

# IMAGINGUSA

## 2021 CONFERENCE AND EXPO MEDIA KIT

**Imaging USA** is the longest-running photography conference, trade show, and exhibit in the United States. Drawing over 10,000 working photographers from around the world, it's your chance to meet customers who are excited to improve their businesses and eager to see and buy your new product.

Imaging USA is:

- A 3-day, 50,000 square foot trade show
- Over 80 photography and business classes
- The 2 best all-inclusive parties in the photography industry
- Multiple sponsorship opportunities for you to showcase your company's products and services while meeting and interacting with your customers face to face.

The Imaging USA Convention and Expo takes place **January 17-19, 2021** at the Gaylord Texan Resort & Convention Center in **Grapevine, Texas**.

**Ready to connect with thousands from your target market?**

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## EXHIBIT AT IMAGING USA

Ready for a business boost? Reserve exhibit space at Imaging USA.

Connect with your best customers by reserving exhibit space at Imaging USA. Space will be assigned on a first-come, first-served basis. Space assignments are initially selected by exhibitors at the Imaging USA convention prior, based on a Priority Points System, however, exhibit spaces are still available! Contact your sales rep today if you are interested in reserving a booth.

10'x10' Booth Space.....\$3,350

10'x20' Booth Space .....\$6,700

10'x30' Booth Space .....\$10,050

Additional corner spaces available for \$500 per corner as add-ons.

## IMAGING USA SPONSORSHIP OPPORTUNITIES

Make an even bigger impression this year!

There's no better way to deliver impact and brand recognition at the beginning of a new year than at Imaging USA! Create a lasting impression on our attendees and expand your exposure beyond your exhibit space. Raise your brand above the rest with a sponsorship that elevates your exposure and visibility.

Contact your sales rep to customize your sponsorship package.

Bronze Sponsorship.....\$7,900

Silver Sponsorship ..... \$11,000

Gold Sponsorship .....\$22,000

Platinum Sponsorship.....\$31,000

Ready to join the party? Contact your sales rep today!

*Let's Be More Creative!*

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**IMAGINGUSA**



# PRINT. FOR SUCCESS - THEATER -

## Sales Training for Photographers at Imaging USA

Get in front of a passionate audience of photographers and help them understand how to market printed products!

The PRINT for Success Theater at Imaging USA offers short-format sales training workshops to teach photographers how to make more money selling printed products and to provide marketing tips for help selling printed work.

The PRINT for Success Theater sessions will be held in hourly intervals during the Expo.

### SUNDAY

12-12:30pm  
1-1:30pm  
2-2:30pm  
3-3:30pm

### MONDAY

12-12:30pm  
1-1:30pm  
2-2:30pm  
3-3:30pm

### TUESDAY

12-12:30pm  
1-1:30pm  
2-2:30pm

### WHAT THIS SPONSORSHIP LOOKS LIKE:

- High-quality speaker(s) to conduct these training sessions
- \$750 sponsorship (hard costs of setting up and running AV for the 3 days)
- Samples & materials from participating supporters to show attendees
- Commitment by the end of Summer 2020
- Promotional materials, such as your company logo

### WHAT YOU GET FROM THIS SPONSORSHIP:

- Feature in a webinar leading up to Imaging USA with your logo on the webinar and the webinar promotions
- Mention on signage and printed materials onsite thanking Imaging USA sponsors
- A table where you can distribute promotional pieces at the Print Theater
- Mention in all Print Theater promotions

This is a very tangible and inexpensive sponsorship opportunity that positions your company as an industry benefactor.

### CONTACT YOUR SALES REPRESENTATIVE

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## Become a Supporter of Bridging the Gap Programs!

The Bridging The Gap program track at Imaging USA helps photographers better connect with their customers. Don't miss your chance to put your company at the forefront with captivating speakers who bring guaranteed impact! Your support and presence for these classes will be noticed!

**WHO ARE GAP PROGRAMS FOR?** All photographers who want to grow sustainable businesses.

**WHAT ARE THE GAP PROGRAMS ABOUT?** They focus on what changed in the industry, how to attract the right customers, how to overcome business fears, and what it takes to connect with clients.

**HOW DO GAP PROGRAMS HELP?** Photographers get to understand the ever-changing expectations of their clients, all while developing a success-oriented, entrepreneurial mindset.

