



INTERNATIONAL ADVENTURE & TRAMPOLINE PARK ASSOCIATION
MORE THAN JUST TRAMPOLINES



IATP SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Elevate Your Brand



2024 Conference & Trade Show

Margaritaville Beach Resort
Hollywood, Florida
September 9 - 11, 2024

www.iatpevents.com



YOU'RE INVITED

You're Invited to Sponsor and Exhibit at IATP's 2024 Annual Conference. Elevate Your Business at the Ultimate Networking & Educational Adventure Park Conference for Owners, Operators, and Industry Vendors!

At this conference, we're not just about business – we're about adventure! With our carefully crafted theme of "Elevate," we set the stage for an exhilarating experience that promises to elevate your knowledge, skills, and industry connections.

Together, let's soar to new heights and ELEVATE!

Limited Exhibit Space
The only way to guarantee a spot in the exhibit hall is to be a sponsor!



SPONSORSHIP LEVELS

Sponsorships provide great brand awareness before, during, and after the show through marketing materials, social media, on-site signage, and post-show reports and communications.

Sponsorships are available on a limited basis and offer a variety of ways to give your company special recognition both on and off the trade show floor. Sponsors will be accepted in the order of date and time received.

Previous sponsors have first right of refusal. Sponsorships will earn you additional Priority Participation Points towards exhibiting in future years.

Limited Exhibit Space - the only way to guarantee a spot in the exhibit hall is to be a sponsor!

~~DIAMOND - \$15,000 (Exclusive)~~ **SOLD**

PLATINUM - \$10,000 (4 Available) Only 1 left

GOLD - \$6,500 (5 Available)

SILVER - \$4,500 (10 Available)



EXHIBIT SPACE

Why Exhibit?

Our members are entrepreneurs and professionals seeking best in class solutions, cutting edge ideas, and new contacts within the industry. Exhibiting provides valuable face-to-face time with our leaders and business owners. They are the decision-makers who buy, review, and sell the products and services you deliver.

What You Need to Know About Exhibiting

This year we will have 8x10 booth space in the exhibit hall and 6' tabletop displays outside of the exhibit hall. **BOTH are LIMITED in space!**

The only way to be guaranteed a booth inside the exhibit hall is by becoming a sponsor. Sponsorship sales are currently open, and you can review the options here.

Throughout the month of March, last year's exhibitors will be invited to exhibit and given the first right of refusal. They will be contacted in order of their priority points, and a waiting list will be created. This will not guarantee space in the exhibit hall, it will simply get you on the list for a booth. Determination for a booth or a tabletop will depend on the sponsorships sold and priority points.



EXHIBIT RATES & SCHEDULE

EXHIBIT HALL

8x10 Exhibit Space:

\$1,450

8x10 Corner Booth:

\$1,575

Each exhibit booth includes the following:

- 1 exhibitor attendee
- 6' skirted table
- 2 chairs and a wastebasket
- pipe, drapes, and carpet

LOBBY

6' Tabletop Display:

\$1,250

Each Tabletop includes the following:

- 1 exhibitor attendee
- 6' skirted table
- 2 chairs and a wastebasket

**Please note: this option is only available once the exhibit hall is sold out.*

ADDT'L EXHIBITOR ATTENDEE

\$150

EXHIBIT SET-UP

Exhibit Hall (N, E, S):
Monday 8 a.m. - 10 p.m.
Tuesday 8 a.m. - 3 p.m.

Exhibit Hall (N, E, S, W):
Tuesday 8 a.m. - 3 p.m.

LOBBY:
Tuesday 1 p.m. - 3 p.m.

EXHIBIT & TABLETOP EXCLUSIVE HOURS

Tuesday 3:30 p.m. - 7:30 p.m.
Wednesday 11 a.m. - 1:30 p.m.

EXHIBIT/LOBBY TEAR-DOWN


Exhibit Hall & Lobby:
Wednesday 1:30 p.m.

PRIORITY POINTS

As a supplier member of the International Adventure & Trampoline Park Association (IATP), you can earn points annually to gain priority access to exhibit at our annual conference. Priority Points are used to determine the order in which exhibitors can register and select their booth location.

- Exhibitors have the opportunity to select their booth, prioritized by the exhibitor with the most points first, to the least.
- IATP staff will contact a representative for each exhibitor to make this year's booth selection.
- If there is a point tie, priority is based on the date payment was received in full.
- After onsite booth selection ends, new exhibitors will be given the opportunity to select booth space by the date registrations were received.
- Failure to exhibit in consecutive years will reset points to zero.

