

Orlando, FL

Conference: Nov. 15 – 18, 2021
Trade Show: Nov. 16 – 19, 2021

www.IAAPA.org/IAAPAE expo



The Global Attractions Industry's Premier Event

IAAPA Expo 2021 Exhibitor Bulletin #3 – August 25, 2021

Exhibitor Guest Invitations Now Available!

The Exhibitor Guest Program ensures your customers and prospects can attend the trade show—as your guest—for free. This is an excellent way for you to provide a personalized benefit to customers, increase your visibility, and strengthen your relationships with them at IAAPA Expo 2021. Both IAAPA members and nonmembers registering with an Exhibitor Guest Code will receive **free admission** to the trade show when they register online by **Friday, Nov. 12**. After Nov. 12 up to 10 of your unused allotment can be used on-site for any last-minute customers.

There are several ways to register Exhibitor Guests:

1. Provide the link to [Attendee Registration](#) and the Exhibitor Guest Code to the guests so they can register themselves. This is the easiest and preferred method.
2. Use the Invite a Customer feature to quickly send an invitation template to several customers and prospects at once. Log in to [Exhibitor Registration](#) and click the “Exhibitor Guest” bar to get started.
3. Register the guests yourself but be sure you have their **full** contact information before you begin, or you will not be able to complete the registration process. In addition, be sure you register your guests with **their** contact information (not your company name and address), or they will not be able to collect their badges on-site.

New this year: Your guests will use the [Attendee Registration](#) site to register and should enter your code on the profile page in the “Exhibitor Guest Code” field at the top to the page.

Profile

Please complete the following fields.

* indicates required fields.

If you have received a Promo/Discount Code,
please enter below: ?

Exhibitor Guest Code: ?

Refer to the [Exhibitor Guest Program](#) document to review all the information related to the program including:

- Allotments and how to increase them
- Verification process
- How to see who has registered with your code
- Exhibit staff use of guest badges
- And much more!

Booth Layout Submission – Required

All exhibitors need to complete the online [Booth Layout Form](#) in the Exhibitor Forms. In addition, if your booth is 20' x 20' (6.10m x 6.10m) or larger, if it features an inflatable of any size, or if you are requesting a variance to the [design/display guidelines](#), you must also submit a drawing of the proposed layout to IAAPA show management. Drawings must include a top, front, and side view of the exhibit and indicate all dimensions. The deadline is **Sept. 17**.

Update Your Company Information for the Show Program – Required

The IAAPA Expo Program is a reference guide available to all attendees at IAAPA Expo to make it easy for them to locate your products and services before, during, and after the show. The program contains the exhibiting company name, booth number, address, telephone, fax, website, and product categories. This information is also prominently listed on the [online floor plan](#) and [IAAPA Expos mobile app](#).

What should I do as an exhibitor?

Update your [online booth profile](#) by [logging in](#) to view your account and clicking “Update Basic Booth Info.” To log in, you will need your password which is listed on your booth confirmation. To view your current updates and see your current profile, visit the [online floor plan](#) and click on your company name. **The deadline is Oct. 4.**

Non-Official Contracts/EAC's

If you are using an [Exhibitor-Appointed Contractor](#) (EAC) at your booth who is not an [official service provider](#) at IAAPA Expo 2021, the provider must register through the [Exhibitor-Appointed Contractor \(EAC\) Registration](#) website; the contractor will upload an insurance certificate and sign the IAAPA-EAC Agreement. In addition, exhibitors must accept their EACs by logging into the [Exhibitor Registration](#) site and clicking the "EAC" button. The deadline is **Oct. 8**.

Upcoming Exhibitor Deadlines

Aug. 31 – [Trade Show Floor Tour Sign-Up](#)
Sept. 1 – [Press Conference at IAAPA Expo](#)
Sept. 20 – [Booth Layout Form](#) (required)
Sept. 26 – [Lead Retrieval](#) (1st Discount)
Sept. 27 – [Exhibitor-Appointed Contractor registration](#)
Oct. 1 – [Exhibitor Profile for Show Program](#) (required)
Oct. 4 – [Audience Participation Safety 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)
[Exhibitor Booth Staff Registration](#) (required)
[Update Booth Profile for Attendees](#) (required)
[Submission of Required Documents](#): Safety, Booth Layout
[Health and Safety Guidelines](#)
[Exhibit Hall Floor Plan](#)
[Archived Exhibitor Webinar](#)
[Hotel Reservations](#)
[Sponsorships](#) and [Advertising](#)
[Exhibitor FAQ regarding travel to Orlando](#)

For a complete list of links to exhibitor information, check out the [Exhibitor](#) page 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 2021, please email Exhibitors@IAAPA.org or call +1 321/319-7600. Thank you!

