

THE GLOBAL ATTRACTIONS
INDUSTRY'S PREMIER EVENT



2021 SPONSORSHIP PROGRAM

CONFERENCE: Nov. 15-18, 2021

TRADE SHOW: Nov. 16-19, 2021



ORLANDO, FLORIDA

IAAPA.org/IAAPAE expo • [@IAAPAHQ](https://twitter.com/IAAPAHQ) | [#IAAPAE expo](https://twitter.com/IAAPAE expo)

“Building a strong relationship between Mack Rides and our customers is an important goal to us. At all IAAPA events, whether it’s the trade show or a leadership seminar, we find exactly that. It’s a large audience with the perfect mix for our company. Our sponsorship helps us reach the right people, so they become aware of us and want to utilize our services. We highly value our partnership with IAAPA and look forward to all the events that they organize.”

– THORSTEN KOEBELE, CHIEF OFFICER SALES & MARKETING, MACK RIDES • GMBH & CO KG

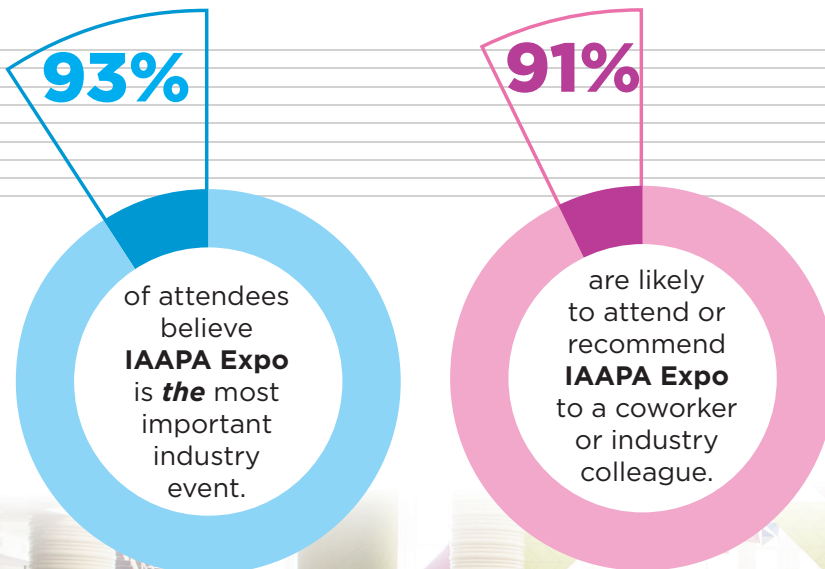
**Testimonial from IAAPA Expo 2019*

OUR SPONSORS ARE HAPPY!

MORE THAN
90%

of sponsors renewed their commitments from 2018 to 2019—boasting a high retention rate for the IAAPA Expo sponsorship program!

The majority of polled IAAPA sponsors in 2019 indicated IAAPA’s sponsorship program is “much better” and more rewarding compared to others they have experienced.



NEW OPPORTUNITIES IN 2021!

- ☆ Health and safety amenities
- ☆ Attendee giveaway
- ☆ Additional lounge areas

**Statistics from IAAPA Expo 2019.*

SPONSORSHIPS ARE LIMITED. CALL TODAY!

QUESTIONS? Phone: +1 703/850-4115 • Email: Sponsorship@IAAPA.org

SPONSOR OFFERINGS

Sponsorship is a powerful and effective way to extend brand recognition beyond booth space alone. **MAXIMIZE YOUR INVESTMENT** by identifying leads and driving sales at one of our targeted events or through pre-show and on-site branding opportunities. *Availability may be limited.*

SPECIAL EVENTS AND EDUCATION

● EDUCATIONAL SESSIONS (ALL)



IAAPA's educational sessions consist of roundtables, and workshops. The majority of session attendees are facility owners or general managers, and decision makers.

● GM AND OWNERS' BREAKFAST (LEADERSHIP BREAKFAST)

Generate brand awareness among facility owners, CEOs, general managers, and senior facility executives as they enjoy an executive-led keynote address and breakfast at one of the Expo's most high-profile events. Sponsoring this event provides premium visibility in front of this influential audience at IAAPA Expo.

