



The Leisure Industry's
Premier Event in Europe

BARCELONA, SPAIN
BARCELONA, SPAIN



SPONSORSHIP PROSPECTUS AND AGREEMENT

CONFERENCE & TRADE SHOW
September 27-30

2021

[IAAPA.org/IAAPAEurope](https://iaapa.org/IAAPAEurope)

@IAAPAHQ | #IAAPAEurope

“During these unprecedented times IAAPA is really acting as a connector between the parks, suppliers, and guests in an admirable and professional way by keeping us informed about the developments in our industry in general. The efforts of the entire IAAPA team to provide advice, support, and valuable information are highly appreciated. As a global exhibitor and sponsor, IAAPA Expos are important for us.”

.....
CHARLOTTE VAN ETEN, VEKOMA RIDES MANUFACTURING

ENHANCE YOUR EXPERIENCE WITH SPONSORSHIP

The **IAAPA Expo Europe 2021 Sponsorship Program** offers your company the unique opportunity to maximize on your exposure at the event and connect with vertical market segments in many different ways, while demonstrating your support for the attractions industry! Sponsorships differentiate your company from competitors and increase your corporate visibility before and during IAAPA Expo Europe, giving you access to attendees that you may not otherwise have.

72%

of polled IAAPA attendees indicated that they are **more likely to do business with a show sponsor.**

*Data received from SurveyMonkey, 2018.



IAAPA Expo EUROPE

is the **largest international conference and trade show for the leisure and attractions industry** in the Europe, Middle East, and Africa (EMEA) region.

SPONSORSHIP

OPPORTUNITIES & BENEFITS



SPECIAL EVENTS AND EDUCATION

OPPORTUNITIES	SUPPORTING	SILVER	GOLD	PLATINUM
Leadership Breakfast		☐ €9.000	☐ €14.000	☐ €22.000
Opening Ceremony		☐ €8.000	☐ €12.000	☐ €20.000
Conference Programme (Education Sessions)		☐ €8.000	☐ €12.000	☐ €20.000
Opening Reception		☐ €7.000	☐ €10.000	☐ €19.000
IAAPA Safety Institute		☐ €5.500	☐ €9.000	☐ €15.000
Attendee EDUTours		☐ €5.500	☐ €9.000	☐ €15.000
Lunch and Learns	☐ €4.000	☐ €5.500	☐ €9.000	☐ €15.000
Indoor Entertainment (FEC) Day	☐ €4.000	☐ €5.500	☐ €9.000	☐ €15.000
Water Park Forum	☐ €4.000	☐ €5.500	☐ €9.000	☐ €15.000
Young Professionals Forum and Reception	☐ €4.000	☐ €5.500	☐ €9.000	☐ €15.000

BRANDING, EXCLUSIVE NAMING RIGHTS, AND ATTENDEE SERVICES

OPPORTUNITIES	SUPPORTING	SILVER	GOLD	PLATINUM
Global Lanyards (SOLD OUT FOR 2021)	Contact IAAPA for wait list and pricing.			
IAAPA Lounge - Exclusive				☐ €25.000
IAAPA Theatre - Exclusive				☐ €25.000
Attendee Gift (as determined by IAAPA with consultation of sponsor) - Exclusive				☐ €20.000
Safety Solutions Partner (contact IAAPA for details)				☐ €20.000
Expo Bags - Exclusive			☐ €13.000	☐ €20.000
Badges and Tickets - Exclusive			☐ €14.000	☐ €19.000
Banners/Aisle Signs			☐ €10.000	☐ €17.000
Ambassador Shirts - Exclusive			☐ €10.000	☐ €17.000
Mobile App - Exclusive			☐ €10.000	☐ €17.000
Printed Maps		☐ €6.000	☐ €10.000	☐ €17.000
Registration Confirmation Email		☐ €6.000	☐ €10.000	☐ €17.000

ALL IAAPA Expo Europe Sponsors are required to be active IAAPA members. Multi-year and Global Sponsorships (sponsorship of all three IAAPA Expos) are available. Contact IAAPA for discounted pricing option.

Prices shown are for IAAPA Expo Europe exhibitors. Non-exhibiting sponsors subject to an additional €1000 as determined by IAAPA.

*Print deadlines apply to be included in the September 2021 issue of Funworld magazine, the official trade show program, and on-site signage.

**IAAPA does not distribute attendee lists with contact information. Process will be managed through IAAPA; Companies with multiple sponsorships will still only receive one email campaign. List is pulled by registration and includes companies who have selected to opt-in and receive emails.

SPONSOR MORE THAN ONE EVENT OR PROGRAM!

