

Casinos

Waterparks

Zoos

Attractions

Amusement  
Parks

Suppliers

# the power of partnership

Information | Advocacy | Education | Communications | Expos

Experience the power of partnership and put IAAPA to work for you.

Resorts

Theme Parks

Museums

Aquariums

Manufacturers

Consultants

Family  
Entertainment  
Centers



# IAAPA

INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS AND ATTRACTIONS



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INTERNATIONAL ASSOCIATION OF  
AMUSEMENT PARKS AND ATTRACTIONS



“IAAPA is where our team comes to find the best tools and techniques to transform content into entertaining, magical, and spectacular experiences. We have consistently discovered strategies through our IAAPA membership that have helped keep Science North positioned as one of the most innovative producers.”

### **JULIE MOSKALYK**

International Sales Manager  
Science North Science Centre  
[www.sciencenorth.ca](http://www.sciencenorth.ca)

## **IAAPA UNDERSTANDS**

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

For more than 90 years, IAAPA has provided members of all types and sizes with the tools and resources they need to succeed in the attractions industry. Our wide array of products and services keep you informed as you seek new opportunities and meet challenges head on.

No matter what your role in the industry, IAAPA serves the membership with resources and benefits designed to support your growth.

### **EDUCATION**

Industry-specific training and certification

### **ADVOCACY**

Strategic counsel to promote safety and protect your interests before government's

### **WORLDWIDE EXPOS**

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.

Growth

Training

“From educational classes to committees, our team members are able to both share their experiences and training and learn from other industry leaders. IAAPA fosters strong industry training, educational resources, and relationships that have provided a strong basis for our rapid growth.”

**RANDY DREW**

President and CEO  
PARC Management  
[www.parcmanagement.com](http://www.parcmanagement.com)

Knowledge

# education

IAAPA offers the best instruction in the global attractions industry with products, tools, and training programs designed specifically for your business.

**IAAPA members have access to free programs and receive discounts on a variety of training products and services for frontline, middle management, and executive-level employees, including:**

- A specialized certification program for attractions managers and executives looking for career advancement and formal recognition of professional expertise. Members can earn a Certified Attractions Manager, Certified Attractions Professional, or Certified Attractions Executive designation through a combination of classroom work and on-the-job experience.
- Education programs and events at our conferences and trade shows.
- Discipline-specific Institute programs.
- 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 handout archives and audio recordings of conference and trade show education sessions.



# advocacy

IAAPA tirelessly advocates the development, use, and advancement of safety standards around the world. We support sensible, effective safety legislation and regulation, and provide you with the necessary tools to stay active in the process.

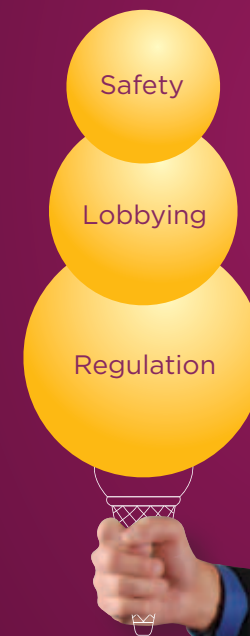
## In the United States, IAAPA helps you stay on top of legislative and regulatory issues through:

- Monitoring federal and state legislation — alerting you when you need to take action.
- Lobbying Congress and the executive branch on issues important to the industry such as:
  - Ride Safety
  - Health Care
  - Temporary Worker Visas
  - Americans with Disabilities Act (ADA) — Related Accessibility Issues
  - Toy Safety
  - Virginia Graeme Baker Act and Model Aquatic Code

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

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

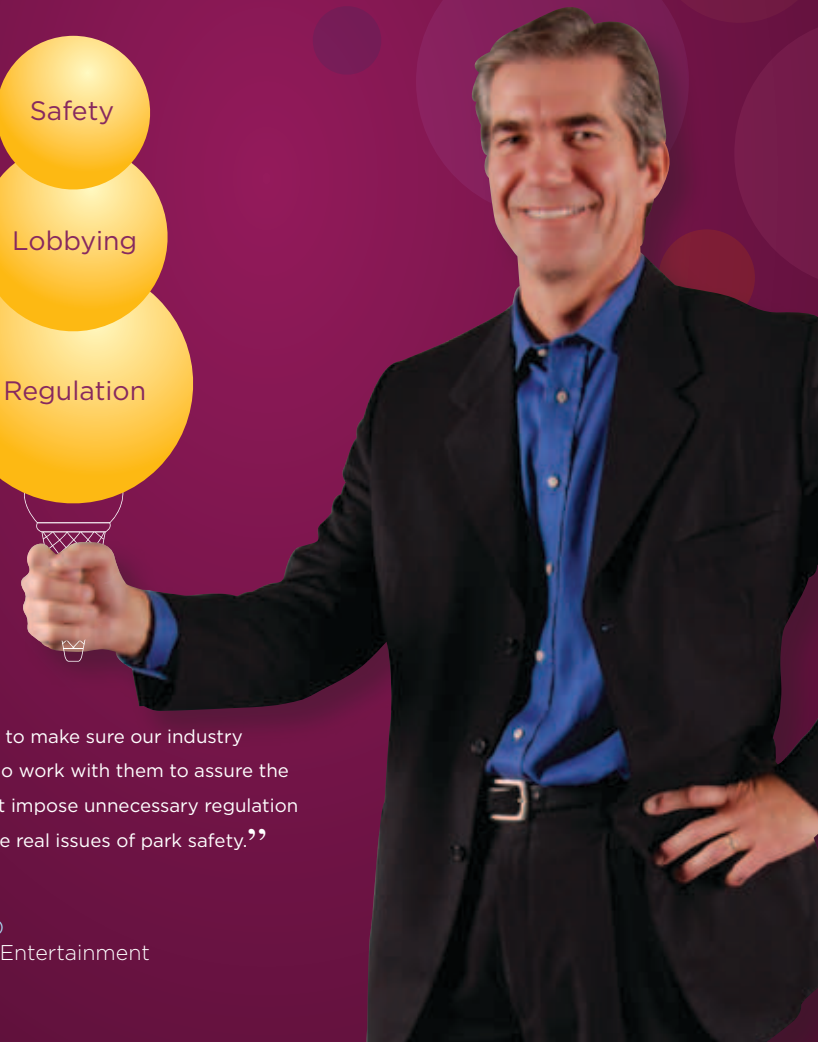
- For nearly three decades, IAAPA members have pioneered the development of amusement ride safety standards and worked closely with ASTM International to further the safety of the industry.
- IAAPA is the driving force behind industry safety and works with countries around the world on consistent safety standards.
- Every year, we require IAAPA members in the United States to provide ride-related injury data to the National Safety Council. This data helps demonstrate the industry's outstanding safety record to government officials and the press.
- IAAPA is the industry leader in safety education providing expert-led sessions at our Expos and hosting Safety Institutes around the world.