● IAAPA BOARD OF DIRECTORS RECEPTION

This invitation-only event honors the 2021 IAAPA Board of Directors. Attendees include the IAAPA Board of Directors members, advisory board members, past chairs, IAAPA President and CEO Hal McEvoy, IAAPA leadership team, and more.

● IAAPA BRASS RING AWARDS GALA



Don't miss the opportunity to gain brand recognition during the marquee awards event at IAAPA

Expo. It is a perfect way for your company to reach the best industry marketing firms, park general managers, entertainment managers, retail managers, HR executives, show producers, FEC owners, and water park operators.

● IAAPA CELEBRATES EVENT (THURSDAY EVENING)

Join your colleagues for the biggest private event of the week! This is a prime opportunity to gain broad exposure as an elite sponsor and network with industry professionals, suppliers, and colleagues. Host facility will be revealed in early 2021.

● IAAPA CHAIRMAN'S RECEPTION



2021 IAAPA Chairman, Amanda Thompson, and incoming Chairman Ken Whiting will be honored at this invitation-only networking reception attended by the most influential industry leaders worldwide. More than 400 facility owners, CEOs, general managers,

IAAPA committee members, and senior facility executives will enjoy camaraderie and socializing. Sponsors are invited to come early for private introductions to VIPs, including IAAPA President and CEO Hal McEvoy.

● KICKOFF EVENT (OPENING CEREMONY)



The Kickoff Event is an action-packed presentation of news, entertainment,

and multimedia reports from every corner of the globe, as well as a sneak preview of what is ahead for the industry in 2022. This is the official opening ceremony of Expo week!

● LUNCH AND LEARN

Sponsorship of the Lunch and Learn provides an exciting opportunity to reach multiple constituencies at the week's largest lunch session, featuring a soon-to-be-announced keynote speaker.

● OPENING RECEPTION



Network with industry professionals, suppliers, and colleagues as IAAPA Expo 2021 gets into

full swing. This is a prime opportunity right at the start of the week's activities to generate brand awareness.

FOR TARGETED AUDIENCES

● AMUSEMENT PARKS AND ATTRACTIONS LUNCH

An unparalleled networking opportunity to reach this key constituency and spend quality time with potential clients.

● ASIA-PACIFIC BREAKFAST



For those companies conducting business or wanting to expand their business in Asia,

this is the ideal way to get to know and connect with leaders and decision-makers in this flourishing segment of the industry!

● CANADIAN BREAKFAST

This event is one of the few opportunities to get your company's brand and message in front of the most influential attractions industry professionals in Canada.

● CARNIVAL AND SHOWMEN'S RECEPTION

The Carnival and Showmen's Reception honors the traditions, participation, and support of the outdoor amusement business industry and members of the various showmen's leagues from around the world.

● EUROPE, MIDDLE EAST, AND AFRICA (EMEA) RECEPTION

This popular event is a rare opportunity to mingle with the most influential leaders in the EMEA region, while promoting your company's support and visibility.

● FAMILY ENTERTAINMENT CENTER (FEC) LUNCHES (3 LUNCHES)



Don't miss the opportunity to reach the FEC owners and operators at each of these luncheons.

“With clients all over the globe, being an IAAPA Platinum Sponsor has been one of our most valuable marketing resources. It gives us exposure with both current and prospective clients.”

— CINDY EMERICK WHITSON, SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT, DYNAMIC ATTRACTIONS

**Testimonial from IAAPA Expo 2019*

FOR TARGETED AUDIENCES

● FAMILY ENTERTAINMENT CENTER (FEC) RECEPTION

More than 500 FEC owners, executives, and industry attendees will network and socialize at this popular reception! Sponsors will be able to greet all attendees along with the IAAPA FEC Committee in the popular receiving line.

● IAAPA ROOKIES AND NEWCOMERS PROGRAM

Sponsor this growing program for newcomers to the industry, with a special focus on family entertainment centers (FECs). This THREE-day program features tours of local FEC facilities, education programming, and a reception.