ADD-ON PRICING IS AVAILABLE

Add a sponsorship of a second or third event at the following 'add-on' rates (discounted rates do not apply to all opportunities):

- Supporting Organization Level: €2.500
- Silver Level: €3.000
- Gold Level: €6.000
- Platinum Level: €11.000

Inquire About Becoming a GLOBAL SPONSOR

Receive added benefits at **ALL IAAPA Expos** in 2021, such as added signage, social media recognition, recognition in IAAPA's News Daily, special sponsor badge ribbons, Global Sponsor plaque, recognition in November 2021 Funworld Magazine.



	SUPPORTING	SILVER	GOLD	PLATINUM
Logo recognition on the IAAPA Expo Europe website with a click-through to company's page	● (text only)	●	●	●
Logo recognition in the printed IAAPA Expo Europe Show Programme	● (text only)	●	●	●
Logo recognition on signage in IAAPA Expo Europe lobbies	● (text only)	●	●	●
Logo recognition in one issue of Funworld Magazine (deadlines apply)	● (text only)	●	●	●
Logo recognition on event signage	● (text only)	●	●	●
Recognition by event speakers and moderators	●	●	●	●
Complimentary tickets to special events (amounts determined by IAAPA)	●	●	●	●
Special sponsor badge ribbons	●	●	●	●
The ability to provide materials and/or giveaways at sponsored event (where applicable)	●	●	●	●
VIP reserved seating and tables at sponsored events (when applicable)		●	●	●
Complimentary registration for non-exhibiting sponsors to attend trade show		●	●	●
Recognition on tabletop booth signage for exhibiting sponsors		●	●	●
Upgraded digital booth listing		●	●	●
Other customizable benefits by request pending IAAPA approval		●	●	●
Recognition in IAAPA News Daily email (15,000+ industry recipients)			●	●
Mentions on IAAPA EMEA's social media pages (Facebook, Twitter, LinkedIn, when and where applicable)			●	●
Access to attendee mailings			● Full show email campaign, Pre- and Post-Show	● Full show email campaign, Pre- and Post-Show
Special sponsor plaque				●
Company video played at sponsored event (30 seconds; to be approved by IAAPA in advance; deadlines apply)				●

Customize a sponsorship that meets YOUR unique needs!
Together we can tailor a sponsorship specifically for your company.

Contact Emily Popovich at EPopovich@IAAPA.org or call +1 703/850 4115 to discuss the opportunities!

COMPANY DETAILS

SPONSORING COMPANY: _____

SPONSORSHIP OPPORTUNITY(IES): _____

SPONSORSHIP LEVEL: ☐ Platinum ☐ Gold ☐ Silver ☐ Supporting Organization

CONTACT PERSON: _____

EMAIL ADDRESS: _____

DIRECT PHONE: _____

MOBILE PHONE for ONSITE ACCESS: _____

BILLING ADDRESS: _____

VAT NUMBER: _____

WEBSITE URL: _____

SOCIAL MEDIA HANDLES: Twitter: _____ Facebook: _____ LinkedIn: _____

BOOTH # (if applicable): _____ MEMBER ID: _____
(Sponsors are required to be current IAAPA members)

TOTAL PRICE: € _____

**50% deposit payment by February 19, 2021.
50% balance payment by June 7, 2021.**

Note: Non-Exhibiting Sponsors may be subject to an additional fee of €1000 and are subject to IAAPA's approval.

PAYMENT DETAILS

50% deposit payment by February 19, 2021. 50% balance payment by June 7, 2021.

Only Belgian companies must pay VAT. Contact IAAPA for flexible payment plan options.

PAYMENT BY CREDIT CARD

Please charge the credit card listed below (select one) ☐ Visa ☐ MasterCard ☐ AMEX in the amount of € _____

CREDIT CARD NUMBER: _____

EXP. DATE: ____ / ____ CID CODE: _____

AUTHORIZED SIGNATURE: _____

NAME (AS PRINTED ON CREDIT CARD): _____

PAYMENT BY WIRE TRANSFER

☐ I will Wire Transfer payment in the amount of € _____

BELFIUS Bank, Account #068-241-3718-94 IBAN #BE87-0682-4137-1894 Swift Code (if needed): GKCCBEBB

Please identify yourself with your name, company name and member ID, send proof of payment to EPopovich@IAAPA.org.

Payment may not be properly applied if copy of wire transfer is not faxed or emailed.

Please note: In the following contract IAAPA EMEA stands for the International Association of Amusement Parks & Attractions Europe IVZW / AISBL, with its seat located at 9070 Destelbergen (Heusden), Steenvoordestraat 184, Belgium, registered in the KBO/BCE under the following number: BE0875.837.051.

