



IMAGING^{USA} SPONSORSHIP OPPORTUNITIES

THERE'S A BAJILLION REASONS TO GO TO IMAGING USA

IMAGINGUSA.ORG JAN 14-16, 2018 • NASHVILLE, TN

BROUGHT TO YOU BY
P P A

THERE'S NO BETTER TIME OR PLACE TO
ENGAGE YOUR **CORE MARKET** THAN AT



SHOW PHOTOGRAPHERS **YOU MEAN BUSINESS!**

10,000+ pros kick-start their year at Imaging USA, the nation's strongest and longest-running photography convention, expo and image exhibit.

BE MORE VISIBLE WITH AN IMAGING USA SPONSORSHIP

and get your company's products, services and solutions out in front of the crowd.

“Going to Imaging USA allows our studio to **view all of the latest trends, products and services.** We always come home energized and ready for another year of business.”

Kurt English from Kurt English Distinctive Photography / Jacksonville, Florida

SPONSORSHIP BENEFITS OVERVIEW

BRONZE	SILVER	GOLD	PLATINUM
\$7,900	\$11,500	\$22,000	\$31,000

PRINT EXPOSURE

Full-page, 4-color ad in Imaging USA show guide	✓	✓	✓	✓
Sponsor logo on all Imaging USA print ads in the industry	✓	✓	✓	✓
Sponsor logo on the Sponsorship Appreciation ad in <i>Professional Photographer</i>	✓	✓	✓	✓

ON-SITE VISIBILITY

Sponsor logo on the student-volunteer Imaging USA T-shirts	n/a	n/a	✓	✓
Sponsor logo on all Imaging USA sponsorship banners and displays	✓	✓	✓	✓
A dedicated column-wrap display in one of our high-traffic areas	n/a	n/a	n/a	✓
Backlit panel(s) featured in either the Imaging USA convention or expo area	1	2	3	3
Custom floor stickers located in the Imaging USA convention area	1	1	2	2
Lamp post located in the Imaging USA convention area	n/a	1	1	1
Overhead canvas banner (1) in the Imaging USA convention area	n/a	n/a	✓	✓
Wall cling(s) located in the Imaging USA convention area	n/a	1	2	2
Park bench and floor sticker on Imaging USA expo floor	n/a	n/a	1	1

EMAIL MARKETING

"Exhibitor to See" feature in pre-Imaging USA email(s)	n/a	1	2	2
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ONLINE IMPACT

Sponsor logo on ImagingUSA.org with hyperlink	✓	✓	✓	✓
Social media giveaway	n/a	n/a	✓	✓
Mobile app banner ad, exhibitor highlight and enhanced profile	n/a	n/a	✓	✓
Mobile app PDF literature piece	✓	✓	✓	✓
Sponsor-created banner ad on ImagingUSA.org	n/a	n/a	✓	✓
Sponsor-created, 60-second commercial/video on ImagingUSA.org	n/a	n/a	✓	✓

Note: Last year **ImagingUSA.org** had more than **150,000** unique visitors with **over half a million page views** during the months leading up to Imaging USA!

“I have never seen so many **photography vendors in one place**. Imaging USA was amazing!”

Kent Shelton, CPP from Shelton Photography / Salt Lake City, Utah

Have something more specific in mind? **Let's Be More Creative!**

Your sponsorship manager can help, so contact them today!



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BRONZE SPONSORSHIP \$7,900

ON-SITE VISIBILITY

- 1 cube (4 sides) in a 3-cube light-box structure in either the Imaging USA convention or expo area.
- 1 custom floor sticker located in the Imaging USA convention area.
- Logo on all Imaging USA sponsorship banners and displays.

PRINT EXPOSURE

- Full-page, 4-color advertisement in the Imaging USA show guide.
- Logo on all Imaging USA print advertisements in *Professional Photographer* magazine and the Imaging USA show guide.
- Logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

ONLINE IMPACT

- Logo on ImagingUSA.org with a hyperlink to sponsor website.
- Mobile app PDF literature piece – Create an advertisement or offer that attendees can view right in the mobile app.

