

Experience the Power of Partnership

WATERPARKS + IAAPA

Operating a successful waterpark takes more than just knowing about water safety and chemical balance. You need to invest time and resources into developing the most innovative and cost-effective business operations. IAAPA understands the business concepts that will help you grow revenue — from indoor and outdoor operations, water & air quality, and maintaining safe facilities, to finding innovative ways to increase revenue while providing guests with value and discovering the latest trends in marketing, food, and beverage. Whether you're just thinking about building a facility or are a seasoned professional — IAAPA is a partner to all waterparks — large and small, indoor and outdoor.

Join IAAPA today for one-stop access to everything you need to plan, build, develop, grow, and operate a waterpark, including:

EMERGING MARKETS AND TRENDS

The waterpark industry is always changing. IAAPA keeps you on top of what's new and what other facilities are doing to succeed in the very competitive attractions marketplace.

GOVERNMENT RELATIONS

IAAPA provides members with dedicated government relations professionals who work to protect your priorities — including labor and immigration issues and pending safety legislation.

CERTIFICATION

IAAPA Certification is designed to elevate the professional standards of the attractions industry. The program offers attractions professionals like yourself the opportunity to further your knowledge of all aspects of the industry — and, in turn, advance your career and business.

FUNWORLD MAGAZINE AND NEWS FLASH

The monthly **FUNWORLD** magazine and daily **News Flash** e-mail provide you with innovative ideas in other markets, new development projects, and industry trends that can impact your personal career and the success of your waterpark.

partnership**PLUS**

The Partnership Plus program includes webinars, **FUNWORLD** collections, tip sheets, and more. Many of these resources are FREE and designed to provide you with the resources you need to grow your business.

Not only does IAAPA Attractions Expo give you access to the latest products and industry innovations, it also offers a comprehensive specialty track just for waterpark owners, operators, and employees. Each year, we provide you with timely, relevant, and important education for waterpark facilities, combined with valuable networking opportunities.

“The IAAPA membership provides a constant resource of industry professionals that I can reach out to for advice and ideas. Though that resource covers every aspect of the industry spectrum, I think the most valuable to me has been IAAPA's constant vigilance with governmental regulations that could have substantial impact on our business. There is no way one business could be as thorough as the IAAPA network, which stays in tune on an international, federal, state, and even local level.”

CHARLES “HANK” SALEMI

President
Six Flags Great America
www.sixflags.com

To join IAAPA and for a complete list of benefits, visit www.IAAPA.org.



Regulations

Network