



# IAAPA<sup>®</sup>

## EDUCATION

# 2021 PARTNERSHIP OPPORTUNITIES PROSPECTUS

IAAPA provides ongoing education programs for industry experts to share best practices and expertise, develop in their roles, and keep skills sharp. Our programs reach all career levels across all constituencies and allow our members to enhance skills and practical knowledge, apply critical thinking, and build a path toward IAAPA Certification.

**Discover IAAPA's new and enhanced virtual offerings for 2021!**

Members can master core skills through self-paced online courses, join colleagues for a live and interactive virtual institute, and learn more about a member organization through a Partner webinar.

Fostering a culture of continuous professional improvement and a love for learning is important to us. **Join us as an IAAPA Partner in Education and together, we will enlighten and engage our industry.**

[IAAPA.org/ExpoEducation](https://IAAPA.org/ExpoEducation)

**PARTNERSHIP OPPORTUNITIES ARE LIMITED. INQUIRE OR CONFIRM TODAY!**

Contact Bethany Graham, Program Manager, Global Education and Member Services, at [BGraham@IAAPA.org](mailto:BGraham@IAAPA.org) or +1 321/319-7633 while opportunities are still available.



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## EDUCATION PROGRAMS

### IAAPA Webinars

- One-hour educational presentation; content curated by IAAPA committees
- IAAPA Webinars focus on best practices and current issues facing Amusement Parks and Attractions, Family Entertainment Centers, Manufacturers and Suppliers, Museums & Science Centers, Water Parks, Young Professionals, and Zoos & Aquariums.
- Topics include Communications, Entertainment, Facility Operations, Financial Management, Food and Beverage, Government Affairs and Research, Human Resources, Information Technology, Marketing, Merchandising and Games, Operational Safety, Public Relations, Security, and more.
- May be accessed live or on-demand via the IAAPA Webinar Archive

#### PARTNER BENEFITS INCLUDE:

- Recognition during one-hour educational webinar broadcast produced by IAAPA
- “Proud IAAPA Education Partner” icon for email signatures and social media
- Logo Placement
- IAAPA event page
  - » Registration site
  - » Registration confirmation page
  - » Registration confirmation email
  - » IAAPA Marketing slides
  - » “Waiting to View” Screen
  - » Webinar follow-Up email
- Participants may opt-in for email communication from Partner during registration.
- Limited to 3 partners

**\$500**

### Partner Presents

- One-hour webinar highlighting products or services; content curated by Partner.
- IAAPA markets to members within the target constituencies, manages registration, and supports the live broadcast.
- May be accessed live or on-demand via the IAAPA Webinar Archive

#### PARTNER BENEFITS INCLUDE:

- One-hour webinar broadcast highlighting your services, products, or thought leadership
- “Proud IAAPA Education Partner” Icon for email signatures and social media
- Logo Placement
  - » IAAPA event page
  - » Registration site
  - » Registration confirmation page
  - » Registration confirmation email
  - » IAAPA Marketing slides
  - » “Waiting to View” Screen
  - » Webinar follow-up email
- Participants may opt-in for email communication from Partner during registration.
- Availability: 12

**\$1,500**

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## EDUCATION PROGRAMS-CONTINUED

### Virtual IAAPA Safety Institute (2-Day Program)

- Safety is the attraction industry's priority: safety for guests, safety for employees, and the safe operation of facility and equipment.
- This curriculum-based institute provides an opportunity for entry-level attractions operators to examine processes and learn best practices in ride standards, risk management, and safety compliance.
- Insightful presentations by attractions safety experts, industry consultants, manufacturers, and operators from all corners of the business.

#### PARTNER BENEFITS INCLUDE:

- Multi-day program
- Logo Placement
  - » IAAPA event page
  - » Registration site
  - » Registration confirmation page
  - » Registration confirmation email
  - » IAAPA Marketing slides
  - » "Waiting to View" Screen
- Includes one program registration (4 CEUs)
- "Proud IAAPA Education Partner" Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.
- Limited to 5 partners

**\$1,500**

### Virtual IAAPA Safety Institute (5-Day Program)

- The attractions industry's premier professional development program for leaders with five or fewer years' experience in attractions management.
- Participants gain a solid understanding of the key disciplines and processes required to manage a successful attraction.
- Content covers Revenue Operations, Marketing & Public Relations, Human Resources & Leadership, Finance & Accounting, and Facility Operations & Safety.

#### PARTNER BENEFITS INCLUDE:

- Multi-day program
- Logo Placement
  - » IAAPA event page
  - » Registration site
  - » Registration confirmation page
  - » Registration confirmation email
  - » IAAPA Marketing slides
  - » "Waiting to View" Screen
- Includes one program registration (10 CEUs)
- "Proud IAAPA Education Partner" Icon for email signatures and social media
- Participants may opt-in for email communication from Partner during registration.
- Limited to 5 partners

**\$2,000**

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## EDUCATION PROGRAMS-CONTINUED

### Online Learning Management System

- Educational marketplace offering self-paced, interactive online learning courses in multiple languages.
- Course topics for purchase include: Operational Safety, Security, Personal Development, Professional Development, and IAAPA First Steps Training programs.
- The Learning Management System is integrated into IAAPA.org.