● LATIN AMERICAN RECEPTION

For companies conducting business or wanting to grow their list of contacts in Latin America, this networking event is an ideal way to get to know the industry leaders and decision-makers in this region.

● MUSEUM AND SCIENCE CENTER RECEPTION

Don't miss this opportunity for valuable exposure to the museum and science center executives at their reception following their daytime education program.

● WATER PARK NETWORKING EVENT AND WATER PARK SOCIAL (2 EVENTS)

Sponsor these TWO exciting events to maximize your time with water park and resort executives, leaders, and operators from around the world. More than 600 water park and resort owners and operators will gather over the course of the show. It's a two-for-one deal!

● WATER PARK OPERATORS' LUNCH

Join water park colleagues from around the world to discuss the latest trends, challenges, and opportunities throughout the industry. Bring your best insights, challenges, and ideas to share in a roundtable format, and take away a new perspective and an expanded professional network.

● YOUNG PROFESSIONALS RECEPTION

Don't miss the chance to mingle with tomorrow's industry leaders at the Young Professionals Forum and Reception. Attendees are enthusiastic, career-minded individuals 35 and younger. This is the time to lay the foundation for your relationship with these leaders of the future.

● ZOO AND AQUARIUM DAY AND RECEPTION



Combining two important IAAPA buyer constituencies, the Zoo and Aquarium Reception provides a prime opportunity to put your company in front of some of the most forward-thinking professionals in the attractions market. Attendees will enjoy education sessions, a tour of an off-site facility, and a networking reception.

BRANDING, BANNERS, AND MORE

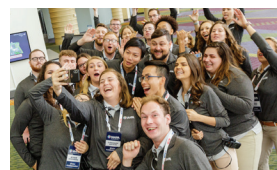
(PHOTO EXAMPLES AVAILABLE UPON REQUEST)



● AISLE SIGNS BRANDING

What a way to draw attention to your brand! Put your logo on the aisle signs and significantly increase your booth traffic! Spots are limited.

● AMBASSADOR SHIRTS BRANDING • EXCLUSIVE •



Sponsor will receive logo recognition on IAAPA Expo 2021 Show Ambassadors' shirts. They serve as the greeters, hosts, ticket-takers, ushers, guides, and overall go-to gurus at the Expo.

● ATTENDEE GIVEAWAY • EXCLUSIVE •

Get your logo in the hands of every attendee. In 2019 the attendee gift was reusable water bottles — options are endless in 2021!

● HEALTH AND SAFETY AMENITIES

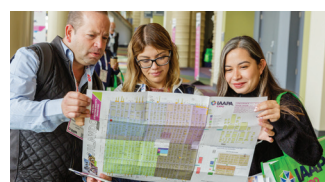
Play superhero and keep our attendees safe while promoting your brand! Contact IAAPA for details to sponsor and provide items such as hand sanitizers, masks, stickers to distance attendees, and other safety related products and/or services onsite.

● INTERNATIONAL BUSINESS LOUNGE; OTHER ATTENDEE LOUNGES • EXCLUSIVE •



These exclusive "lounge" sponsorships provide a benefit to attendees and allow your company to brand the lounge area to enhance the experience. ***This is exclusive to one sponsor per lounge.***

● ATTENDEE MAPS • EXCLUSIVE •



Have your logo featured on all of the printed maps of the IAAPA Expo 2021 trade show floor! Your booth will also be highlighted in a different color from other exhibitors, showcasing your company and booth location.

SPONSORSHIPS ARE LIMITED. CALL TODAY!

QUESTIONS? Phone: +1 703/850-4115 • Email: Sponsorship@IAAPA.org

"We are sponsors and exhibitors because we want to be seen as experts in the industry. We are not just here to talk to buyers; we want to be seen by industry influencers, and we want to be a part of the community."

- GATEWAY

"After 30 years, people know us. This year we invested in a sponsorship because we want to be seen as a partner to IAAPA. Because of it, we met IAAPA executives and others we weren't exposed to before."

- DIPPIN' DOTS

*Testimonials from IAAPA Expo 2019

BRANDING, BANNERS, AND MORE - CONTINUED (PHOTO EXAMPLES AVAILABLE UPON REQUEST)

● BADGES AND TICKETS • EXCLUSIVE • SOLD •

Receive exclusive logo recognition on ALL attendee badges, tickets, and wristbands.

