



**IAAPA**<sup>®</sup>  
**EXPO**

THE GLOBAL  
ATTRACTIONS INDUSTRY'S  
PREMIER EVENT.

**CONFERENCE:** Nov. 16-19, 2020  
**TRADE SHOW:** Nov. 17-20, 2020

**ORLANDO, FL, US**

## **IAAPA Expo 2020 Exhibitor Bulletin #2 – July 16, 2020**

To access several of the direct links referenced in this email, please [log in](#) to the Exhibitor Services Guide first. Use your IAAPA Company ID as the Username and Password. If you need any assistance, please contact [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org).

### **Exhibitor Registration is Now Open!**

Complimentary exhibitor staff badges are provided for exhibitors to attend the trade show. While providing the names of your on-site staff, you can request a visa invitation letter, order move-in [wristbands](#), register for [special events](#), order [lead retrieval](#), approve or add an [exhibitor-appointed contractor](#), and book [housing](#). You will also be able to access the [exhibitor guest program](#) once it opens at the end of August.

#### **Exhibitor Registration Instructions:**

1. Go to the [Exhibitor Registration](#) site.
2. Enter a few letters of your company name (the “Exhibiting As” name noted on your contract).
3. Once you search and locate your company name, use your IAAPA Company ID as your password. If you cannot locate it, email [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org).
4. Once you get to the Dashboard, click the “Add/Edit Personnel” bar.
5. Click the “Add New Person” field to add additional staff. You can also click the “Register Alumni” bar if your company exhibited at IAAPA Expo 2019.
6. Request a visa invitation letter for the international staff members who require one. Click “Update” when finished.
7. Click the “Add Events” button next to the registrant’s name for whom you wish to purchase tickets for any special event functions that require a ticket as outlined [here](#). Tickets are limited and will sell out. Exhibiting members save 40%.
8. Once you have registered all your staff, click the Dashboard button. Click the “View Completed” bar to have the confirmation emailed to individuals you select on that page.
9. You can log into the [Exhibitor Registration](#) site to cancel or substitute staff names prior to when your badges are printed on site. Any changes can also be made on site at no charge if the badge has not been printed.

Full exhibitor registration guidelines and information can be found [here](#). [Register now!](#)

## **New Contract Addendum – All Exhibitors Should Complete**

We realize many of our exhibitors are from outside the United States and could potentially be impacted by travel restrictions at the time of Expo. IAAPA has drafted an addendum that will guarantee you a 100% refund of your booth fees should you be prevented from participating in the Expo due to a governmental order or regulation. If you feel that travel could potentially be an issue for your organization, please take the time to fill out the [addendum](#) and return to [ExhibitSales@IAAPA.org](mailto:ExhibitSales@IAAPA.org).

## **Seniority for IAAPA Expo 2020**

The IAAPA Manufacturer and Supplier Committee voted unanimously this week to freeze all seniority calculations going into 2021. All exhibitors who contracted for IAAPA Expo 2020 will not gain or lose any seniority based on their decision to participate or not participate as an exhibitor. If you have any questions, please feel free to contact our Global Sales Team at [ExhibitSales@IAAPA.org](mailto:ExhibitSales@IAAPA.org).

## **Best New Product Exhibitor Awards**

Do you have a new product or service that debuted between August 2019 and August 2020? If so, you may be eligible for a [Best New Product award](#) in conjunction with the IAAPA Brass Ring Awards. Submit your application [online now](#). The deadline to submit your application is **Aug. 21!**

## **Exhibitor Webinar: Exhibiting Success in the Wake of COVID-19**

It has been a challenging year for the attractions industry. IAAPA remains optimistic about the resilience of the professionals who work in the industry and the power of face-to-face events. [Join this webinar](#) to ensure your investment as an exhibitor is worthwhile and connects you with buyers for continued and future success. [Register now!](#)

## **Priority Move-Out Stickers Available**

Freeman offers a limited number of “priority” stickers available for exhibitors to receive their empty boxes or crates in an expedited manner during move-out. Priority stickers guarantee your box will be returned within 2 hours of the show closing. The cost is \$150 per sticker, and it must be purchased through [FreemanOnline](#).

## **Promote Your Presence at IAAPA Expo**

Now that you’ve contracted your booth space at IAAPA Expo 2020, [market your booth](#) as an exhibitor by using “We’re Exhibiting!” images on Facebook, LinkedIn, and Twitter! Don’t forget the official IAAPA Expo hashtag #IAAPAE expo. Customizable social media graphics are available [here](#). Below are a few sample tweets for your convenience:

- *Join us at #IAAPAE expo – the global attractions industry’s premier event. Register now and save: <http://IAAPA.org/IAAPAE expo>*
- *We’re exhibiting at IAAPA Expo 2020 at booth XX! Register now and save: <http://IAAPA.org/IAAPAE expo> #IAAPAE expo*

## Exhibitor Services Guide – Your Exhibiting Resource

If you haven't had a chance to check out the new IAAPA Expo 2020 [Exhibitor Services Guide](#), now is the time to get started. Use your IAAPA Company ID as the Username and Password to log in. You'll be able to easily track all the upcoming deadlines, order forms, and required documents for your company, which will save you time and money. Avoid reminders; get started now!

## Upcoming Deadlines

- Aug. 7 – Payment of Final [Exhibit Space](#)
- Aug. 21 – IAAPA Brass Ring Awards Application: [Best New Product](#)
- Aug. 18 – IAAPA [Webinar](#): Exhibiting Success in the Wake of COVID-19
- Aug. 31 – [Trade Show Floor Tour Sign-up](#)
- Sept. 1 – [Press Conference at IAAPA Expo](#)
- Sept. 9 – [Lead Retrieval](#)
- Sept. 18 – [Booth Layout Form](#) (required)

**For a complete list of upcoming deadlines, see the [Deadlines/To-Do Checklist](#) in chronological and alphabetical formats.**

## Quick Links

- [Exhibitor Services Guide](#) (order forms, show info, required documents)
- [Exhibitor Booth Staff Registration](#) (required)
- [Update Booth Profile for Attendees](#) (required)
- [Exhibit Hall Floor Plan](#)
- [Hotel Reservations](#)
- [Sponsorships](#) and [Advertising](#)

**For a complete list of links to exhibitor information, log in to the [Exhibitor Services Guide](#) using your IAAPA Company ID as the Username and Password to help guide you to exactly what you need!**

Did you miss the previous Exhibitor Bulletins? Find each past issue [here](#). If you have any questions about this information or need additional details relating to your booth at IAAPA Expo 2020, please email [Exhibitors@IAAPA.org](mailto:Exhibitors@IAAPA.org) or call +1 321-319-7643. Thank you!

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