



TAKE ADVANTAGE OF ALL OF IAAPA'S SERVICES

International Business Lounge

The International Business Lounge will be located in Room S210 D/E of the Orange County Convention Center. Attendees will be able to access the Buyer & Product Matching program in the International Business Lounge. This program is a service for exhibitors who are interested in discussing international trade, joint ventures, licensing agreements or direct purchases with international buyers. The matching program will then search the exhibitor database for exhibitors who meet the prospective buyer's criteria and forward you the information, giving you the opportunity to begin a relationship before the Show or set up appointments during the Show. The foreign language assistance desk is also located here.

Translators Available (by appointment only in 30 minute sessions):

- Tuesday, November 16..... 11 a.m. – 6 p.m.
- Wednesday, November 17..... 10 a.m. – 6 p.m.
- Thursday, November 18..... 10 a.m. – 6 p.m.
- Friday, November 19..... 10 a.m. – 3:30 p.m.

Ticket Sales and Pickup

Tickets for optional special events may be purchased from the Registration Area at the Orange County Convention Center.

IAAPA Press Office

There are several ways to promote your company and new products to trade and consumer press who attend IAAPA Attractions Expo 2010.

1. **Tell us "What's New:"** Alert the IAAPA Communications team to your latest and most exciting products and services, so we can help promote your news to the press in attendance. Press often look for new products to feature in their stories. If you alert us to your news, we can pass that along and your product may be featured in a news story or on a television broadcast. E-mail new product information, releases, and images to pressoffice@IAAPA.org. If you plan to keep your product news confidential until it debuts at the Expo, please let us know so we can include it in our planning and we can work with you on its unveiling. Rest assured, we will maintain your confidentiality until you tell us the news can be made public.

2. **Hold a Press Conference:** Hosting a press conference or a press meet-and-greet is one of the best ways to personally connect with reporters and media personnel at IAAPA Attractions Expo. We recommend the event be held at your booth on the trade show floor for maximum visibility. E-mail Marion Hixon at mhixon@IAAPA.org for help coordinating and alerting the media.

3. Strut Your Stuff: Display your media kits, press releases, announcements, and other literature on the exhibitor display shelves in the IAAPA Press Office for the press to see. We recommend you bring at least 25 copies of your materials to the Press Office (see hours of operation below). (Materials will be recycled unless they are retrieved by 4 p.m. Friday, November 19.)

The Press Office is located in S230A and hours are as follows:

Monday, Nov. 15..... 8:30 a.m. – 6 p.m.
Tuesday, Nov. 16..... 8:30 a.m. – 6 p.m.
Wednesday, Nov. 17..... 8:30 a.m. – 6 p.m.
Thursday, Nov. 18..... 8:30 a.m. – 6 p.m.
Friday, Nov. 19..... 8:30 a.m. – 4 p.m.

For more information about press activities and assistance at the show or to promote your innovative new product or service, contact IAAPA's Press Office at +1 (703) 299-5127 or e-mail pressoffice@IAAPA.org.

IAAPA Central

"IAAPA Central" - THE destination for every IAAPA attendee, right on the trade show floor located at booth 3533. Members can come and check out the latest products and services IAAPA has to offer. And, of course, non-members can see what they've been missing and join IAAPA! Get the latest information on IAAPA expos, FUNWORLD magazine, education products and programs, communications, and government relations services, buy IAAPA logo merchandise, meet the IAAPA staff, and much more.

You Are Here

Attendees can access exhibitor and event information, and map their way through the exhibit hall. You Are Here terminals will be located in several locations throughout the exhibit halls.

Get the Latest Industry Information at www.IAAPA.org

Gain Instant access to a wealth of interactive information services:

- Meet the association staff
- Learn about IAAPA's products and services
- Search IAAPA's International Buyer's Guide online
- Research our trade industry article database
- Keep up to date with FUNWORLD Magazine
- Receive up to date information about IAAPA Attractions Expo 2010
- Review upcoming Conferences, Trade Shows and Events