

IAAPA Selects Freeman for Euro Attractions Show 2016 and 2017

LONDON – 23 May 2016 – Freeman, the leading global provider of brand experiences and exhibitions, today announced that it has been selected by the International Association of Amusement Parks and Attractions (IAAPA) as the full service supplier for the Euro Attractions Show (EAS) in Barcelona in September 2016, and EAS 2017.

“The Euro Attractions Show is our flagship show in Europe and one that demands an excellent operational partner,” said Karen Staley, Senior Vice President, IAAPA EMEA. “Following an extensive competitive bidding process, we chose Freeman as our new partner for the next two years. During the selection process, Freeman demonstrated their operational excellence, fantastic customer service, wide breadth of service offerings, exhibitor engagement tools, and creative approach. We are excited to partner with them for EAS 2016 and look forward to a long and successful business partnership.”

Anthony Floreano, Managing Director, Freeman in EMEA, added: “We’re honoured to have the opportunity to work with IAAPA on this flagship event and play a key role in the delivery of an exceptional experience for all EAS participants. Our team worked extremely hard to demonstrate our full service capabilities, customer service and experience in delivering excellence, and it’s a testament to their hard work that we’ve been appointed as a partner to IAAPA.”

Freeman was awarded the contract in February 2016. The company will be responsible for the delivery of show elements, including design and build of stands, graphics, furniture, flooring, logistics and electrics. Included in the contract is Freeman’s Concierge Service and industry-leading online manual – Exhibitor Architect – which will provide a holistic pre, during and post show online solution for EAS and its exhibitors.

About Freeman

Recognised by *Advertising Age* as one of the world’s largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world’s leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive global network of offices, talent and partnerships, Freeman has the reach and access that is unmatched

in the industry. A family- and employee-owned company, Freeman is known for its 89-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 5,000 expositions annually and 12,500 other events worldwide. Freeman has been awarded six consecutive J.D. Power awards for the excellence of its Customer Call Centre. For more information, on Freeman visit <http://freemanco.com/> and Twitter:

www.twitter.com/freeman_emea_

About IAAPA

The International Association of Amusement Parks and Attractions (IAAPA) is the premier trade association for the attractions industry worldwide. Founded in 1918, IAAPA is the largest international trade association for permanently located amusement facilities and attractions and is dedicated to the preservation and prosperity of the attractions industry. IAAPA represents nearly 5,000 attraction, supplier, and individual members from more than 90 countries. The association's global headquarters is in Alexandria, Virginia, United States. The non-profit organization maintains regional offices in Brussels, Hong Kong, Mexico City, and Orlando. www.IAAPA.org @IAAPAHQ #IAAPA_

About EAS

Euro Attractions Show (EAS) is owned and produced by the International Association of Amusement Parks and Attractions (IAAPA) and managed by IAAPA EMEA, and is the premier conference and trade show dedicated to the attractions industry in the EMEA region. With its theme "Where the Business of Fun Begins," the show will take place in Barcelona, Spain, with more than 9,000 industry professionals from more than 90 countries gathering to buy, learn, and network. The conference takes place at the Fira Barcelona, Gran Via, Barcelona Exhibition Centre from Sunday, 18 Sept., through Thursday, 22 Sept. The 11,500-net-square-meter trade show floor will be open Tuesday, 20 Sept., through 22 Thursday, Sept. Additional information is available at www.IAAPA.org/EAS #EAS16

Social Networks:

Web: www.freemanco.com

Blog: www.blog.freemanco.com

Twitter: www.twitter.com/freemanco

Facebook: <https://www.facebook.com/freemanfans>

LinkedIn: <https://www.linkedin.com/company/the-freeman-company>

YouTube: <http://www.youtube.com/user/FreemancoVideos>

SlideShare: <http://www.slideshare.net/freemanco/>

Instagram: <https://www.instagram.com/freemancompany/>

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