### SPONSORSHIP PROGRAM BENEFITS:

- Signage recognition throughout the Bridging The Gap track program area
- Recognition through regular announcements from the Bridging The Gap stage
- A listing in the Bridging The Gap programs section in the Imaging USA show guide
- Supporter mention in Bridging the Gap program descriptions on the Imaging USA mobile app
- Designated brochure distribution location in the Bridging The Gap track program area
- Logo placement/recognition in the video recordings of Bridging the Gap programs—these recordings are hosted on PPA's Online Learning Center for all PPA members to view, year-round.

**ONLY 10 AVAILABLE!**

**COST:** \$5,000 per package.



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# IMAGING<sup>USA</sup> SPONSORSHIP OPPORTUNITIES

JAN 17–19, 2021 • GRAPEVINE, TX

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



SHOW THOUSANDS OF PHOTOGRAPHERS  
YOU MEAN BUSINESS!

**BE MORE VISIBLE** WITH AN IMAGING USA SPONSORSHIP.

Imaging USA is the nation's strongest and longest-running photography convention, trade show, and image exhibition. Don't miss out!

Showcase your company's products, services, and gear at one of the most successful shows in the industry!



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*

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# SPONSORSHIP BENEFITS OVERVIEW

	Bronze \$7,900	Silver \$11,500	Gold \$22,000	Platinum \$31,000
<b>PRINT EXPOSURE</b>				
Full-page, 4-color ad in the Imaging USA show guide	✓	✓	✓	✓
Sponsor logo on all Imaging USA print ads	✓	✓	✓	✓
<b>ON-SITE VISIBILITY</b>				
Sponsor logo on all Imaging USA sponsorship banners and displays	✓	✓	✓	✓
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
Overhead vinyl 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
Lamp post(s) located in the Imaging USA convention area	n/a	1	1	1
Light box cubes located in the Imaging USA convention area or expo	n/a	n/a	2	3
<b>EMAIL MARKETING</b>				
"Exhibitor to See" feature in pre-Imaging USA email(s)	n/a	1	2	2
<b>ONLINE IMPACT</b>				
Sponsor logo on ImagingUSA.org with hyperlink to sponsor website	✓	✓	✓	✓
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	✓	✓



Last year, ImagingUSA.org received more than 100,000 unique visitors with over 350,000 page views leading up to Imaging USA!

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## BRONZE SPONSORSHIP \$7,900

### ON-SITE VISIBILITY

- 1 single-sided backlit lightbox panel in either the Imaging USA convention or expo area.
- 1 large 6'x4' floor sticker 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.

### 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 single-sided backlit lightbox panels in either the Imaging USA convention or expo area.
- 1 large 6'x4' floor sticker in the Imaging USA convention area.
- 1 lamp post in the Imaging USA convention area.
- Logo on all Imaging USA sponsorship banners and displays.
- 1 wall cling in the Imaging USA convention area. Sizes vary.

### 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.

### 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 all Imaging USA sponsorship banners and displays.
- 1 overhead banner located in the Imaging USA convention area.
- 2 lightbox cubes (8 sides) in a 3-cube light box tower in the Imaging USA convention area or expo area.
- 2 large 6'x4' floor stickers in the Imaging USA convention area.
- 1 lamp post in the Imaging USA convention area.
- 2 wall clings in the Imaging USA convention area. Sizes vary.
- 1 park bench and floor sticker on the Imaging USA expo floor.
- 3 single-sided backlit lightbox panels in either the Imaging USA convention or expo area.

## 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.

## 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*

“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*

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# PLATINUM SPONSORSHIP **\$31,000**

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

## ON-SITE VISIBILITY

- Logo on all Imaging USA sponsorship banners and displays.
- 1 overhead banner in the Imaging USA convention area.
- 3 lightbox cubes (12 sides) in a 3 cube light-box tower in the Imaging USA convention area.
- 2 large 6'x4' custom floor stickers in the Imaging USA convention area.
- 1 lamp post in the Imaging USA convention area.
- 1 park bench and floor sticker on the Imaging USA expo floor.
- 2 wall clings in the Imaging USA convention area. Sizes vary.
- 3 single-sided backlit lightbox panels in either the Imaging USA convention or expo area.

## 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.

## 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.

“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: KEY SPONSORSHIP ITEMS

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 and prominent exposure in the Imaging USA show guide, with additional branding and messaging on large screens and gobos throughout the party. 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 recognized 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.

