



THE ATTRACTIONS INDUSTRY'S PREMIER EVENT IN ASIA.

CONFERENCE: 8-11 June 2020 | TRADE SHOW: 9-11 June 2020

MACAO, CHINA

IAAPA Expo Asia 2020 Exhibitor Bulletin #2 – 25 February 2020

请见下面的中文翻译

IAAPA is closely monitoring the coronavirus (COVID-19) outbreak and has not yet made any changes to the IAAPA Expo Asia 2020 plan. We are aware important deadlines are approaching with regard to shipping materials and making travel plans. We are targeting to announce any possible changes regarding the status of IAAPA Expo Asia in mid-March. Please refer to the exhibitor [Frequently Asked Questions \(FAQ\)](#).

Exhibitor Services Guide – AVAILABLE NOW!

The exhibitor order forms and information for IAAPA Expo Asia 2020 are posted online at www.IAAPA.org/AsiaServicesGuide. This page contains all you will need to exhibit at the show. Here are links to some key documents:

- [Important Show Information](#) including location, show colors, floor loads, and overall key information relevant to all exhibitors
- [Exhibitor Schedule](#) including move-in and move-out details
- [Deadlines](#) for submitting required information and ordering equipment you will need on-site
- [Booth Layout/Design Guidelines](#) including height and signage restrictions
- [Shipping](#) including customs information and an on-site handling request form
- [Show Rules](#) including potential fees and loss of seniority points should you not abide by them
- Specific information for [Shell Scheme](#) exhibitors and [Raw Space/Modified Shell Scheme](#) exhibitors
- Order forms from official vendors including [carpet](#), [electrical](#), [furniture](#), and more.

All exhibitors—regardless of booth type, size, or products exhibited—are **required** to provide several items **in advance** to IAAPA. Those include the following:

- [Exhibitor Profile](#) for online and printed Show Program (due 5 April)
- [Booth Layout Form](#) (due 17 April)
- [Audience Participation Safety Form](#) (due 1 May)

These items can all be submitted in one location! Follow these easy steps:

1. Log in to your online booth at www.IAAPA.org/ExpoAsiaProfile.
2. Click “Edit Booth Info” to update your exhibitor listing.
3. Click “Exhibitor Required Documents” and then click the link for the required forms.

If you have trouble locating any information or have any questions, please refer to the [Contact Information](#) document for the appropriate person to assist you.

Exhibitor Registration is Open!

Complimentary exhibitor staff badges are provided for exhibitors and their staff working in exhibitor booths during the exhibition days. Exhibiting companies are allotted five (5) staff badges for the first 9 net square meters of exhibit space and two (2) staff badges for each increment of 9 net square meters of

exhibit space up to a maximum of 50 complimentary exhibitor badges. See the chart [here](#) for details. Additional staff badges are available at the early bird member/nonmember rate.

Guidelines:

- Registration includes complimentary access to the trade show floor. IAAPA exhibitor members also have complimentary access to the education conference.
- Exhibitors may purchase tickets to special events including the IAAPA Safety Institute, Opening Reception, and Leadership Breakfast during the registration process. Members save on ticketed event prices and have access to EDUTour tickets. Ticketed events require pre-registration, and space is limited. You are permitted (and encouraged) to purchase tickets for you and your customers. Please do not wait until your arrival on-site to purchase tickets, as they often sell out.
- Children under the age of 18 are NOT permitted on the trade show floor during move-in and move-out and should not be registered with exhibitor badges.
- Do not register buyers or any other nonexhibitors through the Exhibitor Registration site. IAAPA will charge a US\$150 penalty per exhibitor staff badge used by a buyer. Use the [Exhibitor Guest Program](#) to register current/prospective clients to attend IAAPA Expo Asia for free.