SILVER SPONSORSHIP \$11,500

ON-SITE VISIBILITY

- 2 cubes (8 sides) in a 3-cube light-box structure in either the Imaging USA convention or expo area.
- 2 custom floor stickers or 1 stair sticker located in the Imaging USA convention area.
- Logo on all Imaging USA sponsorship banners and displays.
- 1 lamp post located in the Imaging USA convention area. Sizes vary; contact sales rep for details.
- 1 park bench and floor sticker on Imaging USA expo floor.

PRINT EXPOSURE

- Full-page, 4-color advertisement in the Imaging USA show guide.
- Logo on all Imaging USA print advertisements in *Professional Photographer* magazine and the Imaging USA show guide.
- Logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

ONLINE IMPACT

- Logo on ImagingUSA.org with a hyperlink to sponsor website.
- Mobile app PDF literature piece - Create an advertisement or offer that attendees can view right in the mobile app.

EMAIL MARKETING

- 1 pre-Imaging USA highlight in "Exhibitors to See" email to more than 50,000 photographers and industry experts.
- This email includes a 30-word product/company feature, product image, logo and hyperlink to sponsor website.

“Each year my convention experience **gets better and better.** I’ve networked with a lot of photographers from around the country and Imaging USA brought faces to names! I love how my Imaging USA experience **continues to evolve.**”

Pete Rezac, CPP from Pete Rezac Photography / Reno, Nevada

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GOLD SPONSORSHIP \$22,000

ON-SITE VISIBILITY

- Logo on the student volunteer Imaging USA T-shirts. **Platinum and Gold Exclusive!**
- Logo on all Imaging USA sponsorship banners and displays.
- 1 overhead banner located in the Imaging USA convention area.
- 3 cubes (12 sides) or 1 whole-cube structure in the Imaging USA convention area or expo area.
- 2 custom floor stickers or 1 stair sticker located in the Imaging USA convention area.
- 2 wall clings located in the Imaging USA convention area. Sizes vary; contact sales rep for details.
- 1 park bench and floor sticker on the Imaging USA expo floor.
- 1 lamp post located in the Imaging USA convention area. Sizes vary; contact sales rep for details.

ONLINE IMPACT

- Logo on ImagingUSA.org with a hyperlink to sponsor website.
- Sponsor-created 60-second commercial/video for sponsor company/product featured on ImagingUSA.org. **Platinum and Gold Exclusive!**
- Sponsor-created banner ad on ImagingUSA.org. **Platinum and Gold Exclusive!**
- Mobile app – put your powerful message and up-to-the-minute information right at the attendees' fingertips.
- Mobile app PDF literature piece – Create an advertisement or offer that attendees can view right in the mobile app.
- Social media giveaway – Participate in this massive buzz-generating promotion and provide a prize for the winner. Facebook and Twitter campaigns begin 3 months prior to Imaging USA. **Platinum and Gold Exclusive!**

PRINT EXPOSURE

- Full-page, 4-color advertisement in the Imaging USA show guide.
- Logo on all Imaging USA print advertisements in *Professional Photographer* magazine and the Imaging USA show guide.
- Logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

EMAIL MARKETING

- 2 pre-Imaging USA highlights in both "Exhibitors to See" emails to more than 50,000 photographers and industry experts. These emails include a 30-word product/company feature, product image, logo and hyperlink to sponsor website.

“I look forward to pushing my refresh button every January. I **refocus, reorganize, and learn something new** to enhance my business and creativity.”