#### PARTNER BENEFITS INCLUDE:

- “Proud IAAPA Education Partner” Icon for email signatures and social media
- Logo Placement
  - » Banner IAAPA.org Online Learning information page (Preferred Partner)
  - » Logo on IAAPA.org Online Learning information page (Partner)
  - » IAAPA Learning Management site – Main Page
  - » IAAPA Marketing slides
  - » Link to sponsor website
  - » 1-year term
- Limited to 1 Preferred Partner, 5 Partners

### \$2,500/\$5,000 Preferred

### IAAPA Online Bookstore

- Users access an online store offering research material.
- Resources focus on in-depth research and practical concepts on attractions management.
- Available options include: Benchmark Reports, Employee Handbooks, and magazine subscriptions. Some resources are available in Spanish.
- The IAAPA Bookstore is integrated into IAAPA.org.

#### PARTNER BENEFITS INCLUDE:

- “Proud IAAPA Education Partner” Icon for email signatures and social media
- Logo Placement
  - » Banner IAAPA.org Bookstore page (Preferred Partner)
  - » Logo on IAAPA.org Bookstore information page (Partner)
  - » Bookstore site – Main Page
  - » IAAPA Marketing slides
  - » Link to sponsor website
  - » 1-year term
- Limited to 1 Preferred Partner, 5 Partners

### \$1,000/\$2,500 Preferred

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# PACKAGES AND PRICING

**YES! We want to be an IAAPA Education Partner**

**PLEASE SELECT ONE:**

<input type="checkbox"/>	<b>PRIME PARTNER</b>	<input type="checkbox"/>	<b>PREMIER PARTNER</b>	<input type="checkbox"/>	<b>PLATINUM PARTNER</b>
	1x IAAPA Webinar 1x Partner Presents 1x 2-Day Institute 1x 5-Day Institute <hr/> <b>Total \$4,000</b> <i>Value \$5,500</i>		4x IAAPA Webinars 1x Partner Presents 1x 2-Day Institute 1x 5-Day Institute <hr/> <b>Total \$5,000</b> <i>Value \$7,000</i>		12x IAAPA Webinars 2x Partner Presents 2x 2-Day Institute 2x 5-Day Institute <hr/> <b>Total \$14,000</b> <i>Value \$16,000</i>

## A LA CARTE PARTNERSHIPS:

### IAAPA Webinars

- IAAPA Webinar Partnership \$500
- 3x IAAPA Webinar Partner Package \$1,200
- 10x IAAPA Webinar Partner Package \$4,500
- Annual Partnership (24 IAAPA Webinars) \$10,000

### Partner Presents

- Partner Presents \$1,500

### Virtual IAAPA Safety Institute

- 2-Day Program \$1,500
- 4x 2-Day Program (Annual Package) \$5,000

### Virtual IAAPA Institute for Attractions Managers

- 5-Day Program Partnership \$2,000
- 4x 5-Day Program Partnership (Annual Package) \$9,500

### Education Learning Management System

- LMS Preferred Partner Annual Package \$5,000
- LMS Partner Annual Package \$2,500

### IAAPA Bookstore

- Bookstore Preferred Partner Annual Package \$2,500
- Bookstore Partner Annual Package \$1,000



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# PARTNERSHIP COMMITMENT FORM

## COMPANY INFORMATION

MEMBER ID: \_\_\_\_\_  
(All IAAPA Partners Required to be IAAPA Members)

COMPANY: \_\_\_\_\_

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

SOCIAL MEDIA HANDLES: \_\_\_\_\_

**I WILL PAY BY CREDIT CARD**

FORM OF PAYMENT:  VISA  MASTERCARD  AMEX  DISCOVER

AMOUNT TO BE CHARGED: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CVV CODE: \_\_\_\_\_

NAME ON CREDIT CARD: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

**I WILL MAIL A CHECK**

Must be drawn from a U.S. Bank, payable to:

**IAAPA, 4155 West Taft Vineland Road, Orlando, FL 32837 USA**

Ref: (Your invoice number, provided by IAAPA)

**I WILL SEND A WIRE TRANSFER** (Must include a US\$25 transaction fee.)

**Bank of America, 1501 Pennsylvania Ave., N.W., Washington, DC 20005**

ABA 026009593 / Swift code (if needed): BOFAUS3N

For Credit to IAAPA Account 0020-866-30597

Ref: (Your invoice number, provided by IAAPA)

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## EDUCATION PARTNER AGREEMENT