Instructions:

1. Go to the Exhibitor Registration site: <https://regs.huiyibaba.cn/iaapa/exhibitor/index>
2. Enter a few letters of your company/"exhibiting as" name and click the "Search" button.
3. Locate your company name, click the "Confirm" button, then click "Next."
4. Use your IAAPA Company ID as your password.
5. Once logged in click the "Register Personnel" button.
6. Once you complete a registration, you can come back to this screen to edit or delete a staff person. You can also click the "Edit" button if you need another copy of the confirmation or visa invitation letter (if completed).
7. You can make changes to your booth staff and register additional staff online until midnight **5 June (ET)**.
8. Badges are picked up on-site; details are included in the confirmation.

Warning: Nonofficial Vendors and Scams

Be aware that many companies inappropriately represent themselves as official vendors for IAAPA, especially offering services such as hotel rooms, audiovisual services, furniture, mailing lists, show guides, etc., in conjunction with an IAAPA trade show. It is always best to check the show's [Official Vendor list](#) before responding to their solicitation to determine if they are IAAPA-approved.

In addition, over the past few years, more and more companies have been fraudulently claiming to sell "IAAPA Attendee Lists." These lists are not from IAAPA events—IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. For more information click [here](#).

Final Booth Payment Deadline

The final booth payment has been extended to **16 March**. Payment can be submitted via wire transfer, credit card, or U.S. check. If you require an invoice, please send an e-mail to ExhibitSales@IAAPA.org. Exhibit booths must fully pay to receive their [Exhibitor Guest invitations](#), which will be available early April. To receive the member rate, ensure your IAAPA 2020 membership dues have been remitted. The booth rate will revert to the higher rate unless the dues are paid immediately. To request a membership invoice, contact the IAAPA membership team in your region: [North America](#), [Asia-Pacific](#), [Latin America and Caribbean](#) or [Europe, Middle East, and Africa](#).

Ready to Reach Buyers in the Asia-Pacific Region and Beyond?

Exhibitors have two fantastic publicity opportunities:

Funworld—the official magazine of IAAPA. The May edition reaches a readership of 47,000 global attractions professionals ahead of the industry's premier event in Macao, June 8-11. Advertise alongside a collection of stories on trends in the Asia-Pacific region and get bonus distribution on-site to 8,000 anticipated IAAPA Expo Asia participants in Macao. The advertising space deadline is **25 March** (if space is available).

IAAPA Expo Asia Trade Show Program—the official reference book that is handed to participants at registration. It gets referenced by attendees time and time again for its complete exhibitor list, event schedules, show information, and exhibitor advertising that can generate interest in your brand and products and lead traffic to your booth. The advertising space deadline is **7 April** (if space is available).

View the [2020 IAAPA Media Kit](#) for available advertising opportunities. Reserve ad space today by contacting Brian Skepton, senior director, advertising sales, at BSkepton@IAAPA.org and +1 321/319-7644 or Michelle Williamson, advertising and sponsorship coordinator, at MWilliamson@IAAPA.org and +1 321/319-7659.

Premium Sponsorships Available for IAAPA Expo Asia 2020

Focus on maximizing your visibility at this year's show. Sponsorship opportunities for IAAPA Expo Asia are now available to equip your team with one-on-one networking opportunities, spotlight your brand, and increase your sales leads and booth traffic. More than 20 of the industry's most recognizable and respected suppliers are already sponsoring this year's event. Opportunities are still available to sponsor the following: the prestigious Leadership Breakfast, the Opening Ceremony, the IAAPA Safety Institute Luncheon, and even the badges (exclusive)! All sponsorships are limited and first come, first served. View [IAAPA Expo Asia Sponsorship Opportunities](#) for information regarding sponsor benefits and contact Emily Popovich at EPopovich@IAAPA.org or +1 703/850-4115 to secure your spot now.