## BRIDGING THE GAP SPONSORSHIP \$5,000

This program track at Imaging USA is geared directly towards helping our attendees better connect with their consumers. Benefits of sponsorship include signage recognition, listing in the show guide, logo placement on recorded videos of these programs, and more. Limited availability.

## PRINT GALLERY WALL \$10,000

Showcase your best products as part of PPA's PRINT initiative. Imaging USA provides the wall; however, the sponsor must supply the images and set up. Display areas will be located in a high-traffic area in the walkway leading to the exhibit hall. Limited availability.

## 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.

## ATTENDEE NOTEBOOK SPONSORSHIP \$18,000

Your company will be the exclusive sponsor of the official notebook of Imaging USA! With your logo on each page, attendees will take you with them to every class. 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.

## INTERNET LOUNGE \$8,000

Be the exclusive sponsor of the Internet Lounge, where attendees can plug in, check their email, and review their notes while they attend the show. Exclusive availability.

## REST & RECHARGE STATIONS \$8,000 EACH

Be the exclusive sponsor of the area where attendees can rest, charge their devices, unwind for a minute, and head back out to the show ready to hit the ground running. Located in a high traffic area or near the exhibit floor. Exclusive availability.

“Imaging USA is a must-attend event. It 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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# SPONSORSHIPS À LA CARTE: VISUAL & SIGNAGE OPPORTUNITIES

Some à la carte sponsorships require a minimum of a bronze level sponsorship.

## **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.

## **SINGLE SIDED BACKLIT PANEL \$2,200 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 per unit.

## **DOUBLE SIDED BACKLIT PANEL \$4,500 EACH**

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

## **3 CUBE LIGHTBOX TOWER \$2,200 PER CUBE**

Your message will appear in a 3-tier stack of four-sided backlit cubes with plexi insert panel graphics. Each panel dimensions: 26" wide x 33" tall.

## **OVERHEAD 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.

## **WINDOW CLINGS**

Place your message on one of the limited window space areas. Located in the high-traffic areas. You provide the artwork, and PPA will produce the cling panel. Limited availability.

## **CUSTOM FLOOR STICKERS \$700 EACH**

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

## **PARK BENCH WITH FLOOR STICKER \$1,500**

Place your message on a park bench. 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 sticker.

## **ATRIUM LAMP POSTS \$450 EACH**

Catch the attention of all the attendees on their way to the expo hall and classes by placing your message on a lamp post located through the high traffic area of the atrium. Please keep in mind these posts have dual sides.

## **WALL CLINGS**

Place your message on one of the various sizes of large wall panels. Wall cling positions are located in the high-traffic areas of the convention center. You provide the artwork, and PPA will produce the cling panel. Limited availability. Inquire with your sales rep for sizing and cost estimation.

## **ELEVATOR CLING \$2,200 EACH**

Place your message on the elevator between the expo level and the registration area. You provide the artwork, and PPA will produce the signage. Exclusive 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.

“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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# SPONSORSHIPS À LA CARTE: NEW & EXCITING OPPORTUNITIES

Some à la carte sponsorships require a minimum of a bronze level sponsorship.  
Contact your sales rep for additional pricing information.

## **PHOTO-OP STATION** Contact sales representative for pricing.

Reserve your space and create a custom, fun, and creative backdrop for Imaging USA attendees to jump in, photograph, and post on social media. Display stations will be located in a high-traffic area throughout the convention. Sponsor will provide materials and set up. Limited availability.

## **SEAT COVERS**

350 – \$3,850

500 – \$4,500

Generate additional exposure and visibility by having your logo displayed on the seating filling the front of each platform classroom during the classes offered at Imaging USA. Limited availability.

## **TABLE COVERS** Contact sales representative for pricing.

Generate additional exposure and visibility by having your logo displayed on the 72" round tables in the Eatery on the trade show floor at Imaging USA. Limited availability.

## **ZEN LOUNGE \$5,000**

NEW to Imaging USA, we invite you to participate in the inaugural year of the Zen Lounge. This space will be reserved for attendees to relax, refresh, and unwind during the conference. There's so much to take in at Imaging USA and this space will give attendees a place to chill while guaranteeing visibility and exposure for your business. Limited availability.

## **COFFEE CUP SLEEVES** Contact sales representative for pricing.

Be the exclusive sponsor on one of the most used and essential materials at Imaging USA... COFFEE CUPS! Your logo will be placed on all recyclable coffee cup sleeves at coffee stations throughout the conference. Exclusive availability.