HOW TO EARN VENDOR POINTS

- 100 points are earned for each booth space purchased by your company during each consecutive conference year.
 - Points are earned for exhibiting/sponsoring for up to five consecutive years with IATP. The maximum points that can be earned in this area are 1,500.
 - Past two consecutive years: 300 points
 - Past three consecutive years: 600 points
 - Past four consecutive years: 1,000 points
 - Past five consecutive years: 1,500 points
 - Companies that show support through monetary sponsorships earn 25 points for every \$100 in sponsorship of events.
 - Advertising with IATP earns points based on the prior 12 months.
 - IATP e-Newsletter: 10 points per issue
 - IATP Website: 50 points per ad run
 - 100 points are earned by participating in the Profitable Park Program.
 - 100 points earned for every new park member who joins IATP with the Refer a Park Program.
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SPONSORSHIP BENEFITS

Package include benefits listed below and on page 5

DIAMOND - \$15,000

- Host of Flip-Flop Fiesta Welcome Bash w/ Signature Drink and 10-minute Speech
- Host of GM Roundtable w/ Lunch
- IATP Supplied Conference Giveaway w/ Logo
- Product Showcase with General Manager Gathering
- Dedicated Signage Specific to the Diamond Sponsor
- Whova App Ad, plus Outreach Campaign
- Personalized Eblasts (4 total, 2 pre-conference, 2 post-conference)
- Ads in Monthly E-Newsletter (2 total, 1 pre-conference, 1 post-conference)
- LinkedIn Posts Include:
 - Ad spend, \$50 will be used per social media post on the page
 - Select one post to notify IATP's network
 - Select one post to be pinned on IATP's profile for one month
 - Receive a social media posting schedule
 - Thank you post to be posted 7 days after the conference with an image or video

Continued on next page

SPONSORSHIP BENEFITS

Package include benefits listed below and on page 5

PLATINUM - \$10,000 **ONLY 1 LEFT**

- Host of “It’s Five O’Clock Somewhere” Meet & Greet Reception w/ 10-minute Speech
 - Dedicated Signage Specific to Platinum Sponsors
 - Whova App Ad, plus Outreach Campaign
 - Personalized Eblasts (2 total, 1 pre-conference, 1 post-conference)
 - Ad in Monthly E-Newsletter (1 pre-conference)
 - Thank you post to be posted on LinkedIn within two weeks post-conference with an image or video
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GOLD - \$6,500

- 2-minute Speech During Wednesday’s “Cheeseburger in Paradise” Exhibit Hall Lunch
 - Ad in Monthly E-Newsletter (1 post-conference)
-

SILVER - \$4,500

- Ad in Monthly E-Newsletter (1 post-conference)

See additional benefits on next page

SPONSORSHIP PACKAGES

\$15,000

\$10,000

\$6,500

\$4,500

Diamond

Platinum

Gold

Silver

Free Conference Passes	8	6	4	2
Free Exhibitor Passes	6	4	3	2
IATP Membership	✓	✓		
8' x 10' Booth	2 BOOTHS	1 BOOTH	1 BOOTH	1 BOOTH
Conference Signage	✓	✓	✓	✓
Conference Giveaway	✓	✓	✓	✓
Recognition in Show Marketing	✓	✓	✓	✓
Silent Auction Item Display	✓	✓	✓	✓
Social Media Mentions	4	3	2	1
Banner Ad on IATP Website	✓	✓	✓	
Logo/Link on Website	✓	✓	✓	✓
Attendee List Pre-Conference	✓	✓		
Attendee List Post-Conference	✓	✓	✓	
Complimentary Electric	2 LINES	1 LINE	1 LINE	1 LINE

A LA CARTE SPONSORSHIPS

Sponsorships include signage, recognition at the event, and on the IATP website.

~~WEDNESDAY BREAKFAST - \$500 (2 SOLD)~~

Signage at breakfast and recognition on conference materials.

~~TUESDAY EVENING DRINK TICKET - \$500 (4 SOLD)~~

Signage at event and recognition on conference materials.

~~WEDNESDAY EXHIBIT HALL LUNCH - \$1,000 (3 SOLD)~~

Signage at lunch and recognition on conference materials.

REGISTRATION DESK - \$1,500 (exclusive)

Highly visible location brandable by an exclusive sponsor.

TUESDAY BUSINESS MEETING BRUNCH - \$1,500 (2 available)

Signage at event and recognition on conference materials, plus the chance to speak for 3 minutes to those in attendance.

~~LANYARDS - \$2,000 (SOLD)~~

Sponsor logo included on all attendee lanyards. IATP to supply.

EVENT KEY CARD - \$2,500 (exclusive)

Your personalized message will be included on all attendee's hotel room key cards.