Monni Must from Mich Naturally Photography / Sylvan Lake, Michigan

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PLATINUM SPONSORSHIP \$31,000

ON-SITE VISIBILITY

- Logo on the Imaging USA bag given to all attendees (a special gift most attendees will keep). **Platinum Exclusive!**
- Logo on the student volunteer Imaging USA T-shirts. **Platinum and Gold Exclusive!**
- Logo on all Imaging USA sponsorship banners and displays.
- 1 overhead banner located in the Imaging USA convention area.
- 3 cubes (12 sides) or 1 whole-cube structure in the Imaging USA convention area.
- 1 column wrap in the Imaging USA convention area.
- 2 custom floor stickers or 1 stair sticker located in the Imaging USA convention area.
- 2 wall clings located in the Imaging USA convention area. Sizes vary; contact sales rep for details.
- 1 park bench and floor sticker on the Imaging USA expo floor.
- 1 lamp post located in the Imaging USA convention area. Sizes vary; contact sales rep for details.

ONLINE IMPACT

- Logo on ImagingUSA.org with a hyperlink to sponsor website.
- Sponsor-created banner ad on ImagingUSA.org. **Platinum and Gold Exclusive!**
- Sponsor-created 60-second commercial/video for sponsor company/product featured on ImagingUSA.org. **Platinum and Gold Exclusive!**
- Mobile app – put your powerful message and up-to-the-minute information right at the photographer's fingertips.
- Mobile app PDF literature piece - Create an advertisement or offer that attendees can view right in the app.
- Social media giveaway. Participate in this massive buzz-generating promotion and provide a prize for the winner. Facebook and Twitter campaigns begin 3 months prior to Imaging USA. **Platinum and Gold Exclusive!**

PRINT EXPOSURE

- 2 full-page, 4-color advertisements in the Imaging USA show guide.
- Logo on all Imaging USA print advertisements in *Professional Photographer* magazine and the Imaging USA show guide.
- Logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

EMAIL MARKETING

- 2 pre-Imaging USA highlights in both "Exhibitor to See" emails to more than 50,000 photographers and industry experts.
- These emails include a 30-word product/company feature, product image, logo and hyperlink to sponsor website.

Note: Platinum-Plus sponsorships are achieved by those companies that combine this Platinum sponsorship plus an evening event sponsorship.

“**Amazing experience!** Loved, loved, loved the trade show. **Great opportunities** to talk shop with attendees and exhibitors.”

Susan Petersen from Artesma Photography / Atlanta, Georgia

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SPONSORSHIPS À LA CARTE

SPECIAL EVENT & SIGNAGE OPPORTUNITIES

These unique sponsorships come with extra promotional highlights in the Imaging USA show guide, pointing attendees to your sponsored event or lounge. (Some à la carte sponsorships require a minimum of a bronze level sponsorship.)

OPENING OR CLOSING PARTIES

Sponsor the Imaging USA opening or closing evening parties (Sunday or Tuesday). Your company will receive recognition on signage and all promotional materials for the event. You will also receive prominent exposure in the Imaging USA show guide. Limited availability.

SPEAKER SPONSORSHIP PROGRAM

Generate additional exposure, visibility and prestige by sponsoring an Imaging USA speaker. Speakers can be sponsored exclusively or shared by non-competing companies.

- Your company will be recognised on marketing materials and signage associated with your sponsored speaker, including in the Imaging USA show guide, online and at the classroom.
- You can place literature in the speaker's classroom just prior to his/her presentation.
- If you exclusively sponsor a speaker, you have the opportunity to participate in that speaker's introduction. Limited availability.
- Available to any company that is an Imaging USA Sponsor.

BADGE SPONSORSHIP \$14,500

Want a truly prominent place to display your company logo everywhere at Imaging USA? This is a unique opportunity to put your logo on every attendee badge. Exclusive availability.

LANYARD SPONSORSHIP \$10,000

Your company will have the exclusive right to lanyards (designed and provided by the sponsor) that will be distributed to all Imaging USA attendees. Exclusive availability.