[Privacy Policy](#)

Email Exhibitors@IAAPA.org if you wish to be removed from receiving exhibitor bulletins.

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www.IAAPA.org/IAAPAEspo



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IAAPA Expo 2021 Exhibitor Bulletin #2 – July 30, 2021

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.
4. Once you get to the Dashboard, click the “Add/Edit Personnel” bar.
5. Click the “Add New Person” field to add additional staff.
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, go the Exhibitor Summary page. Click the “Send All Confirmations” button or you can send individually by click the Registration ID number next to the name.
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!](#)

Vendor Trade Show Tours Now Open

The trade show floor tours at IAAPA Expo are a way to showcase your latest innovations, newest products, and service solutions. This guided tour brings buyers directly to your booth for a brief overview of what you have to offer. The 2021 tours have been enhanced to include: food and beverage suppliers, games and merchandise, point-of-sale systems, virtual reality, and water park suppliers. There is no cost for exhibitors to participate; however, space is limited and available on a first-come, first-served basis. Click [here](#) to find out more information or click [here](#) to register. Deadline is **Aug. 31**.

Promote Your Presence at IAAPA Expo

Now that you've contracted your booth space at IAAPA Expo 2021, [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 premier event. Register now and save: <http://IAAPA.org/IAAPAE expo>*
- *We're exhibiting at IAAPA Expo 2021 at booth XX! Register now and save: <http://IAAPA.org/IAAPAE expo> #IAAPAE expo*

Announce Company News at IAAPA Expo

Does your company have a new product or service you would like to announce at IAAPA Expo 2021 in Orlando? You can take part in complimentary services including: scheduling a press conference, requesting the registered media list, and submitting new product information. To learn more, email PressOffice@IAAPA.org or visit [here](#). The deadline to request a press conference is **Sept. 1**.

Best New Product Exhibitor Awards Application Due Soon

A graphic for the IAAPA Brass Ring Award. It features a dark blue background with a grid pattern. The IAAPA logo, a colorful starburst, is on the left. To its right, the text "IAAPA" is in blue, and "BRASS RING AWARD" is in large, bold, gold letters. Below that, "EXHIBITOR: BEST NEW PRODUCT" is written in smaller gold letters. A dark blue banner at the bottom contains the text "APPLY NOW! IAAPA.org/BrassRingAwards" in white.

IAAPA | **BRASS RING AWARD**
EXHIBITOR:
BEST NEW PRODUCT

APPLY NOW! IAAPA.org/BrassRingAwards

Do you have a new product or service that debuted between August 2019 and August 2021? If so, you may be eligible for a [Best New Product award](#) in conjunction with the IAAPA Brass Ring Awards. [Apply online now](#). The deadline to submit your application is **Aug. 15!**

Final Booth Payment Deadline – Aug. 6

Full booth payment is due **Aug. 6** to maintain your current space and have access to the [Exhibitor Guest Program](#). To view your most recent invoice and make a payment, log in by

visiting www.IAAPA.org/ExpoInvoice, contact ExhibitSales@IAAPA.org, or call + 1 321/319-7600. Thank you in advance for your prompt payment!

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 must be purchased through FreemanOnline only.

Exhibitor Services Guide – Your Exhibiting Resource

If you haven’t had a chance to check out the [Exhibitor Services Guide](#), now is the time to get started. This web page includes links to all the information you need to know to exhibit at IAAPA Expo 2021. Bookmark www.IAAPA.org/ExpoServicesGuide so you don’t miss a thing!

Health and Safety Exhibitor Webinar

Did you miss this month’s Manufacturer and Supplier Webinar about Health and Safety at IAAPA Expos? It’s not too late to view the [recorded version](#). Health and safety continues to be IAAPA’s top priority for bringing buyers and sellers together at our live events. Make sure you’re prepared for what to expect in November.