“We work with IAAPA to make sure our industry stays safe; but we also work with them to assure the government does not impose unnecessary regulation that detracts from the real issues of park safety.”

### JOEL MANBY

President and CEO  
Herschend Family Entertainment  
[www.hfecorp.com](http://www.hfecorp.com)



IAAPA members take advantage of educational and networking opportunities and assert their buying power at unparalleled industry events.

Innovation

Relationships

Global

“There is a direct line between our 18 years of membership in IAAPA to sales for Perky’s Pizza. IAAPA Attractions Expo is an event we count on every year to deliver us quality leads from around the world.”

**JIM HOWELL**

President and Chief Operating Officer  
Perky’s Pizza  
[www.perkys.com](http://www.perkys.com)

# worldwide expos

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.

**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, attendees are sure to find creative solutions, innovative products, and new business opportunities.

**EAS**

Euro Attractions Show

**EURO ATTRACTIONS SHOW** features more than 250 exhibitors and 8,000 participants — no other trade show in Europe offers such a comprehensive range of product categories, educational sessions, high-profile keynote sessions, and networking opportunities for the attractions industry.

**ASIAN**

Attractions Expo

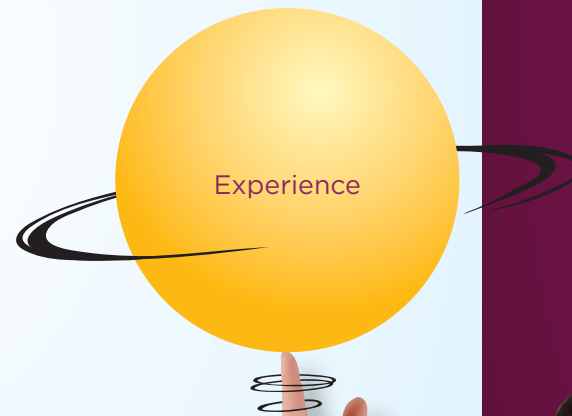
**ASIAN ATTRACTIONS EXPO** provides the best opportunity for members to tap into the Asian attractions industry. The show connects more than 150 exhibitors with 3,000 attendees from throughout Asia and around the world. Asian Attractions Expo offers attendees three days of education sessions, keynote addresses, exclusive attractions tours, and exhibits.

IAAPA connects buyers and sellers from around the globe through the online **INDUSTRY BUYERS’ GUIDE**, where all suppliers are listed and members and nonmembers alike have a direct link to the industry’s most innovative products and services.

# 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 that delivers all the important industry headlines from around the world.
- **www.IAAPA.org** serves as a portal, where members can access a wealth of information including the **Industry Buyers' Guide** and an online membership directory.
- IAAPA also offers access to research and other important industry information, including state of the industry, economic impact, and operational benchmarking reports and surveys.



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

"A global brand needs a global network. Our IAAPA membership connects us with fun products and services for our guests, as well as industry experience and education helping us grow and support our very important mission."

## TED MOLTER

Marketing Director  
San Diego Zoo  
[www.sandiegozoo.org](http://www.sandiegozoo.org)



# Experience the Power of Partnership

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

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

“Navigating economic tides is easier with the support and networking opportunities available from IAAPA. They keep us informed of business changes through webinars and publications, and even have a business pro on hand who is just a phone call away. IAAPA makes it easy for a family entertainment center operator to get the tools needed to stay on top.”

### **DOROTHY LEWIS**

Vice President, Marketing  
Fun Station Associates  
[www.funstationusa.com](http://www.funstationusa.com)



# IAAPA

International Association of  
Amusement Parks and Attractions  
1448 Duke Street  
Alexandria, VA 22314 USA

Tel: +1 703-836-4800  
Fax: +1 703-836-1192  
[membership@iaapa.org](mailto:membership@iaapa.org)

Join Today! • [www.iaapa.org](http://www.iaapa.org)

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