## **CUSTOM LOGO GUEST ROOM KEY**

This sponsorship opportunity can fit in the palm of your hand! From the time attendees arrive, this item will potentially be the most used sponsorship opportunity on site! Exclusive availability.

## **WATER BOTTLES** Contact sales representative for pricing.

Want a truly prominent place to display your company logo everywhere at Imaging USA? This is a unique opportunity to put your logo on the official water bottles of the convention. Exclusive availability.

## **STICKERS**

Qty. 300 for \$500

Qty. 500 for \$650

Gain additional visibility by sponsoring an Imaging USA sticker for attendees to take home as a souvenir! These stickers will have your logo on the official Imaging USA, 3.5" x 3.5" circular sticker. Limited availability.

“I love, love, love the expo! I came with a few things I wanted to 'play with' further. It was amazing to be with vendors so willing to answer my many questions and help me figure out where to start.”

*Jennifer Cybert from Jen Cybert Photography / Ramsay, Minnesota*

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# IMAGING<sup>USA</sup> EXHIBITOR PROSPECTUS

GRAPEVINE, TX • JAN 17—19, 2021



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# WANT TO CREATE LASTING RELATIONSHIPS WITH YOUR BEST CUSTOMERS?

Mark your calendar for the best photographic event of the year and align your company with the largest, most prestigious annual convention and expo organized by photographers, for photographers! Imaging USA 2021 is scheduled to take place January 17-19, 2021 at the Gaylord Texan Resort & Convention Center in Grapevine, Texas.

Drawing together more than 10,000+ industry professionals every year, it's the prime opportunity to meet and interact with your customers face to face while showcasing your company's products and services.



