

Casinos

Waterparks

Zoos

Attractions

Amusement  
Parks

Suppliers

# the power of partnership

Information | Government Relations | Education | Communications | Expos

Resorts

Theme Parks

Museums

Aquariums

Manufacturers

Consultants

Family  
Entertainment  
Centres



# IAAPA

INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS

# the power of partnership

“IAAPA helps our business to push the boundaries and offer our guests unique experiences whilst meeting and learning from other members in a relaxed but professional environment.”

## RUPERT HOUGH

Group Games and Photography Manager  
Merlin Entertainments  
[www.merlinentertainments.biz](http://www.merlinentertainments.biz)



IAAPA

Europe

INTERNATIONAL ASSOCIATION OF  
AMUSEMENT PARKS AND ATTRACTIONS

## IAAPA UNDERSTANDS

your commitment to create the best experiences for your guests. Sharpen your focus on that objective by letting IAAPA support your business — safe operations, global connections, customised training, visionary partnerships, and professional growth.

With IAAPA's office in Europe, you will receive the benefits of local, customised service and be a part of the only global association for the attractions industry.

## EDUCATION

Industry-specific training and certification

## GOVERNMENT RELATIONS

Strategic support to promote safety and protect your interests on a European level

## WORLDWIDE TRADE SHOWS

Access to new products, innovative ideas, and unique solutions

## INFORMATION

Timely publications, industry news, and benchmarking data

## COMMUNICATIONS

Press and public relations support when you need it

Keep your most valuable resources up-to-date  
— educate, train, and develop your employees.



Training

Growth

Knowledge

“In the 20 years which I have been in this business, the fact which has impressed and helped me most in our association is the ‘I’ for International. The recent development of IAAPA Europe is an important turning point. Issues which have been identified and improved on — such as safety in the parks and the set-up of dedicated education programs — these are all a great step forward for our industry in Europe. IAAPA now has real international scope and truly represents our industry all over the world.”

**ALAIN TROUVÉ**

International Relations Director  
Compagnie des Alpes  
[www.compagniedesalpes.com](http://www.compagniedesalpes.com)

# education

IAAPA offers the best instruction in the global attractions industry designed specifically for your business:

- A specialised certification programme for attractions managers looking for career advancement and formal recognition of professional expertise.
- Education programmes and events at our worldwide Expos. Join your colleagues at the Euro Attractions Show (EAS) Conference Programme for presentations and discussions with experts, opinion makers, and the industry’s best and brightest leaders.
- Industry-specific webinars for facilities and suppliers to learn best practices and stay current on trends.
- Discounts on training DVDs, CDs, videos, manuals, and more than 300 books in the online IAAPA Bookstore.
- Online access to presentation archives and audio recordings of conference and trade show education sessions.



# worldwide

# safety

Safety is your number one priority, so it is ours too.

IAAPA tirelessly promotes the development and use of safety standards around the world. IAAPA strives to shape safety-related legislation and we can help you stay on top of regulatory issues and worldwide safety standards. And we can help you navigate the complex political process.

- IAAPA is the driving force behind industry safety and works with countries around the world on consistent safety standards, including the European Safety Standard EN 13.814.
- Every year, we require IAAPA members to provide ride-related injury data for the European Amusement Ride Safety System. This data helps demonstrate the industry's outstanding safety record to governments and the press.
- IAAPA provides safety training at our conferences and trade shows in Europe, Asia, and the United States. Join your colleagues for the European Safety Forum at the Euro Attractions Show (EAS).

Standards

Regulation

Safety

**In Brussels, IAAPA Europe helps you stay on top of legislative and regulatory issues through:**

- Monitoring EU legislation and rule making
- Lobbying the EU Institutions on issues important to the industry such as:
  - Safety legislation
  - VAT and taxes
  - Employment policies
  - Consumer rights
  - Transport and tourism policies

“IAAPA is the international leader in promoting safety in the attractions industry. IAAPA members devote countless hours to work on specific safety standards, such as the ASTM International F 24 committee standards, and revision of the European Safety Standard EN 13.814. IAAPA has also developed a programme to bring safety standards to areas that do not have them and harmonise the major amusement ride safety standards of the world. In addition, IAAPA has a programme of worldwide safety education. All of which helps you keep your facility safe and your guests coming back.”

**GREG HALE**

Chief Safety Officer and VP Safety & Accessibility  
Walt Disney World Parks & Resorts  
[www.disneyinternational.com](http://www.disneyinternational.com)

# worldwide



“IAAPA is a place where I can meet casually with clients and colleagues from all over the world. It is one of the few associations that actually manages to get everybody in the industry together.”

## MATTHIAS CLOSTERMANN

President  
Clostermann Design  
[www.clostermann-design.de](http://www.clostermann-design.de)

# trade shows

Participants see firsthand the latest innovations in the attractions market, build relationships with new partners, and hear how industry leaders and pioneers grow their businesses.

## EAS

Euro  
Attractions  
Show

**EURO ATTRACTIONS SHOW (EAS)** — no other trade show in Europe offers such a comprehensive range of product categories, educational sessions, and networking opportunities for the attractions industry:

- **Stay informed.** What are the new trends? In what direction is the business moving? What are the new revenue streams? EAS is the place where industry leaders come to talk about the issues that are driving today's attractions marketplace.
- **Stay in touch.** The attractions business is a people business. And EAS is where attractions professionals come to meet, build contacts, and talk business. Expect 8,000 attendees from more than 70 countries.
- **Stay up to speed.** Browse some 270 exhibitors more than 8,500 m<sup>2</sup> for the inspiration — and contacts — you need to build a successful business.