● DIGITAL SCREENS IN LOBBY (30-sec. SPOT video on loop)



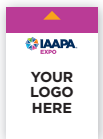
Now is your chance to have your company's video or highlight reel played on a loop during the entire week of the show on the screens in the South Concourse lobby.

There is no better way to get your message out to Expo attendees. Spots are limited for this opportunity; inquire early.

● EXPO BAGS • EXCLUSIVE • SOLD •

Have your logo carried throughout the Orange County Convention Center by sponsoring the Expo Bags for IAAPA Expo! Bags can include your booth number, logo/tagline, a one page insert/brochure, and even contact info. Final design and production managed by IAAPA. **This is exclusive to one sponsor only.**

● HOTEL KEY CARDS • EXCLUSIVE •



Put your company's logo, booth number, and message on the key cards distributed at the primary hotels adjacent to the Convention Center (Hyatt, Hilton, Rosen Centre) for a unique branding opportunity to thousands of show attendees.

● IAAPA THEATER NAMING RIGHTS • SOLD •

The IAAPA Theater is used throughout IAAPA Expo to host multiple premier events for attendees. This exclusive opportunity offers recognition in the naming of the theater and the opportunity to present your video at the special events held in this room. This is an exclusive sponsorship opportunity.

● LANYARDS - All 3 EXPOs (Global Sponsors Only) • EXCLUSIVE • SOLD for 2021 - inquire for 2022 •



Receive **exclusive** logo recognition on thousands of lanyards to be worn by all IAAPA Expo 2021 attendees. This opportunity is primarily offered at a global sponsorship level (also includes IAAPA Expo Asia and IAAPA Expo Europe). Pricing subject to final sponsor agreement.

● MOBILE APP • EXCLUSIVE • SOLD •



IAAPA Expos mobile app gives attendees access to exhibitor listings, product categories, education session information, and the floor plan on their web-enabled mobile device for all three IAAPA Expos. This sponsorship provides your company visibility all year round each time the app is opened.

● REGISTRATION CONFIRMATION EMAIL BRANDING

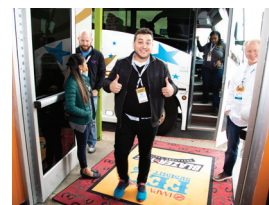
Don't miss the exclusive opportunity to have your company's logo featured on all confirmation emails sent to IAAPA Expo registrants.

● RESTROOM CLINGS BRANDING



Provide clings for all of the Orange County Convention Center restrooms to draw attention to your brand! Sponsor provides all clings and must follow convention center rules and regulations, as well as have IAAPA's approval.

● SHUTTLE BUS WRAPS BRANDING • EXCLUSIVE •



Be the official shuttle bus sponsor for IAAPA Expo and generate awareness to more than 25,000 riders about your brand as attendees come and go from the Orange County Convention Center. Branding includes bus wraps AND logo recognition on bus stops at the convention center.

● WI-FI • EXCLUSIVE • SOLD •

Free Wi-Fi is available to all attendees throughout the convention center the week of the show, and it can have your company's name on it. An exclusive sponsor will receive logo recognition on a splash page that refreshes daily on all mobile devices, as well as other standard Sponsor benefits outlined on the last page of this program.

SPONSOR MULTIPLE EVENTS AND PROGRAMS AND RECEIVE A DISCOUNTED BUNDLE PACKAGE.

CONTACT IAAPA FOR DETAILS ON EVENT EXCLUSIVITY, MULTIYEAR AGREEMENTS, AND GLOBAL SPONSORSHIPS.

SPONSORSHIPS ARE LIMITED. CALL TODAY!

QUESTIONS? Phone: +1 703/850-4115 • Email: Sponsorship@IAAPA.org

“IAAPA Expo is one of the most effective ways for us to reach FEC and attraction owners, as well as connect with our hundreds of existing customers. As a Gold sponsor, we receive an added boost and visibility that predictably drives traffic into our booth. IAAPA Expo continues to be one of our top producing trade shows, and our sponsorship is a key driver for the consistent return on investment we see each year.”