**86%** OF  
ATTENDEES SAID THE  
IMAGING USA EXPO WAS  
GOOD TO EXCELLENT



**86%** OF  
ATTENDEES SAID THAT  
THE EXPO WAS THEIR  
MAIN REASON FOR  
COMING TO IMAGING USA



**83%** OF  
EXHIBITORS REPORTED  
EXCELLENT TO GOOD  
OVERALL SATISFACTION  
WITH IMAGING USA

**96%** OF  
ATTENDEES WOULD  
RECOMMEND  
IMAGING USA TO  
OTHER PHOTOGRAPHERS



**83%** OF  
EXHIBITORS REPORTED  
OVERALL SATISFACTION  
WITH THE QUALITY  
OF THE ATTENDEES  
VISITING THEIR BOOTH



# 2019 ATTENDANCE HIGHLIGHTS

**10,220** ATTENDEES  
IN ATLANTA



**41%**

ATTENDED IMAGING USA  
FOR THE FIRST TIME

**63%**

HAVE BEEN PPA MEMBERS  
FOR 5 YEARS OR LESS

**86%**

OF ATTENDEES ARE  
PROFESSIONAL  
PHOTOGRAPHERS  
OR STUDIO OWNERS





**164** EXHIBITORS  
IN 171 CATEGORIES



**44,950** NET SQUARE  
FOOTAGE

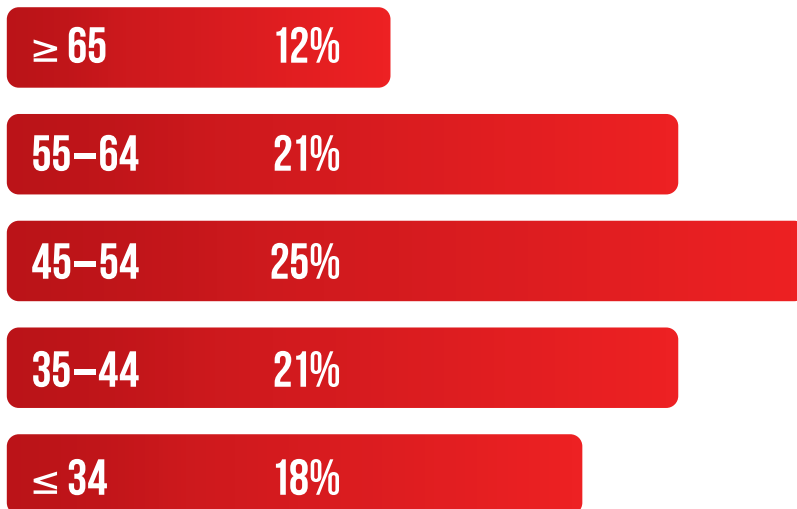


**173** INTERNATIONAL GUESTS  
FROM 30 COUNTRIES



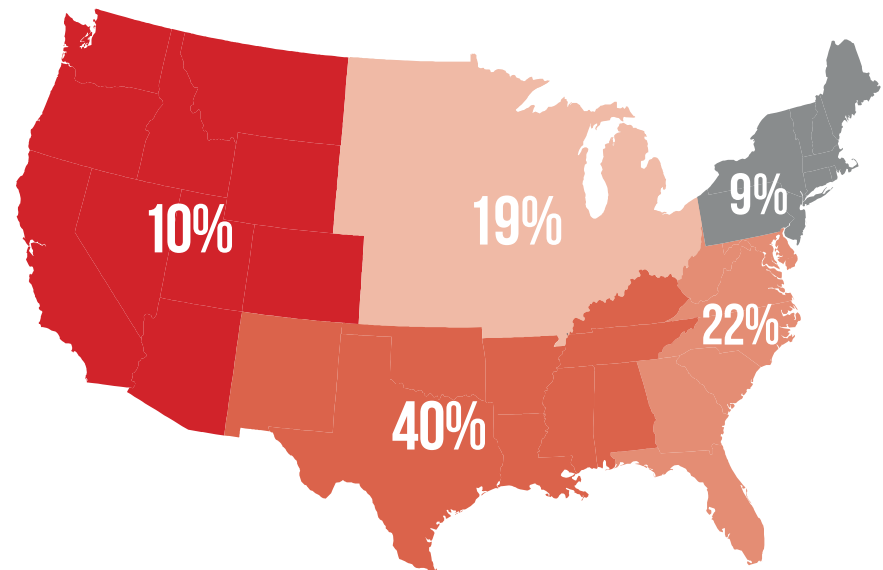
**20** MEMBERS  
OF THE MEDIA (APPROXIMATELY)

## ATTENDEES BY AGE



3% DID NOT WISH TO ANSWER

## ATTENDANCE GEOGRAPHIC BREAKDOWN



## BOOTH PRICING

### Booth price per 10ft. x 10ft.

- \$3,350
- Add \$500 per corner

### Included with the booth:

Booth space is priced to include a 10' x 10' area consisting of an eight-foot-high back wall of fireproof draperies supported by aluminum uprights and stanchions with three-foot-high draped division side rails. In addition, you receive:

- Complimentary listing of your company and booth number in the Imaging USA show guide, on the mobile app, and on the Imaging USA website.
- Free Imaging Expo passes!
- 16 hours to sell products directly on the trade show floor.
- 7" x 44" company identification sign showing the exhibiting company's name and booth number.
- Exhibit hall perimeter security on the Expo floor.
- Opportunity to earn priority points for exhibiting.
- Aisle carpet installation.

## RESERVE YOUR BOOTH

Initial space assignments are based on the PPA Priority Points System. Priority points are assigned to exhibitors based on their level of past participation. Companies qualifying for a 2021 priority number will receive notification prior to the 2020 event.

- Make sure you send a representative to the booth-sales office at Imaging USA 2020 in Nashville where you'll be able to reserve the best booth space first.
- Space will be assigned on a first-come, first-serve basis after priority exhibitors have selected their booth location.
- Applications for exhibit space received after May 1, 2020, must be accompanied by a deposit of 50% of the total cost of space. The remaining balance is due October 1, 2020. No exceptions.
- Applications submitted after October 1, 2020, must be accompanied by payment in full.

All confirmed 2021 exhibitors will receive an Exhibitor Service Kit in September 2020. Companies wishing to rent additional equipment (furniture, hard-wall displays, carpet, showcases, etc.) may order these from the PPA service contractor by completing the appropriate forms in the Exhibitor Service Kit (must be ordered and paid for by the exhibitor).

Order forms will be included for services such as electricity, telephone service, labor, floral, audio-visual, material handling, etc. Exhibitors may avoid excess charges by placing all service or equipment orders by the early discount date.

## CORPORATE MEMBERSHIP MAKES SENSE

### Corporate Members:

- Gain access to PPA's multiple platforms, putting your brand on center stage!
- Save money AND meet both your new and loyal customers when you exhibit at the Imaging USA Expo.
- Receive a \$200 discount on each of your first four 10'x10' booths as a Silver Corporate Member benefit, and inquire with your PPA sales rep for additional discounts at the Gold & Platinum Membership Levels!