## IAAPA

Attractions  
Expo

**IAAPA ATTRACTIONS EXPO**, held in the United States, but drawing a global audience, is the largest attractions industry buying and selling opportunity in the world, bringing together more than 25,000 attendees and 1,000 exhibitors.

## ASIAN

Attractions  
Expo

**ASIAN ATTRACTIONS EXPO** provides the best opportunity for members to tap into the Asian attractions industry. The show connects more than 150 exhibitors with 3,000 attendees from throughout Asia and around the world.

IAAPA connects buyers and sellers from around the globe through the online **INDUSTRY BUYERS' GUIDE** where all suppliers are listed.

[www.IAAPA.org/EUROPE](http://www.IAAPA.org/EUROPE) • [europe@IAAPA.org](mailto:europe@IAAPA.org)

# information

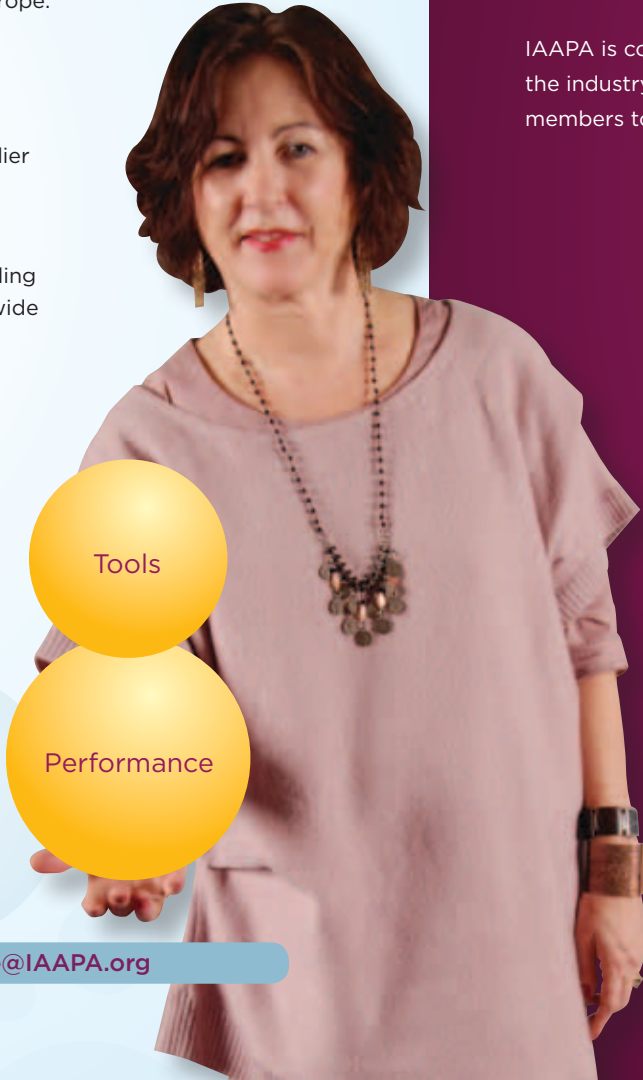
IAAPA members gain a market advantage by staying on top of the latest news and industry trends.

- **FUNWORLD** is the attractions industry's leading monthly magazine and your subscription is free with IAAPA membership.
- **News Flash** is a daily e-mail service translated into 11 languages, which delivers all the important industry headlines from around the world.
- The electronic **IAAPA Europe Newsletter** keeps you updated on the latest regulatory developments in Brussels and around Europe.

At [www.IAAPA.org](http://www.IAAPA.org), you will find a wealth of knowledge for members:

- Industry Buyers' Guide — a listing of all IAAPA supplier members and the services they provide.
- Access to the online membership directory.
- Coming soon, an updated consumer web site providing a comprehensive list of attractions members worldwide and helpful tips for visitors.

IAAPA also offers access to research and other important industry information. Members have the opportunity to download those from the web site, including reports on the European attractions and tourism industry.



[www.IAAPA.org/EUROPE](http://www.IAAPA.org/EUROPE) • [europe@IAAPA.org](mailto:europe@IAAPA.org)

# communications

As the worldwide voice of the attractions industry, IAAPA media strategists are available to members and the press 24 hours a day.

From promoting the industry to the press to assisting members with a crisis, the IAAPA Press Office helps members get the right message to their most important audiences. Members have access to a "Crisis Communications Plan Template" that provides the framework necessary to create a crisis communications plan for your company.

IAAPA is committed to telling the positive story about the industry to the media and providing opportunities for members to gain promotional news coverage.

Network

Management

Solutions

“Our involvement in IAAPA over the past eight years has given us incredible insights and increased knowledge of the visitor attractions business. The global access across sector networks has without doubt increased our business performance.”

## AUDREY O'CONNELL

Head of Planning & Design Consulting  
Natural History Museum  
[www.nhm.ac.uk](http://www.nhm.ac.uk)

# Experience the Power of Partnership

**IAAPA has specialized benefits for attractions and suppliers of all sizes:**

- Amusement Parks and Theme Parks
- Family Entertainment Centres
- Waterparks
- Museums
- Zoos and Aquariums
- Attractions
- Resorts and Casinos
- Suppliers to the Attractions Industry

“Our IAAPA membership is valued on many fronts: access to free educational seminars (webinars), attending an annual world-class trade show at discounted rates, and — most of all — the relationships we have developed with other members across a broad spectrum of disciplines. The industry is too large to think that we have all the answers so IAAPA is our link to the amusement industry.”

**HAYDN HOLMES**  
Waterpark Manager  
Wild Wadi Water Park  
www.jumeirah.com

**Join Today!**

[www.iaapa.org/EUROPE](http://www.iaapa.org/EUROPE)

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