

Big and Bright Inflatables to Debut New Units and Its Sister Brand at IAAPA Expo 2026

November 12, 2026

MIDLOTHIAN, TX - November 12, 2026 -
The Midlothian, Texas company returns for a fourth straight year, riding roughly 400% growth since its 2023 debut, with indoor and outdoor booths, daily giveaways, and the first public look at its Holiday Madness game, Birthday Cake Bounce House, and budget-friendly sister brand, The Bounce Factory.

Big and Bright Inflatables, a commercial inflatable manufacturer based just south of Dallas, will return to IAAPA Expo 2026 for its fourth consecutive year, exhibiting both indoors and outdoors at the Orange County Convention Center in Orlando, Florida from November 16 to 20. The company will debut several new units and run daily giveaways at its booths throughout the show.

IAAPA Expo is the largest and most influential gathering in the global attractions industry and the biggest event of the year for the entertainment business, held each year the week before Thanksgiving. It brings tens of thousands of buyers, operators, and decision-makers from more than 100 countries to Orlando. For 2026, IAAPA reports the show is expanding into the convention center?s West Building for its largest footprint to

date, with more than 1,100 exhibiting companies and over 170 education sessions spanning theme parks, water parks, family entertainment centers, zoos, resorts, and the rental businesses that keep the industry running. Exhibiting across both indoor and outdoor space puts Big and Bright in front of exactly the operators and dealers it builds for.

This year marks Big and Bright?s fourth appearance at IAAPA Expo, and its biggest presence yet. By taking both an indoor and an outdoor booth, the manufacturer can display its full catalog in the settings each product was made for, from towering water slides and obstacle courses outside to bounce houses, combos, and interactive games on the main show floor. Rental operators, dealers, and park buyers can walk the full lineup, inspect the build quality up close, and talk straight with the team that designs the units and stands behind every one.

The debut comes during a fast growth stretch for the company. Since its first IAAPA appearance in 2023, Big and Bright reports averaging 71% growth a year, roughly 400% over three years, and it has shipped an estimated 3,500 units since opening in 2021. This year the company also opened a second location in Ohio, giving East Coast operators a closer pickup point stocked with New Jersey and Pennsylvania approved Big and Bright units alongside a selection from The Bounce Factory.

IAAPA Expo 2026 will be the first public look at several new Big and Bright creations. Debuting this year is the Holiday Madness inflatable game, a seasonal interactive piece built to keep rental calendars booked straight through the winter, and the Birthday Cake Bounce House, a celebration-ready centerpiece aimed at the year-round birthday market. The show also marks the first time the company will present units from its sister brand, The Bounce Factory.

The Bounce Factory, making its show debut, is Big and Bright?s answer to operators who want commercial-grade equipment at a lower entry price. The company built the sister brand to carry the same quality and attention to detail at a more budget-friendly cost, giving rental owners a way to stock an entire inventory from one source, from premium centerpieces to value units.

The booths stay active throughout the show. Big and Bright will hold daily giveaways and raffles on Tuesday, Wednesday, and Thursday, November 17, 18, and 19. Keeping with the IAAPA tradition of big reveals, the prizes stay secret until the show floor opens. On Tuesday and Wednesday, the team will also keep cold draft beer on tap, giving operators an easy place to step away from the sessions, talk shop, and get hands on with the new units. Attendees can find Big and Bright at booth 7260 in the outdoor exhibits and booth 5835 on the show floor.

?IAAPA is where our whole industry comes to see what is next, and after four years on this floor we know what operators are looking for,? said Matthew Billington, owner of Big and Bright Inflatables. ?Showing

indoors and outdoors this year means a rental company or a park buyer can put their hands on everything we build, from our biggest water slides to our newest games. We started The Bounce Factory to give operators that same quality at a lower entry price. Think of Big and Bright as the Lexus and The Bounce Factory as the Toyota, both commercial-grade.?

About Big and Bright Inflatables

Big and Bright Inflatables is a commercial inflatable manufacturer based in Midlothian, Texas, serving party rental companies, event professionals, and attractions operators across the country, with customers in all 50 states. Founded in 2021, the company designs commercial grade bounce houses, inflatable water slides, obstacle courses, combos, and interactive games, along with the blowers, tie-downs, and accessories operators need to put them to work. Learn more at bigandbrightinflatables.com.

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Big and Bright Inflatables LLC

Big and Bright Inflatables is a Texas-based commercial inflatable manufacturer providing custom bounce houses, water slides, obstacle courses, and accessories to party rental businesses nationwide. If you can dream it, we can build it!

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