If you have any questions as you prepare to exhibit with IAAPA, please contact an IAAPA representative:

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2020 年 IAAPA 亚洲博览会 参展商通告#2

IAAPA 正在密切监视新型冠状病毒 (COVID-19) 的爆发，并且尚未对 2020 年 IAAPA 亚洲博览会作出任何调整。但我们也充分理解各参展商和观众在差旅安排、展品运输上所面临的时间节点，我们计划在 3 月中旬再对 IAAPA 亚洲博览会进行评估并做进一步决定。如有任何疑问，请参考[参展商常见问题](#)。

展商服务手册 - 可立即登陆！

2020 年 IAAPA 亚洲博览会参展商订购表格和信息已经在线发布 –

www.IAAPA.org/AsiaServicesGuide。本页面包含了展会所有重要事项。以下是一些关键文档的链接：

- [重要展会讯息](#) 包括地点、展厅颜色、有关展位设计图提交要求、高度限制和总体适用于所有参展商的重要信息
- [展会流程](#) 包括进场及撤场详情
- [截止日期](#) 提交所需资料及订购会场内需要的设备
- [展位布置/设计图指引](#) 包括展位高度及指示牌的限制
- [托运](#) 海关信息及现场装卸代理申请表
- [展会规则](#) 包括违反展会规则的潜在罚款及展出资历扣减
- [给标准展位参展商的重要信息](#) 及 [给光地/标改参展商的重要信息](#)
- 大会供应商订单表格包括 [地毯](#), [电力](#), [家具](#) 等

不管是什么展位类别、尺寸或展示产品，所有参展商均需于展会前向 IAAPA 提交以下文件：

- 在线、打印版会议及博览会会刊 [展商名单](#) (截止提交日期：4 月 16 日)
- [参展商简介](#) (截止提交日期：4 月 5 日)
- [展位设计图/布置](#) (截止提交日期：4 月 17 日)
- [观众参与安全表格](#) (截止提交日期：5 月 1 日)

以上文件都在线上同一个地方提交！请遵循以下简单步骤：

1. 登录您的在线展位：www.IAAPA.org/ExpoAsiaProfile。
2. 点击“Edit Booth Info”(编辑展位信息) 以更新您的展商名单信息。
3. 点击“Exhibitor Required Documents”(参展商所需文件)，然后点击所需提交或自选提交的表格链接，上载所需文件档案。

如有任何疑问，请参阅[展会及承办商联络人讯息](#)。

参展商登记现已开放

在展会期间，IAAPA 将会免费向参展商工作人员提供参展商工作人员胸牌。参展公司将获配参展商工作人员胸牌，配额标准为首 9 平方米净展位面积 5 张，随后每增加 9 平方米净展位面积增加 2 张，但参展商可获配的胸牌最多不超过 50 张。请参阅[下表](#)。额外的参展商工作人员胸牌可按早鸟会员/非会员价购买。

参展商工作人员胸牌使用指南

- IAAPA 成员之参展公司可免费进出展会和教育会议。非 IAAPA 成员参展商只能免费进出展会。
- 参展商可以在网上登记时购买特别活动的门票，包括 IAAPA 安全学院、开幕典礼、联谊招待会、业界领袖早餐会和教育考察团。名额有限，须预先登记。IAAPA 成员可在登记活动时节省更多。由于这些活动的门票经常会售罄，IAAPA 鼓励您和您的贵宾尽早购买这些特别活动的门票。
- 未满 18 岁之儿童严禁在布展和撤展期间进入展厅，并且不能登记使用参展商工作人员胸牌。
- 请不要在参展商登记网站给非参展商登记。若参展商将工作人员胸牌给买家使用，国际游乐园及景点协会 (IAAPA) 将对其收取每张胸牌 150 美元的罚款。
- 请不要在参展商登记网站给非参展商登记。若参展商将工作人员胸牌给买家使用，国际游乐园及景点协会 (IAAPA) 将对其收取每张胸牌 150 美元的罚款。请使用[参展商嘉宾计划](#)为现有/潜在客户登记，免费出席 IAAPA 亚洲博览会。