Increase Your Success at IAAPA Expo through Advertising and Sponsorship

Advertising in IAAPA’s well-respected print and digital media serves to leverage your ability to create brand image awareness that can influence the most significant audience in the attractions industry – buyers! There are advertising opportunities in Funworld Magazine, the NEW online Show Daily, the Expo Program, IAAPA News Daily member emails, and on IAAPA.org. Take advantage of these targeted opportunities to maximize your presence at IAAPA Expo 2021. Contact Julie Rice-Witherell, Global Advertising Manager, at JRiceWitherell@IAAPA.org, for more details.

Sponsorship opportunities are now available to equip your team with industry credibility, spotlight your brand at the show, increase your booth traffic, and engage with decision makers firsthand. More than 40 of the industry’s most recognizable and respected suppliers are already confirmed Official Sponsors for events and programs at this year’s show. Opportunities are available to become a sponsor of the GM and Owners’ Breakfast, the Kickoff Event, the Opening Night Reception & Industry Awards, IAAPA Celebrates, shuttle bus branding, personalized giveaways such as hand sanitizers for all attendees, and more. View the Sponsorship Prospectus for benefits and details. Contact Emily Popovich, Global Sponsorship and Advertising Director, at EPopovich@IAAPA.org, to confirm.

Upcoming Deadlines

- Aug. 6 – Payment of Final [Exhibit Space](#)
- Aug. 15 – IAAPA Brass Ring Awards Application: [Best New Product](#)
- Aug. 31 – [Trade Show Floor Tour Sign-Up](#)
- Aug. 31 – [Lead Retrieval](#) (1st Discount)
- Sept. 1 – [Press Conference Request](#)

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IAAPA Expo 2021 Exhibitor Bulletin #1 – June 23, 2021

Thank you for your participation at IAAPA Expo 2021!

We look forward to making your exhibiting experience the best it can be. To ensure you don't miss any important information, updates, or reminders related to exhibiting at the show, you will receive email bulletins every three or four weeks with all the details you need to know. If someone else on your team should be receiving these, please let us know. Enjoy the first issue!

Health and Safety is Our Top Priority

IAAPA is focused on providing a safe and healthy environment for attendees, exhibitors, and our team at IAAPA Expos. IAAPA is working closely with our partners at the Orange County Convention Center (OCCC) and Orlando Health to develop and implement a comprehensive plan focused on a safe and successful IAAPA Expo 2021. IAAPA is also following the latest guidance and recommendations for large groups and meetings from the [US Centers for Disease Control and Prevention](#). The current health and safety guidelines are [here](#). Throughout the [Exhibitor Services Guide](#) you will find other health and safety tips to consider for your booth.

Please join the **Manufacturer and Supplier Webinar: Health, Safety and Your Exhibit at IAAPA Expo** July 14 at 10 a.m. EDT/4 p.m. CEST as we share what to expect while in Orlando at IAAPA Expo 2021. In addition, the IAAPA team will share considerations for exhibitors to ensure the safety of their staff and visitors. The presentation will be recorded for those not able to attend live and the slides will be available in Chinese after the session. Click [here](#) for more information and register [here](#).

Exhibitor Services Guide Now Available

IAAPA Expo 2021 is just over four months away, and now is the time to start thinking about all the things you need for your booth in Orlando. To help you prepare, the [Exhibitor Services Guide \(ESG\)](#) is now available online. The ESG is the #1 tool for planning a successful Expo experience. It contains all the order forms and information you will need. Here are some of the highlights:

- A [Step-by-Step Guide](#) – it's a great place to start!
- [Key/Important Show Information](#) including what's new and general show information.
- Complete exhibitor and event [schedule](#) (including move-in and move-out information).
- [Deadlines/To-Do Checklist](#) in both chronological and alphabetical order. If you don't want to miss a thing, this is a great form to keep posted next to your calendar.
- The new [Hand Carry Policy](#) for onsite as well as [Material Handling](#) and [Shipping](#) information.

- Vendor order forms including [electrical](#), [furnishings](#), [internet service](#), and [more](#). Online ordering for [Freeman](#) and Orange County Convention Center ([OCCC](#)) services.
- Rules and regulations related to [IAAPA](#), [intellectual property](#), and the [OCCC](#).