1. IAAPA has developed IAAPA Expo Europe as a result of considerable time and effort and practical experience and IAAPA Expo Europe is associated with the highest standards of client care and quality of service.
2. Sponsor hereby confirms that it is authorized to use and to license the use of its trademarks, logos and copyrights for the purpose of promoting its goods and services and hereby grants to IAAPA Expo Europe a license to use Sponsor's name, trademarks, logos and copyrights for promotional purposes only at and in association with the 2021 IAAPA Expo Europe.
3. **Signing this agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for IAAPA Expo Europe, in accordance with the corresponding rate card fees. An email, mailed, or faxed signed agreement is binding.**
4. IAAPA Expo Europe and Sponsor agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA Expo Europe's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA Expo Europe'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 Expo Europe's advance review and approval. According to the sponsorship selected, IAAPA Expo Europe will provide appropriate acknowledgment and recognition of the Sponsor in accordance with applicable laws including Internal Revenue Service rules and regulations if applicable. All advertising must comply with IAAPA Expo Europe's advertising policies and procedures as determined from time to time by IAAPA Expo Europe.
5. Sponsor agrees to indemnify and hold harmless IAAPA Expo Europe, 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 contract.
6. Sponsor acknowledges and agrees that IAAPA Expo Europe may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA Expo Europe of the Agreement, IAAPA Expo Europe shall refund any sponsorship fees received by IAAPA Expo Europe prior to termination.
7. IAAPA Expo Europe and/or sponsor/exhibitor are liable should one or the other default. Any 3rd party agency signing on behalf of the sponsor/exhibitor will be held responsible for the fulfillment of this non-cancelable contract.
8. Sponsor understands that, as a trade association, IAAPA has a duty to ensure it is not supporting or acting in a manner that would be deemed as advancing the infringement of any of its members' intellectual property. IAAPA has developed the Intellectual Property Enforcement Policy as a means to educate its members on intellectual property. 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 are 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 the Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member.
- 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 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, (ii) restrictions on access or services provided by IAAPA, or (iii) a loss of membership to IAAPA; or (iv) 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 company's intellectual property or proprietary rights.
9. Sponsor agrees that IAAPA Expo Europe's liability (if any) on account of omissions or errors in such sponsorship or advertisement shall in no event exceed the amount of the charges for the sponsorship or advertisement which was omitted or in which the error occurred and such liability 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. Cooling-off Period:

- a) There is a 14-days cooling-off period from the date of signature.
- b) The sponsoring party can cancel this contract without any charges within the cooling-off period by given written notice to Sponsorship@IAAPA.org or by sending a registered mail to IAAPA offices in Brussels. IAAPA EMEA, Avenue Louise 65, Box 11. B-1050 Brussels, Belgium.
- c) The cooling-off period does not apply for contracts signed within less than 14 days from the commencement of the license period (September 24th, 2021).

11. Data Protection:

- a) Organizer, in its capacity as a data controller, including relating to its register of contacts for the IAAPA Expo Europe, will process Personal Data transferred by the Sponsor solely for purposes related to the performance of this Agreement and, where applicable, any other agreement also entered by Sponsor with Organizer. Organizer commits to always process such Personal Data (the "PD"), including sharing the PD and/or transferring the PD outside the European Union, its accordance with its valid and applicable Privacy Policy www.iaapa.org/privacy-policy and applicable privacy legislation, including in particular the General Data Protection Regulation ("GDPR").
- b) Sponsor in its capacity, as described in this Agreement, may also process PD related to data subjects as a controller of that data, for the purpose of carrying out its obligations under this Agreement. Sponsor commits itself to always obtain and process the PD, including sharing the PD with Organizer and/or transferring the PD outside the European Union, in accordance with its applicable Privacy notice and applicable privacy legislation, including in particular the GDPR.
- c) Should Sponsor transfer third party PD to Organizer, Sponsor guarantees it has properly notified the persons concerned that their PD may be transferred to third parties including the Organizer under this Agreement.
- d) Sponsor agrees and acknowledges that any data other than PD, which Organizer has obtained from Sponsor, may be freely shared with and transferred to Organizer and Organizer'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.
- e) Sponsor acknowledges and agrees that its use of the Internet access and WIFI service provided by the Fira Barcelona Gran Via shall be in compliance with the applicable terms and conditions of use and that it will abstain from sending or receiving any message, data, file, content or signal which is in breach of law and order, common morality, legislation on press infringements, Internet copyright protection law, laws on the protection of minors, trade secrets, private correspondence or private information on the Internet.
- f) Sponsor understands and expressly acknowledges it has been informed that its rights, and those of any third party users who log on and use the Internet access and WIFI service provided by the Fira Barcelona Gran Via, to access, modify, delete or object to the processing of personal data and to the transmission thereof.

Please sign and email to Emily Popovich at EPopovich@IAAPA.org and copy to Sponsorship@IAAPA.org.

SPONSORSHIP ACCEPTANCE: I have read and agree to the terms as set forth above.

AUTHORIZED SIGNATURE: _____

PRINT NAME: _____ DATE: ____ / ____ / ____