CONFERENCE APP - \$2,500 (exclusive)

Highly visible location brandable by an exclusive sponsor.

CONFERENCE BAG - \$3,000 (exclusive)

IATP logo + sponsor logo included on all attendee conference bags.
IATP to supply.

MONDAY NIGHT FLIP FLOP FIEST ENTERTAINMENT - \$5,000 (exclusive)

Showcase your company during the Welcome Bash, you'll have the chance to speak for 3 minutes to those in attendance.

BEACHCOMBERS ADVENTURE AGENDA

Subject to change with the wind.

Monday, 9/9:

- TCI - Level 1 Course w/ Offsite Inspection Training
- Board & Committee Meetings
- GM Roundtable w/ Lunch
- Exhibitor Set-up
- Flip-Flop Fiesta Welcome Bash

Tuesday, 9/10:

- Parrothead Business Meeting Breakfast
- Education Sessions
- Exhibitor & Tabletop Display Set-up
- Exhibit Hall w/ "It's Five O'Clock Somewhere" Meet & Greet Reception

Wednesday, 9/11:

- Continental Sunrise Spread Breakfast
- Educational Sessions
- TCI Exam
- Exhibit Hall w/ "Cheeseburger in Paradise" Lunch
- Exhibit & Tabletop Display Teardown



MARGARITAVILLE BEACH RESORT

Hollywood, Florida

Reserve Your Room and Waste Away with Beachfront Views!

Bring your family and make the IATP Conference a beach vacay! You deserve a luxurious coastal vacation at Margaritaville Hollywood Beach Resort. Lounge on the endless summer sand, surf the salty ocean waves, soothe your mind and body at the St. Somewhere Spa and celebrate 5 O'Clock Somewhere, all day long.

The resort is only 6 miles from the Fort Lauderdale Airport and is nestled between the Atlantic Ocean and scenic Intracoastal Waterway.

Standard Room Rate: \$190

Book your room at www.iatpevents.com

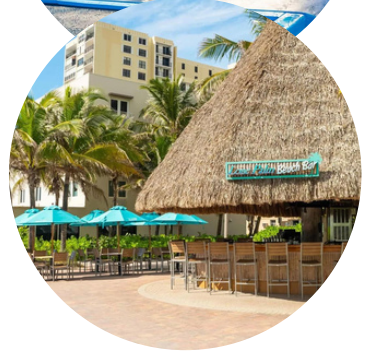


EXHIBIT INFORMATION

STAFFING EXHIBITOR BOOTHS

All exhibition booths must be staffed by exhibiting company representatives and all representatives must be registered for the conference. Each booth includes registration fees for one (1) company representative. Additional personnel required to staff the exhibition booth must purchase additional exhibitor registrations. Exhibitor registration includes: name badge, educational sessions, and all meals and events included on schedule that do not have an additional fee listed.

BOOTH SET-UP

The official set-up takes place during the designated hours. Please be aware that the use of glue, sticky tape, staple guns, nails, screws, etc. to fix materials to the walls, floor, and the ceiling is strictly prohibited in the entire hotel.

SERVICE INFORMATION

Exhibitors will receive an email from Steele Trade Show with a unique username and password once their booth is confirmed.

If you have questions, please contact: Rico Ibanez at rico@steeletradeshows.com. When finalized, the floorplan will be published on the conference website.

BOOTH & TABLETOP ASSIGNMENTS

IATP assigns all booth and tabletop space in a fair and equitable manner and considers the assignment of space as accepted unless rejected by the Exhibitor in writing within 14 days from the receipt of the exhibitor booth assignment confirmation. Sponsors will get first selection of space, once those are selected, previous exhibitors with the highest points will have the next selection, and so on.

EXHIBIT RULES & REGULATIONS

INSURANCE & LAYOUT APPROVAL: We require insurance certificates from all exhibitors. Additionally, all booth spaces larger than 8 x 10 must complete a Booth Layout Form at least 60 days prior to the setup date for the show. Details regarding insurance requirements and Layout Forms can be found on the IATP website.

SUBLETTING/RESALE/SUBCONTRACTING OF EXHIBIT SPACE: Subletting or subcontracting of exhibit space to another member or non-member company is strictly prohibited. Staff from non-affiliated/non-exhibiting companies, present in a booth for "selling", is strictly prohibited. Resale of reserved or contracted exhibit space is prohibited and will result in the loss of accumulated priority points and other penalties. Exhibitors are prohibited from engaging in any exhibit activity in any space other than that which has been contracted.

BOOTH STAFFING: Your booth must remain intact and staffed during all open show hours. Any booths found unattended longer than 10 minutes will face penalties unless approved by IATP. All personnel working in a booth must be employees of the exhibiting company.