- BRANDON WILLEY, CEO, HOWND

*Testimonial from IAAPA Expo 2019

OVERVIEW OF BENEFITS

BENEFITS	SPONSOR LEVELS			
	SUPPORTING	SILVER	GOLD	PLATINUM
■ Provide giveaways at sponsored event (when applicable, and subject to IAAPA approval in advance)	●	●	●	●
■ Verbal recognition by event speaker (when applicable)	●	●	●	●
■ Special sponsor icon for emails and signatures	●	●	●	●
■ Special sponsor badge ribbons	●	●	●	●
■ Sponsor recognition on lobby signage	Text only	●	●	●
■ Recognition on IAAPA website	Text only	●	●	●
■ Recognition on event signage (where applicable)	Text only	●	●	●
■ Recognition in Trade Show Program (subject to change)	Text only	●	●	●
■ Recognition in Funworld issue	Text only	●	●	●
■ Social media recognition (when applicable)		●	●	●
■ Recognition in member emails (when applicable)		●	●	●
■ Digital booth listing and complimentary digital booth upgrade		●	●	●
■ Complimentary tickets to sponsored event, amount varies (when applicable)		●	●	●
■ Complimentary Expo registration (non-exhibiting sponsors)		●	●	●
■ Signage above trade show booth (400 square foot minimum for hanging banners; pedestal signs for smaller booths)		●	●	●
■ Booth floor stickers (exhibitors only)		●	●	●
■ Reserved seating/tables at sponsored event (when applicable)		●	●	●
■ Other special requests and customized benefits (with IAAPA's approval). <i>Customized sponsorships may include separate addendum with details.</i>			●	●
■ Invitation to Chairman's Reception (1 invite unless otherwise indicated)			●	●
■ Recognition in IAAPA News Daily email prior to show			●	●
■ Full attendee post-show email opportunity*			●	●
■ Full attendee pre-show email opportunity*				●
■ 30-second video at sponsored event when applicable (with IAAPA's approval four weeks in advance); OR PowerPoint slides included in session decks for Education Session sponsors or other places video may not be possible (when applicable)				●
■ Sponsor plaque				●
■ Platinum Sponsor Spotlight Session Speaking Opportunity				●

* Various deadlines apply for fulfillment of ALL sponsor benefits listed above. IAAPA does not distribute or sell attendee lists with email information — the email campaign benefit for Gold and Platinum Sponsors is managed by a third party vendor on behalf of IAAPA and the sponsor, and includes opt-in registrants only. For sponsor brochures/giveaways/videos, all must meet IAAPA's safety standards specifically as they relate to good taste and safe riding procedures (ie., no images of riders with hands in the air).

SPONSORSHIPS ARE LIMITED. CALL TODAY!

QUESTIONS? Phone: +1 703/850-4115 • Email: Sponsorship@IAAPA.org

Orange County Convention Center, Orlando, FL
CONFERENCE: Nov. 15-18, 2021 • **TRADE SHOW:** Nov. 16-19, 2021

2021 SPONSORSHIP AGREEMENT

COMPANY: _____ IAAPA MEMBER ID: _____

TOTAL INVESTMENT FOR SELECTED SPONSORSHIPS BELOW: _____

PRIMARY CONTACT: _____

CONTACT Email: _____ BILLING Email (IF different than contact email): _____

DIRECT PHONE: _____ MOBILE PHONE FOR ONSITE ACCESS: _____

ADDRESS: _____

CITY: _____ STATE/COUNTRY: _____ ZIP CODE: _____

BOOTH NUMBER (if applicable): _____ COMPANY URL: _____

SOCIAL MEDIA HANDLES (Twitter/Facebook/LinkedIn/WeChat): _____

*** PLEASE SEND A HIGH-RESOLUTION (300 dpi) VERSION OF YOUR LOGO, VECTOR FORMAT, WITH AGREEMENT (.eps, .ai, and/or .jpg)**

SELECT YOUR SPONSORSHIPS BELOW!