ATTENDEE BAG SPONSORSHIP \$7,500

Your company will have exclusive rights to design/provide your messaging on one side of our Imaging USA bag distributed to all Imaging USA attendees. Exclusive availability.

AISE SIGNS \$11,500

Everywhere they look, attendees will see your company logo throughout the exhibit hall. Hanging in every aisle, these signs can't be missed as photographers navigate the expo floor. Exclusive availability.

3-PANEL CIRCULAR ROTATING BACKLIT DISPLAY

\$1,600 PER PANEL OR \$5,500 FOR AN ENTIRE 3-PANEL UNIT
Place your message on a rotating backlit panel located in a high-traffic area. You provide the artwork on the film, and PPA will mount it on plexi. Limited availability.

ESCALATOR CLINGS \$4,500

Place your message on a large banner placed in the middle section of the escalator. You provide the artwork, and PPA will produce the cling panel. Limited availability.

WALL CLINGS \$2,200 EACH

Place your message on one of the large wall panels. Wall cling positions are located in the high-traffic Imaging USA section of the convention center. You provide the artwork, and PPA will produce the cling panel. Limited availability.

“Imaging USA is a great experience. The classes and expo were excellent. It is definitely a **MUST** for any photographer in the industry.”

Brittany Carpenter from Life with a View Studio / Chattanooga, Tennessee

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PARK BENCH WITH FLOOR STICKER \$1,500

Want a new and different sponsorship opportunity at Imaging USA? Place your message on a park bench. 10 pairs of park benches will be placed in high traffic areas on the exhibit floor. Attract attendees' attention with a message either on the bench and/or a floor sticker right in front. You provide the artwork, and PPA will produce the signage.

BACKLIT PANEL \$2,200 EACH

Place your message on a backlit panel located in a high-traffic area. You provide the artwork and PPA will mount it on plexi. Limited availability.

CANVAS BANNERS \$3,500 EACH

Place your message on a large overhead banner located in a high-traffic area. You provide the artwork, and PPA will produce the banner. Limited availability.

INTERNET LOUNGE \$8,000

Be the exclusive sponsor of the Internet Lounge, a comfortable area located outside the hustle and bustle of the expo floor. Attendees will thank you when they take a break to relax and check their email.

ELEVATOR CLING \$2,200 EACH

Place your message on the elevator between the expo level and the registration area. This unique messaging opportunity is only offered at the Gaylord Opryland Conference Center. You provide the artwork, and PPA will produce the signage.

COLUMN WRAP \$2,500 EACH

Your message will catch the attention of every passerby with a unique banner wrapped around a giant column. These columns are located in a high-traffic, prime location in the registration area.

REST & RECHARGE STATIONS \$2,000 EACH

Be the exclusive sponsor of the area where attendees will rest and recharge during the show. Located in a high traffic area or near the exhibit floor, attendees will relax while viewing your unique messaging.

CUSTOM FLOOR & STAIR STICKERS \$700 EACH

Place your message on a floor sticker located in high traffic areas, prime location in front of the expo hall. You provide the artwork, and PPA will produce the sticker.

LAMP POSTS \$450 EACH

Catch the attention of all the attendees on their way to the expo hall and classes. Place your message on a lamp post. Located in high traffic area. This opportunity is only offered at the Gaylord Opryland Convention Center.

LARGE DOUBLE-SIDED LIGHTBOX \$3,100 EACH

Place your message on the largest backlit panel to appear at the show. Located in a high-traffic area at the conference. Limited availability. Exclusive to one sponsor.

PRINT DISPLAY GALLERY

Showcase your best products as part of PPA's PRINT initiative. Display areas will be located in a high-traffic area in the walkway leading to the exhibit hall. Limited available. This opportunity is exclusive to labs.

“Imaging USA is **a must attend event**. This event will help you grow your business while staying **up-to-date on the latest and greatest** technology and equipment.”

David E. Meeks from Custom Framing & Art Gallery / Pelham, Alabama

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