## EXTEND YOUR REACH

PPA's comprehensive marketing and exhibitor promotional opportunities will boost your individual efforts to attract attendees to the show and buyers to your booth. This extensive campaign includes:

- Complimentary listing of your company and booth number in the Imaging USA show guide, on the mobile app, and the Imaging USA website.
- Extensive show promotion in the convention previews, in *Professional Photographer* magazine, on ImagingUSA.org, in ads in leading trade publications and in emails to our association members.
- Free Imaging USA Expo passes for you to distribute to key prospects and customers, giving them even more reasons to visit your booth.

### Extra Traffic-Building Features

Imaging USA helps attract your perfect audience by speaking to professional photographers' desires for more efficient, profitable, inspirational, and supportive relationships. As one of the world's largest displays, Imaging USA draws traffic to the entire event, and to your booth. Get in on the action as this world-class educational program is designed to draw additional buyers.

## IMAGINGUSA SPONSORSHIP

Sponsorship raises the bar on what you can accomplish at Imaging USA. There's no better way to deliver impact and brand recognition at the beginning of the year! Expand your message and enhance your promotions with a custom sponsorship package that will do the following:

- Identify you with one of the most successful shows in the industry. Imaging USA has been around since 1880!
- Drive additional traffic to your booth.
- Add additional exposure by reaching 50,000+ professional photographers.

Contact your sales rep for more details to help get your desired results!

### Grab Their Attention

With customized packages, maximize your competitive positioning and achieve the focused branding and exposure your product deserves and needs to stay a step ahead of the competition. Sponsorship features include:

- Inclusion as a sponsor in all event promotional materials, guides and websites.
- Recognition on specialty banners and signage throughout the event location.
- Delivery of your marketing message directly to attendees through the Imaging USA Mobile App.
- Opportunity to stand out as the exclusive sponsor of a speaker.
- Prominent exposure by sponsoring one of our specialty events.
- Exclusive benefits and marketing opportunities.

**TAP INTO  
10,000  
QUALIFIED LEADS!**

## IMPORTANT DATES & TIMES\*

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED NOR WILL SPACE ASSIGNMENT BE RESERVED. NO REFUNDS WILL BE MADE AFTER OCTOBER 1, 2020.

Any contracts received after Monday, October 14, 2020, may not be included in the show guide.

### Exhibitor Deadlines

- January 2020—All Imaging USA 2020 exhibitors can reserve booth space for 2021.
- Friday, May 1, 2020—50% booth deposit required.
- Thursday, October 1, 2020—Full booth payment required.
- September 2020—Exhibitor Service Manual distributed.
- Wednesday, October 14, 2020—Deadline for exhibitor listing in the printed Show Guide.
- December 2020—Deadline for exhibitor badge registration.

### Important Times

#### Exhibitor Move-In

Friday, January 15	8am–5pm
Saturday, January 16	8am–5pm
Sunday, January 17	8am–10am

#### Imaging Expo Hours

Sunday, January 17	11:30am–6pm
Monday, January 18	11:30am–6pm
Tuesday, January 19	11:30am–3:30pm

#### Exhibitor Move-Out

Tuesday, January 19	3:30pm–8pm
Wednesday, January 20	8am–noon

Times are subject to change

## HOTEL INFORMATION

If you're planning on joining us at Imaging USA in 2021, don't forget to book your hotel room early!

Remember, if our room blocks are sold out before the cut-off date, room availability and rates are not guaranteed, and reservations will be subject to prevailing availability and rates. Please note that all reservations must be guaranteed with a major credit card or accompanied by a first-night room deposit.

