type="checkbox"/> Operations	<input type="checkbox"/> General Manager	<input type="checkbox"/> Safety/Maintenance
<input type="checkbox"/> Spouse/Child/Guide	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Spouse/Child/Other
Business Type (select one)			
<input type="checkbox"/> Amusement Park	<input type="checkbox"/> Theme Park	<input type="checkbox"/> Water Park	<input type="checkbox"/> Family Entertainment Center
<input type="checkbox"/> Concessionaire	<input type="checkbox"/> Carnival or Fair	<input type="checkbox"/> Casino/Gaming	<input type="checkbox"/> Shopping Center/Mall
<input type="checkbox"/> Zoo/Aquarium	<input type="checkbox"/> Attraction	<input type="checkbox"/> Real Estate Developer	<input type="checkbox"/> Investor
<input type="checkbox"/> Manufacturer/Supplier	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Spouse/Child/Other	<input type="checkbox"/> Spouse/Child/Other
<input type="checkbox"/> Museum/Science Center	<input type="checkbox"/> National or State Park	<input type="checkbox"/> Hotel/Resort	

PAYMENT INFORMATION

Payment must be received 15 days before the conference date in order to guarantee your place. Registration is confirmed on receipt of payment. **Note:** Advance fees will be processed in US dollars.

Name on Credit Card	
Credit Card Number	Expiration Date
Mastercard	VISA
AMEX	Discover
Union Pay	
Verification No.	Authorized Signature

TOTAL ADVANCE CONFERENCE & EXPO FEES US\$