参展商登记说明

1. 请前往参展商登记网站：<https://regs.huiyibaba.cn/iaapa/exhibitor/index>
2. 输入公司/参展名称的首几个字母 (即合同上注明的“参展”名称)，然后单击“搜寻”按钮。
3. 找到您的公司名称后，单击“确认”按钮，然后单击“下一步”
4. 您的密码为您的 IAAPA Company ID。
5. 登录后，单击“登记人员”按钮。
6. 完成登记后，您可以返回此屏幕编辑或删除展位人员。如果您需要另一份确认信或签证邀请函 (如果已完成)，也可以单击“编辑”按钮。
7. 您于 6 月 5 日午夜 (东部时间)前，在线更改已登记的展位人员信息或登记更多展位人。
8. 胸牌须在现场领取，详情可在确认信找到。

警告：非大会指定供应商和诈骗

请注意，许多公司不恰当地表示自己为国际游乐园及景点协会 (IAAPA) 的大会指定供应商，特别是在 IAAPA 商展期间提供酒店客房、视听、家具、与会者通讯录、展会指南等服务。我们建议先查看展会的[大会指定供应商名单](#)，以确定他们是否获得 IAAPA 的批准。

此外，在过去几年，越来越多的公司以欺诈手段声称出售“IAAPA 与会者名单”。这些列表并不来自 IAAPA 活动 – IAAPA 不会出售或发布任何活动的与会者联系信息。为了保障贵司权益，请避免与这些非官方公司开展业务。欲了解更多信息，请点击[此处](#)。

展位费用的付款截止日期

展位费用的付款截止日期已延长至 **3 月 16 日**，参展商可以电汇、信用卡或美国支票缴款。如阁下需重开发票，请发送电邮至 exhibitsales@IAAPA.org。为免展位被取消，敬请在截止日期前缴付展位费。参展商必须全额缴付展位费才可领取[参展商嘉宾计划](#)之代码，详情将于 4 月上旬公布。如欲享用成员价格，请确保您已缴交 2020 年 IAAPA 成员费。如还未缴交成员费，展位费用将以非成员价格为准。如需成员费发票，请与您的地区成员部联系：[北美区](#)、[亚太区](#)、[拉美区](#) 或 [欧洲、中东及非洲](#)。

为吸引亚太及其他地区的买家作好准备了吗？

参展商有两个绝佳的宣传机会：

FUNWORLD – IAAPA 亚洲博览会的官方杂志。杂志的 5 月号将在博览会前将您的信息传递给超过 4.7 万的全球订阅者，您的广告将与一系列有关亚太地区趋势的专题刊登。与此同时，FUNWORLD 杂志将于博览会期间在现场派发给与会者。广告截止日期：2019 年 3 月 19 日（先到先得）。

IAAPA 亚洲博览会会议及博览会会刊 – 2020 年 IAAPA 亚洲博览会的官方指南，将于登记处派发给与会者。在重要展会信息旁边刊登广告，以获得最大的曝光率、增加展位流量及吸引更多买家。重要展会信息包括教育会议、特别活动日程及参展商列表。广告截止日期：2019 年 4 月 7 日。

立即查看 [IAAPA 2020 广告传媒资料](#)。广告位置有限；今天就预留您的广告位置！请联络高级广告销售总监 Brian Skepton 先生：手提电话：+1 703/981.5505；电邮：BSkepton@IAAPA.org 或广告及赞助销售代表 Michelle Williamson：手提电话：+1 321/319-7659；电邮：MWilliamson@IAAPA.org

2020 年 IAAPA 亚洲博览会赞助机会

确保您的展位后，接下来更需要提高您的知名度。现在您仍有机会成为 IAAPA 亚洲博览会的赞助商。这些机会能为您的团队提供一对一的交流机会、在展会时提高贵司的曝光率及增加展位流量。超过 20 家业界知名的制造商和供应商已成为今年澳门展会的赞助商。现在仍有机会赞助以下

活动：业界领袖早餐会、隆重的开幕典礼、IAAPA 安全学院午餐聚会及成为独家的胸牌赞助商！
这些赞助机会名额有限，先到先得。有关赞助福利请参阅[赞助商小册子和协议](#)及联系 Emily Popovich 小姐查阅有关赞助机会，电邮：EPopovich@IAAPA.org 或直线：+1 703/850-4115。

如对以上有任何疑问，请联络我们亚太区香港办事处：

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