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above partnership(s) for IAAPA Education offerings, in accordance with the corresponding rate card fees. A faxed or emailed signed Agreement is also binding.
2. IAAPA and the Partnering Company named above ("Partner") agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Partner product or service. No materials developed or intended for use in connection with the partnership activities will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the partnership selected, IAAPA will provide appropriate acknowledgment and recognition of the Partner in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/or materials ("Partner Content") distributed by or on behalf of Partner must comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy (see item 7).
3. Partner agrees to indemnify and hold harmless IAAPA, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Partner's acts, omissions, or breach of this Agreement, or any actions or claims made by Partner, or any third party against Partner, under IAAPA's Intellectual Property Enforcement Policy (see item 7).
4. Partner warrants and represents that any Partner Content provided or distributed by Partner under this Agreement will comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy (see item 7). Further, Partner warrants and represents that any Partner Content that it distributes at or in correlation with IAAPA Education offerings (or any other IAAPA show/event) will not violate applicable laws or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Partner Content is owned and/or lawfully distributed by Partner. In addition, Partner warrants that it will not make any claims under this Agreement (e.g., under the Intellectual Property Enforcement Policy at item 7) that are not substantiated or that are prohibited by law.
5. Partner acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA of the Agreement, IAAPA shall refund any partnership fees received by IAAPA prior to termination.
6. Each of IAAPA and Partner shall be liable should it default or breach this Agreement. In addition, any third-party agency signing on behalf of the Partner will be held responsible for the fulfillment of this non-cancelable contract.
7. **Intellectual Property Enforcement Policy:** IAAPA does not support and does not wish to enable the infringement of any of its members' (that term is used herein to encompass any partner or exhibitor, whether or not a member of IAAPA) intellectual property. IAAPA

has developed this Intellectual Property Enforcement Policy as a means to educate its members on intellectual property, and to afford some protections and recourse for disputes. As part of this Intellectual Property Enforcement Policy, IAAPA will work with its members to ensure that its members' rights are protected, maintained and managed properly. As such, IAAPA may approach Partner to request proof that any of the Partner Content that Partner uses, distributes or publishes is lawfully owned or displayed. IAAPA also reserves the right to request information from Partner in response to a potential complaint from another member.

- a. Further, in an effort to ensure any claims or disputes between members are handled in a non-disruptive manner, IAAPA hereby agrees to provide Partner with the services of an intellectual property mediator ("IP Mediator"). The IP Mediator will provide assistance by evaluating potential intellectual property infringement claims and will work closely with IAAPA to issue any Sanctions (as defined below), if necessary.
- b. Partner understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between members related to intellectual property or proprietary rights, as well as any violation of this Agreement. Partner understands and agrees to be bound by all decisions made by the IP Mediator and agrees such decisions are final, and shall not be subject to appeal or challenge.
- c. Partner understands and agrees that any member may lodge with IP Mediator a complaint against any other member, which after investigation may result in Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member. If, however, IP Mediator believes that the complaint is one that identifies a legitimate claim of intellectual property infringement, or a violation of any contract between Partner and IAAPA, the complaining member must pay to IAAPA a sum of \$2,500 ("Complaint Fee") to cover IAAPA's costs and expenses for the IP Mediator to evaluate and potentially take any further action and/or issue any Sanctions (as defined below). This Complaint Fee may be returned to the complaining member as part of the Sanctions, defined below.
- d. Partner understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or IAAPA in their sole discretion and may include but shall not be limited to: (i) the repayment by defending member to complaining member of the Complaint Fee, (ii) the removal of any Partner Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Partner, (iii) restrictions on access or services provided by IAAPA, or (iv) a loss of membership to IAAPA; or (v) a ban from any future partnership opportunity.
- e. Partner understands and agrees that any determination by IP Mediator and/or IAAPA to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce this Agreement or any other contract between Partner and IAAPA or (ii) when IP Mediator believes that the Partner Content (or any item distributed by the Partner) is potentially infringing on another's intellectual property or proprietary rights.

8. **Data Protection:**
  - a. For the purposes of this Agreement, the following terms shall have the following meanings: "Privacy Legislation" means all laws

and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"); and "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.

- b. The parties acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
- c. Should Partner transfer Personal Data to IAAPA, Partner represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA; and (iii) Partner has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
- d. Partner agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Partner, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Partner has specified to the contrary in writing stating what data may not be so shared or transferred.

9. Partner hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of this Agreement will be decided by binding arbitration in the State of Florida, USA. Specifically, all disputes between Partner and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the Orlando, Florida, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of this Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the State of Florida, USA.
10. Partner agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement shall be discharged by abatement of the charges or a partnership/ advertising allowance commensurate with the error for the particular partnership or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular partnership or advertisement in which the omission or error occurred. No adjustment is applicable to any free partnership or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

**Please sign and email to BGraham@IAAPA.org. I have read and agree to the terms as set forth above.**

NAME: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_