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Press Release

FOR IMMEDIATE RELEASE

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Setpoint to sponsor IAAPA's Centennial Celebration at Universal Studios Florida

OGDEN, UT – November 5, 2018 – Setpoint, a JR Automation company, is proud to announce their Platinum Sponsorship of this year's International Association of Amusement Parks and Attractions (IAAPA) Centennial Celebration at Universal Studios Florida on November 15th, 2018, to celebrate 100 years of IAAPA leadership in the amusement industry.

IAAPA is the largest international trade association for permanently located attractions, and since 1918 has represented the industry of over 5,300 attraction, supplier, and individual members from more than 100 countries. IAAPA helps members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the amusement industry worldwide.

"Setpoint is proud to sponsor this monumental celebration for IAAPA's 100 years of industry leadership," said Brian Behm, President of Setpoint. "Being able to host the event at Universal Studios Florida, where Setpoint has enjoyed a 25+ year relationship delivering innovation and engineering solutions, makes this night a special privilege for us. We are excited to support this unforgettable evening of Universal entertainment, characters, and attractions, and visit with our fellow-expo participants, new contacts, long-time business partners, and industry friends from around the world."

During the event attendees will have unlimited access to a variety of exciting Universal Studios attractions including the all-new Fast & Furious - Supercharged™, Race Through New York Starring Jimmy Fallon™, TRANSFORMERS: The Ride-3D, Hollywood Rip Ride Rockit™, Revenge of the Mummy™, and The Blues Brothers® Show.

Setpoint encourages all Expo participants and industry partners to join our team at this exciting event and learn more about our deep experience in the amusement industry. For sales inquiries, please call +1 801.317.1861 or email solutions@setpoint.com.



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About Setpoint

Based in Ogden, Utah, Setpoint has a 25-year history of successfully designing and implementing custom rides and attractions for the top amusement and theme parks in the world. Our team of highly skilled, highly trained engineers and designers work in symphony with our customers and partners to deliver world-first amusement experiences.

About IAAPA

Celebrating its 100th anniversary in 2018, IAAPA began as an advocacy office in 1918. Since that time, IAAPA has become the largest international trade association for permanently located attractions dedicated to the preservation and prosperity of the global attractions industry. As a non-profit organization, IAAPA represents more than 5,300 attraction, supplier, 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; and industry manufacturers and suppliers. IAAPA helps members improve their efficiency, marketing, safety, and profitability while maintaining the highest possible professional standards in the industry worldwide.

The association's global headquarters is in Orlando, Florida, US. The non-profit organization maintains offices in Brussels, Belgium; Hong Kong, China; Shanghai, China; Mexico City, Mexico, and Alexandria, Virginia, US. To learn more, visit www.IAAPA.org or connect through social media channels: @IAAPAHQ #IAAPA100

About JR Automation

Established in 1980, JR Automation is a leading provider of intelligent automated manufacturing and technology solutions that solve customers' key operational and productivity challenges. JR Automation serves customers across the globe in a variety of industries, including automotive, life sciences, aerospace, and more. JR Automation employs over 2,000 people at 23 manufacturing facilities in North America, Europe, and Asia.

For additional information and media inquiries, contact Lizzie Uhl at +1 616.335.7371.

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