Non-exhibitors subject to \$3,000 additional fee and IAAPA's approval.
SPONSORSHIPS AND LEVELS: (See page 5 for Overview of Benefits)

SPECIAL EVENTS AND EDUCATION	SUPPORTING	SILVER	GOLD	PLATINUM
GM and Owners' Breakfast (Leadership Breakfast)			<input type="checkbox"/> \$16,300	<input type="checkbox"/> \$30,000
IAAPA Celebrates - Thursday Evening Special Event	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$16,300	<input type="checkbox"/> \$30,000	
Brass Ring Awards Event	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$25,500	
Kickoff Event (Opening Ceremony)	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$25,500	
Lunch and Learn	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$25,500	
Opening Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$25,500	
Educational Seminars (all sessions!)	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$25,500	
Board of Directors' Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$21,500	
Chairman's Reception	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$21,500	

EVENTS FOR TARGETED AUDIENCES	SUPPORTING	SILVER	GOLD	PLATINUM
IAAPA Rookies and Newcomers Program	<input type="checkbox"/> \$5,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$13,300	<input type="checkbox"/> \$24,500
Asia Pacific Breakfast	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Amusement Parks and Attractions Lunch	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Carnival and Showmen's Reception	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Europe, Middle East, and Africa (EMEA) Reception	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Family Entertainment Center (FEC) Lunches (3)	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Family Entertainment Center (FEC) Reception	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Latin American Reception	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Water Park Networking Event and Water Park Social (2)	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Zoo and Aquarium Day and Reception	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$23,500
Canadian Breakfast	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$11,300	<input type="checkbox"/> \$21,500
Museum and Science Center Reception	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$11,300	<input type="checkbox"/> \$21,500
Water Park Operators' Lunch	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$11,300	<input type="checkbox"/> \$21,500
Young Professionals Reception	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$11,300	<input type="checkbox"/> \$21,500

BANNERS, BRANDING AND MORE	SILVER	GOLD	PLATINUM
Lanyards (all 3 EXPOs) - Global Sponsors Only (exclusive) • SOLD for 2021 - Inquire for 2022 •			<input type="checkbox"/> \$75,500
IAAPA Theater Naming Rights • SOLD •			<input type="checkbox"/> \$55,500
Attendee Gift Giveaway (exclusive)			<input type="checkbox"/> \$36,500
Expo Bags (exclusive) • SOLD •			<input type="checkbox"/> \$35,500
Shuttle Bus Wraps Branding (maximum 10 buses) (exclusive)			<input type="checkbox"/> \$35,500
Digital Screens in Lobby - 30 second spot video on loop (limited)			<input type="checkbox"/> \$30,500
Aisle Signs Branding (limited)			<input type="checkbox"/> \$27,500
Ambassador Shirts Branding (exclusive)			<input type="checkbox"/> \$25,500
Attendee Lounges (exclusive to one sponsor per lounge)			<input type="checkbox"/> \$25,500
Badges and Tickets Sponsorship (exclusive) • SOLD •			<input type="checkbox"/> \$25,500
Hotel Key Cards (exclusive)			<input type="checkbox"/> \$22,500
Mobile App (exclusive) • SOLD •		<input type="checkbox"/> \$14,300	<input type="checkbox"/> \$22,500
WiFi (exclusive) • SOLD •		<input type="checkbox"/> \$13,300	<input type="checkbox"/> \$21,500
Attendee Maps (exclusive)		<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$21,500
Restroom Clings Branding	<input type="checkbox"/> \$8,500	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$26,000
Registration Confirmation Email Branding (limited)	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$12,300	<input type="checkbox"/> \$21,500

INQUIRE ABOUT BECOMING A GLOBAL SPONSOR



Receive added benefits at all IAAPA Expos in 2021 including added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, recognition in Funworld Magazine.

If you wish to reserve multiple (more than one) sponsorships, take advantage of the discounted **ADD-ON RATES** (not applicable to all opportunities):

- **Supporting ADD-ON: \$4,500**
- **Silver ADD-ON: \$6,000**
- **Gold ADD-ON: \$8,500**
- **Platinum ADD-ON: \$14,500**

PAYMENT DETAILS:

50% payment deposit due with agreement.
Remaining balance due by Aug. 6, 2021.

