



Guidelines for Ancillary and Satellite Events

The International Association of Amusement Parks and Attractions recognizes that IAAPA Attractions Expo exhibitors and attendees seek to maximize their educational opportunities and fulfill their professional responsibilities while at a location with so many of their colleagues. Increased demand for space and time for satellite and ancillary meetings and events has identified a need for comprehensive guidelines.

To accomplish these goals IAAPA has made available time and space in IAAPA-controlled meeting facilities (convention center and/or host hotels) for exhibitor or attendee hosted meetings which do not compete or conflict with the official trade show held at the Orange County Convention Center, November 15 – 19, 2010.

Types of Events Covered by Guidelines

1) Ancillary Events - Defined as non-IAAPA sponsored events held *during* official IAAPA Attractions Expo dates (Nov. 15 – 19, 2010) that exhibitors and attendees may attend.

These include, but are not limited to, the following:

- Meetings: Meetings of exhibitors, associations, or other non-IAAPA committees/working groups including board meetings. Scheduling a meeting to host an educational session or product demonstration is prohibited.
- Social Events: Receptions, dinners, alumni events, reunions, and specialty groups where there is no educational/scientific program presented.

2) Satellite Events - Defined as non-IAAPA events scheduled to take place on dates that fall *three days before or three days after* official IAAPA Attractions Expo meeting dates (i.e., before Nov. 15 and after Nov. 19).

Scheduling an Ancillary or Satellite Event Space and Notification

Should space be required at the convention center or one of the host hotels, IAAPA will review the application and space will be assigned on a space-available basis if application is approved or not assigned if application violates IAAPA guidelines. The following rules apply to both ancillary and satellite meetings. Please read the guidelines below before submitting your request:

- 1) All applications must be submitted by Friday, September 10, 2010.
- 2) Organizers will be notified of their room assignments late-September, beginning of October. All requests for meeting space will be approved by IAAPA before space can be confirmed by the hotel / convention center.
- 3) Commercial / Exhibiting Companies: One of the benefits for commercial companies that exhibit at IAAPA Attractions Expo is the opportunity to hold ancillary events during the Expo. Since non-exhibiting commercial companies are prohibited from advertising, soliciting or otherwise contacting IAAPA meeting registrants on official IAAPA meeting space or at IAAPA meeting hotels, IAAPA will not release or assign any of its meeting space to commercial companies not already contracted to be an official IAAPA exhibitor.
- 4) Please note that both IAAPA and the hotels have the right to move an event if IAAPA or the hotel determine the space assigned is later needed for an official IAAPA

function or that the space is not best suited in the assigned room. Once rooms have been assigned, organizers are responsible for making all further arrangements for the event (e.g., AV, F&B, and signage) directly with the hotel/facility. You are responsible for providing, setting-up, and removing your own directional signage for the meeting. Please note that the hotel may charge for the use of the meeting room. Room rental can be negotiated between the organizer and the hotel (after space assignment has been confirmed). Each function will be handled individually and issued a separate contract. All meeting room rental fees, food and beverage, audiovisual equipment rentals and other services are the responsibility of the organizer. Organizers should study function contracts carefully before signing, paying special attention to cancellation clauses. In the event of a canceled function, the organizer may be required to pay the hotel for lost revenue. For information about exhibiting at the trade show, contact the IAAPA Exhibit Sales Team at exhibitsales@iaapa.org or call +1 703/836-4800.

- 5) Ancillary and satellite events may be scheduled **ONLY** from *8:00 am to 9:00 pm daily*. Organizers will be notified if their requested time must be changed. Organizers of both types of events are responsible for making arrangements on their own with the hotel or convention center once the application has been reviewed by IAAPA and space has been assigned.
- 6) To schedule a meeting or event, please submit your request for function space in writing. **Deadline for receipt of applications is September 10, 2010.** Upon completion and approval of the application, you will be contacted to submit payment to IAAPA if your meeting/event will be held at the Orange County Convention Center. The fee per room assignment at the OCCC is \$250.00 per one (1) to four (4) hour increments, per day.

Suitcasing Policy

Please note that while meeting attendees are invited to the exhibition, any attendees who are observed to be soliciting business in the aisles or other public spaces or in another company's booth will be asked to return their badges and to leave the show floor immediately. Violators will not be allowed to return to the show and no refunds will be made. Additional penalties may apply. IAAPA asks that both attendees and exhibitors report any violations they may observe to the Show Office immediately.

Outboarding Policy

Outboarding is defined as marketing, sales, and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical and is condemned by IAAPA. It includes practices such as "coat-tailing", "piggy-backing", co-location of events, and large scale hospitality events, particularly during show hours.

Breach of Guidelines

Failure to adhere to the Guidelines may result in any or all of the following actions by IAAPA:

- Prohibited from participating as an Exhibitor at a future IAAPA Attractions Expo.
- Cancellation of the Ancillary or Satellite Event.
- Refusal to allow company or group the opportunity to exhibit or hold meetings or other events in IAAPA-controlled meeting facilities in current year or a specified number of future years.