**ImagingUSA.org/Hotels**

## SALES CONTACTS

### MARINA ANDERSON

Eastern Regional Manager  
404.522.8600 ext. 211  
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### BRIAN SISCO

Western Regional Manager  
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### WAYNE JONES

Director of Sales  
& Strategic Alliances  
404.522.8600 ext. 248  
wjones@ppa.com



# IMAGING USA 2020 EXHIBITORS

3 Strands	Copyright Alliance	Gifyyy Photo Booth	Lensrentals.com
3XM Solution	CPQ Professional Imaging	Global Image Products	Light & Motion
A.I. Care LLC	Dell Technologies	Glory Days Services Inc.	Lil' Angels Photography Franchise Company
AcrylicPress.com	Delta Picture Frame Company	Go Love Africa	Lockton Affinity LLC
Advanced Photographic Solutions	Denny Manufacturing Co. Inc	GotPhoto	Love Not Lost
Allied Powers LLC	Desktop Darkroom	GPSE/Group Photo Supply & Equipment	MackayMitchell Photopak
Allstate Business Insurance	Desktop Digital Lab Inc.	Graphistudio	MagnetMod
American Color Imaging	DNP Imagingcomm America Corporation	GW Moulding, Inc.	Make-a Ball
Animoto, Inc.	Dorado Graphix	H&H Color Lab, Inc.	Manfrotto Lighting
ASP - American Society of Photographers	DriveSavers Data Recovery	H&H Theatre	Marathon Press Inc
B & H Photo Video Pro Audio	Dury's	H&H Total Schools and Sports	McKenna Professional Imaging
Baby Dream Backdrops	EG Creative Co	Hoodman Corporation	Mid-South Color Labs, Inc.
Backdrop Outlet	Entourage Yearbooks	Hudson Yards Studios	
Bay Photo Lab	Excel Image Group, Inc	Inovativ	
Birdesign	Finao Online, LLC	Inter-State Imaging Services	
Black River Imaging	Floricolor	Intuition Backgrounds	
Cameragraphics	Focus Camera	JPEGmini	
Canon USA, Inc.	Fotofafa	KEH Camera	
Carl Zeiss SBE, LLC	Frames for Portraits	Kiss Books	
CG Pro Prints	Fujifilm North America Corporation	Kodak Alaris, Inc.	
ChromaLuxe	Fundy Software, Inc.	Konpoli-USA	
ClearBags	Geekoto Technology Co.	Lastolite by Manfrotto	
Color Inc.	Get Gear Case	Lensbaby	



# IMAGING USA 2020 EXHIBITORS (CONT.)

Miller's Professional Imaging  
Mitsubishi Electric US- Visual  
and Imaging Systems  
Neil Enterprises, Inc.  
Now I Lay Me Down To Sleep  
nPhoto  
N-Vu  
Ontrack Data Recovery  
Operation Lifesaver  
Otto Trading Inc  
Pacific Mount, Inc.  
Package Choice Insurance  
by Hill & Usher  
Paul C. Buff Inc.  
Paxis  
Peleman Industries  
Photobiz  
Photobooth Supply Company  
Photoflashdrive.com  
Photographers for Charity  
Picture Perfect Props  
Pixel Connection  
Platypod Pro, LLC  
PPA Affiliate Schools  
ProCam

Professional Photographers  
of America (PPA)  
ProMediaGear  
ProSelect/TimeExposure.com  
QNAP,Inc  
QtAlbums  
R.V.Nuccio & Associates  
Insurance Brokers, Inc.  
Rebooku  
RedTree Albums  
Renaissance Albums  
RetouchUp.com  
Richmond Professional Lab  
Rocket Photo  
Rocky Nook Inc  
Rustic Creations  
Seagate Technology, LLC  
Seldex Artistic Albums  
Sew Trendy Accessories  
ShootProof  
Showoff Albums, USA  
Sigma Corp of America  
Sinfonia Photo  
Sirui USA LLC  
So Many Angels

Social Box, IAO LLC  
SONY  
Southpoint Photo  
Imaging Supplies, Inc  
Special Kids Photography of America  
Spider Camera Holster  
SpotMyPhotos  
State Farm / The Marketing Arm  
Studio Ninja  
Studio Style  
Sturdavinci Art Tools  
Sweetson & Co.LLC  
Tamron USA Inc.  
Tennessee Professional  
Photographers Association  
Tether Tools  
Texas Professional  
Photographer Assoc. Inc  
Texas School of  
Professional Photography  
The Album Master  
The Gilman  
Brothers Company  
The Image Salon  
Think Tank Photo, Inc.  
Topaz Labs

Tribe of 5  
TSS Photography  
Tyndell Photographic  
& Art Supplies, Inc.  
UAF Photo Lab  
United States Copyright Office  
UsedPhotoPro.com  
V-Flat World  
Vision Art, Inc.  
Walter's Publishing  
Westcott Company  
White House Custom Colour  
Zenfolio Inc.