PAYMENT BY CREDIT CARD:

☐ Charge my credit card in the amount of US\$ _____

☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover Card

☐ Please auto-charge the remaining balance on Aug. 6, 2021.

Credit Card Number _____

Exp. Date: _____ / _____ CID Code: _____
(CODE ON BACK OF CARD)

Authorized Signature _____

Name (as printed on credit card) _____

PAYMENT BY CHECK:

☐ I will mail a check in the amount of US\$ _____

(Check must be drawn from a US Bank account)

Check #: _____

Please make checks payable to: **IAAPA**

Send to: IAAPA
Attention: Sponsorship Payment
4155 West Taft Vineland Road
Orlando, FL 32837 USA

PAYMENT BY WIRE TRANSFER:

☐ I will Wire Transfer in the amount of US\$ _____

Please add \$25. USD transaction fee for all wire transfers.

Send to: Bank of America
1501 Pennsylvania Ave., NW
Washington, DC 20005

ABA 026009593
Swift Code (if needed): BOFAUS3N

For Credit to IAAPA Account 0020-866-30597

There is no IBAN, BIC or anything else needed. Please be sure to identify yourself with the name of the company and member ID.

1. Signing this Agreement indicates firm commitment (non-cancellable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo 2021, in accordance with the corresponding rate card fees. A faxed, signed Agreement is also binding.
2. IAAPA and the sponsor or exhibitor named above ("Sponsor") agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No materials developed or intended for use in connection with the sponsorship activities will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the sponsorship selected, IAAPA will provide appropriate acknowledgment and recognition of the Sponsor in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/ or materials ("Sponsor Content") distributed by or on behalf of Sponsor must comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy (see item 7).
3. Sponsor agrees to indemnify and hold harmless IAAPA, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Sponsor's acts, omissions, or breach of this Agreement, or any actions or claims made by Sponsor, or any third party against Sponsor, under IAAPA's Intellectual Property Enforcement Policy (see item 7).
4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor under this Agreement will comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy (see item 7). Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA Expo 2021 (or any other IAAPA show) will not violate applicable laws or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Sponsor Content is owned and/or lawfully distributed by Sponsor. In addition, Sponsor warrants that it will not make any claims under this Agreement (e.g., under the Intellectual Property Enforcement Policy at item 7) that are not substantiated or that are prohibited by law.
5. Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA of the Agreement, IAAPA shall refund any sponsorship fees received by IAAPA prior to termination, minus any fees for services or benefits already provided.
6. Each of IAAPA and Sponsor shall be liable should it default or breach this Agreement. In addition, any third-party agency signing on behalf of the Sponsor will be held responsible for the fulfillment of this non-cancelable contract.
7. IAAPA does not support and does not wish to enable the infringement of any of its members' (that term is used herein to encompass any sponsor or exhibitor, whether or not a member of IAAPA) intellectual property. IAAPA has developed this Intellectual Property Enforcement Policy as a means to educate its members on intellectual property, and to afford some protections and recourse for disputes. As part of this Intellectual Property Enforcement Policy, IAAPA will work with its members to ensure that its members' rights are protected, maintained and managed properly. As such, IAAPA may approach Sponsor to request proof that any of the Sponsor Content that Sponsor uses, distributes or publishes is lawfully owned or displayed. IAAPA also reserves the right to request information from Sponsor in response to a potential complaint from another member.
 - a) Further, in an effort to ensure any claims or disputes between members are handled in a non-disruptive manner, IAAPA hereby agrees to provide Sponsor with the services of an intellectual property mediator ("IP Mediator").

The IP Mediator will provide assistance by evaluating potential intellectual property infringement claims and will work closely with IAAPA to issue any Sanctions (as defined below), if necessary.