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

- [Booth Layout Form](#) (due Sept. 17)
- [Audience Participation Safety Form](#) (due Oct. 1)
- [Exhibitor Profile](#) for Show Program (due early Oct.)

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

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

All order forms and information can be found in the [Exhibitor Services Guide](#). We recommend you review the entire guide, so you don’t miss any details and ensure you have a successful show.

IAAPA Brass Ring Exhibitor Awards – All Exhibitors Eligible!

Recognizing the [Best New Product or Service](#) in the Global Attractions Industry and the [Best Exhibit Booth](#) at IAAPA Expo

What is the purpose?

- ☆ To recognize outstanding new products and services developed by IAAPA’s manufacturer and supplier members operating in an attraction
- ☆ To recognize the best booths at IAAPA Expo based on booth design, branding, staffing, and overall appeal

Who is eligible?

- ☆ IAAPA Members exhibiting at IAAPA Expo 2021
- ☆ Those who meet the award criteria

How do I win?

- ☆ A panel of judges, composed of IAAPA facility members, will evaluate all entries and select the winners in several Best New Product and Best Exhibit categories

What are the benefits to winning companies?

- ☆ Receive a prestigious award to display in your facility
- ☆ Listing on the Awards Winners display during IAAPA Expo 2021
- ☆ Printed in the Show Daily tabloid-size magazine during IAAPA Expo 2021
- ☆ Identified in press releases issued to industry trade publications
- ☆ Recognized during the GM & Owners Breakfast
- ☆ Printed in a future issue of IAAPA’s Funworld magazine
- ☆ Posted on the IAAPA website
- ☆ Provided with the IAAPA Brass Ring Award Winner logo to use on your website or advertising materials

There is no cost to enter. **Get started now—the deadline for Best New Product is Aug. 15!**

[APPLY ONLINE NOW!](#)

Warning: Non-Official Vendors and Scams

Be aware that many companies inappropriately represent themselves as official vendors for IAAPA, especially offering services such as hotel rooms, audiovisual, furniture, mailing lists, show guides, etc., in conjunction with an IAAPA trade show. It is always best to check the show's [Official Contractor 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](#).

Book Your Hotel Through the Official Housing Provider

onPeak is the only housing provider for IAAPA Expo 2021. We've negotiated travel discounts and secured a limited number of reduced-rate hotel rooms to make your trip to Orlando affordable. Rooms at the group rate are limited and available on a first-come, first-served basis. [Book](#) early for best selection and price! More information is available [here](#).

Increase Your Success at IAAPA Expo through Advertising and Sponsorship

Advertising in IAAPA's well-respected print and digital media serves to leverage your ability to create brand image awareness that can influence the most significant audience in the attractions industry – buyers! View the [IAAPA Media Kit](#) for advertising opportunities in Funworld Magazine, the onsite Show Daily and Expo Program, IAAPA News Daily member emails, and on IAAPA.org. Take advantage of these opportunities to maximize your presence at IAAPA Expo 2021. **Contact Julie Rice-Witherell, Global Advertising Manager, at JRiceWitherell@IAAPA.org, to confirm.**

Sponsorship opportunities are now available to equip your team with industry credibility, spotlight your brand at the show, increase your booth traffic, and engage with decision makers firsthand. More than 40 of the industry's most recognizable and respected suppliers are already confirmed Official Sponsors for events and programs at this year's show. Opportunities are available to become a sponsor of the GM and Owners' Breakfast, the Kickoff Event, the Opening Night Reception & Industry Awards, IAAPA Celebrates, trade show floor seating lounges, shuttle bus branding, personalized giveaways such as hand sanitizers for all attendees, and more. View the [Sponsorship Prospectus](#) for benefits and details. **Contact Emily Popovich, Global Sponsorship and Advertising Director, at EPopovich@IAAPA.org, to confirm.**

Exhibitor Registration

We're in the final stages of preparing and testing the [Exhibitor Registration](#) site for your on-site booth staff to register, purchase tickets, order wristbands, and request a visa invitation letter. Check the link early July or watch your email. You will need your IAAPA Company ID to login.

If you have any questions about this information or need additional details relating to your booth at IAAPA Expo 2021, please contact Exhibitors@IAAPA.org or +1 321/319-7643. Thank you!