OUTBOARDING POLICY: Outboarding is defined as marketing, sales, and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. We ask that any events are scheduled outside of the scheduled IATP exhibit times.

SUITCASING POLICY: Please note that while all meeting attendees are invited to the exhibit hall, any attendees who are observed to be soliciting business and have not registered as an exhibitor on the exhibit floor or in the facility in which the IATP conference & trade show is taking place will be asked to return their conference attendee badge and to leave the facility immediately. Violators will not be allowed to return to the IATP conference & trade show, and no refunds will be made.

INTELLECTUAL PROPERTY CODE OF CONDUCT POLICY: Any company displaying any materials, photographs or products which are not their legal property, or which they have not obtained appropriate permission to display at the IATP trade show, may be subject to legal action by the rightful owners of these materials, photographs, or products. Members who do not adhere to this code of conduct will forfeit their IATP membership and will be required to leave the trade show as well as prohibited from future IATP events.

VIOLATIONS AND PENALTIES: In its sole discretion, IATP will be assessing penalties for rules and regulations violations on the show floor during IATP Trade Show. IATP will give exhibitors two warnings (when applicable) and then apply an appropriate penalty. The Board and Associate Committee of IATP have determined penalties in advance, which could range from mild (cessation of product demonstration) to severe (loss of exhibitor priority, seniority points, and a monetary fine). Violations may be added or amended at any time as is seen necessary by Board members. Penalties include but are not limited to; loss of one to five years of exhibit seniority, booth closure, exhibitor suspension, monetary penalty or a combination of penalties listed.

You can find a list of booth and safety violations and the suggested penalty that may be enforced on the IATP website.

FREQUENTLY ASKED QUESTIONS



FAQ

WHERE AND WHEN WILL THE 2024 CONFERENCE BE HELD?

September 9-11 at the Margaritaville Beach Resort in Hollywood, Florida.

WHO SHOULD ATTEND THE IATP CONFERENCE & TRADE SHOW?

All current and prospective owners and operators of adventure parks and all product and service suppliers related to the adventure industry.

WHAT IS THE EXPECTED ATTENDANCE?

We are anticipating 400-500 attendees and vendors at this year's event.

HOW ARE PRESENTERS CHOSEN FOR CONFERENCE WORKSHOPS?

If you are interested in presenting a workshop, please present your ideas to sarahd@indooradventureparks.org by March 29. All submissions to be reviewed and selected by the IATP Education Committee and AAI Board.

WHEN WILL THE EXHIBIT FLOOR BE OPEN?

The Trade Show floor will officially open at 3:30 p.m. on Tuesday, September 10th.

WHERE DO I REQUEST ELECTRIC, POWER, OR OTHER ELEMENTS FOR MY BOOTH?

Once you are registered, you will receive an email from Steele Tradeshow with a unique username and password. You will be able to use this link to order furniture and other booth items. For additional information contact: Rico Ibanez at rico@steeletradeshow.com. Exhibitors will order electric/power and AV equipment through Kalahari. Information will be sent to you from IATP with a link to an order form once you are registered. Additional charges apply.

WHAT IS THE DRESS CODE?

We're adventure park people and we're at the beach, wear your favorite Hawaiian shirt and your most broken-in flip flops and you'll be all set. We are casual and business casual at best. Come comfortable, prepared to network, educate, and ELEVATE!

WHAT IS THE CANCELLATION POLICY?

You may cancel without penalty if the cancellation request is received up to and including 45 days prior to the start of the conference. Due to financial obligations incurred by the IATP, a credit less 50% of the registration fee will be issued for requests received up to and including 21 days prior to the start of the conference. No refunds or credits will be issued on cancellation requests received less than 21 days prior to the start of the event.

DOES THE EXHIBIT HALL INCLUDE CARPET AND HOW TALL ARE THE CEILINGS?

The entire convention center is carpeted and the ceiling height in the Exhibit Hall is 18'.

QUESTIONS & RESERVATIONS



Sarah DiCello, Executive VP



Alexis Kierce, Director of Meetings & Member Services

We can't wait to see you in Florida this year!


This show will bring a different vibe than you've ever experienced.

Join industry leaders, park owners & operators, old friends, and colleagues for an unforgettable experience that transcends traditional conferences. Our beachfront location provides the perfect backdrop for an event that marries business with pleasure.

Contact Alexis Kierce at alexisk@indooradventureparks.org or at 717-910-4534 ext. 105 to reserve your sponsorship and exhibit space, or if you have any questions.

2025 SAVE THE DATE

**Monday,
September 8 -
Wednesday,
September 10**



**Harrah's AK-Chin
Maricopa, Arizona**