- b) Sponsor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between members related to intellectual property or proprietary rights, as well as any violation of this Agreement. Sponsor understands and agrees to be bound by all decisions made by the IP Mediator and agrees such decisions are final, and shall not be subject to appeal or challenge.
- c) Sponsor understands and agrees that any member may lodge with IP Mediator a complaint against any other member, which after investigation may result in Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member. If, however, IP Mediator believes that the complaint is one that identifies a legitimate claim of intellectual property infringement, or a violation of any contract between Sponsor and IAAPA, the complaining member must pay to IAAPA a sum of \$2,500 ("Complaint Fee") to cover IAAPA's costs and expenses for the IP Mediator to evaluate and potentially take any further action and/or issue any Sanctions (as defined below). This Complaint Fee may be returned to the complaining member as part of the Sanctions, defined below.
- d) Sponsor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or IAAPA in their sole discretion and may include but shall not be limited to:
 - (i) the repayment by defending member to complaining member of the Complaint Fee,
 - (ii) the removal of any Sponsor Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Sponsor,
 - (iii) restrictions on access or services provided by IAAPA, or
 - (iv) a loss of membership to IAAPA; or
 - (v) a ban from any future sponsorship opportunity.
- e) Sponsor understands and agrees that any determination by IP Mediator and/or IAAPA to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce this Agreement or any other contract between Sponsor and IAAPA or (ii) when IP Mediator believes that the Sponsor Content (or any item distributed by the Sponsor) is potentially infringing on another's intellectual property or proprietary rights.
8. Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of this Agreement will be decided by binding arbitration in the State of Florida, USA. Specifically, all disputes between Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the Orlando, Florida, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of this Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Florida, USA.
9. Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement shall be discharged by abatement of the charges or a sponsorship/ advertising allowance

commensurate with the error for the particular sponsorship or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular sponsorship or advertisement in which the omission or error occurred. No adjustment is applicable to any free sponsorship or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

10. For the purposes of this Agreement, the following terms shall have the following meanings:
 - a) "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"); and
 - b) "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.
11. The parties acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
12. Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA; and (iii) Sponsor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
13. To the extent IAAPA processes Personal Data in a territory outside of the European Economic Area that does not provide adequate protection for Personal Data (as determined by applicable Privacy Legislation) the parties hereby enter into the Standard Contractual Clauses (controller to controller transfers) as approved by the European Commission on 27 December 2004, as amended, superseded or replaced from time to time ("SCCs"), which are incorporated by reference in, and form an integral part of, this Agreement, in respect of any transfer of Personal Data from Sponsor (as "data exporter") to IAAPA (as "data importer") where such transfer would be prohibited by applicable Privacy Legislation (or by the terms of data transfer agreements put in place to address the data transfer restrictions of applicable Privacy Legislation) in the absence of SCCs. With respect to Article 11(h) of the SCCs, IAAPA will process Personal Data in accordance with the data processing principles set forth in Annex A to the SCCs. The SCCs shall come into effect on the commencement of a relevant transfer as described in this item 13.
14. Sponsor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Sponsor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Sponsor has specified to the contrary in writing stating what data may not be so shared or transferred.
15. It is mutually agreed that, in the event that IAAPA Expo 2021 is canceled for any reason, then and thereupon this Agreement will be automatically terminated and IAAPA management will determine an equitable basis for the refund of a portion or all of the sponsorship fees received by IAAPA prior to termination, after due consideration of expenditures and commitments already made. IAAPA may postpone IAAPA Expo 2021 or decide to hold all or any part of IAAPA Expo 2021 virtually for any reason, and Sponsor acknowledges and agrees that in such an event, the Agreement shall remain in full force and effect for the virtual event or for the new IAAPA Expo 2021 dates. The parties acknowledge and agree that IAAPA shall not be in breach of this Agreement by virtue of the cancellation or postponement of IAAPA Expo 2021, or the decision to hold all or any part of IAAPA Expo 2021 virtually.

QUESTIONS OR REQUESTS? Contact Emily Popovich, Director of Global Sponsorships, at EPopovich@IAAPA.org or +1 703/850-4115.

PLEASE SIGN AND EMAIL TO SPONSORSHIP@IAAPA.ORG.

SPONSOR ACCEPTANCE: ☐ I HAVE READ AND AGREE TO THE TERMS AS SET FORTH ABOVE.

Authorized Signature: _____

Date: _____

Name (Print): _____

Title: _____