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## **IAAPA Readies to Help Move the Attractions Industry Forward with the Return of Three Global Expos in 2021**

*Registration Now Open for Events in Shanghai, China and Barcelona, Spain*

**ORLANDO, Fla., US (April 8, 2021)** – As the attractions industry continues to recover and look to the future, IAAPA, the global association for the attractions industry, is moving forward with plans to host its three IAAPA Expos later this year. With health and safety protocols in place, industry professionals will come together to learn, buy, and network in Shanghai, China; Barcelona, Spain; and Orlando, Florida, U.S.. To further complement this news, IAAPA also announced attendee registration is now open for IAAPA Expo Asia in Shanghai, and IAAPA Expo Europe in Barcelona.

“This past year has been unlike any other our association, and our industry, has ever encountered,” said IAAPA President and CEO Hal McEvoy. “Members have been looking to us to help them push the industry forward so guests around the world can safely return to the fun we are known for. The best way we can do this is by bringing the industry together for our global Expos. No matter what stage of reopening, re-emerging, or recovery members are in, they will be able to find inspiration, solutions, and new connections in Shanghai, Barcelona, and Orlando.”

### **IAAPA Expo Asia**

Since 1997, IAAPA Expo Asia has been the attractions industry’s premier event in Asia. This year, the Expo is returning to the Shanghai New International Expo Centre (SNIEC), where the event was last held in 2019. The in-person Expo will begin with IAAPA Expo Asia: 2021 Insights day on Tuesday, Aug. 10, followed by a dynamic trade show floor, additional education programs, and exclusive special events, August 11-13.

### **IAAPA Expo Europe**

Just over a month later, IAAPA Expo Europe will bring industry professionals to Barcelona. The event will take place at Fira Barcelona Gran Via across two halls. As the leisure industry’s premier event in Europe, the Expo will focus on helping participants reinvent, restart, and reconnect. The conference portion of IAAPA Expo Europe, special events, and additional education programs will take place Sept. 27 – 30, with an invigorating trade show floor September 28 – 30.

### **IAAPA Expo**

IAAPA’s third event, IAAPA Expo, the global attractions industry’s premier event, will

once again return to the Orange County Convention Center (OCCC) in Orlando, Florida this November. With more than 75 planned education sessions, the conference portion will run November 15 - 18, and the vast trade show floor will be open November 16 – 19. Attendees will also have the opportunity to attend exclusive networking events, take part in fundraisers for Give Kids The World Village, and more.

“As we plan all three shows, the health and safety of our exhibitors, attendees and team remain at the forefront of all that we do,” McEvoy continued, “The three Expo host venues are incredible partners and they are working with us to ensure we have in place the right safety measures, that meet industry standards and health guidelines.”

IAAPA has posted its current health and safety guidelines online, and will update as appropriate based on each Expo’s timing, location, and guidelines from local public and health authorities.

International attractions industry leaders, decision makers, and visionaries from all segments of the industry will participate in IAAPA Expos, including manufacturers and suppliers, and the owners and operators of theme and amusement parks, water parks, family entertainment centers, zoos, aquariums, science centers, museums, resorts, and more.

In addition to registration now being open for IAAPA Expo Asia and IAAPA Expo Europe, booth sales continue for all three Expos. Companies interested in exhibiting can contact the IAAPA Global Sales Team or visit [IAAPA.org/Expos](http://IAAPA.org/Expos). Unique advertising and sponsorship opportunities are also still available.

### **IAAPA 2021 Expos at a Glance**

#### **IAAPA Expo Asia 2021**

Shanghai New International Expo Centre  
Shanghai, China

Conference: August 10-13

Trade Show: August 11-13

[Registration Information](#)

[Exhibitor Information](#)

#### **IAAPA Expo Europe 2021**

Fira Barcelona Gran Via  
Barcelona, Spain

Conference: September 27-30

Trade Show: September 28-30

[Registration Information](#)

[Exhibitor Information](#)

#### **IAAPA Expo**

Orange County Convention Center  
Orlando, Florida, U.S.

Conference: Nov. 15-18

Trade Show: Nov. 16-19

Registration Information: Coming June 2021

[Exhibitor Information](#)

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### **About IAAPA**

Founded in 1918, IAAPA represents leading industry attractions and supplier companies, consultants, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, cruise lines, manufacturers, and suppliers.

The association's global headquarters and North America office are in Orlando, Florida, U.S. IAAPA also maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico. Additional information is available at [IAAPA.org](http://IAAPA.org) and through IAAPA's social media channels: @IAAPAHQ #IAAPA.

IAAPA

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