



DRIVE TRAFFIC TO YOUR BOOTH, REACH THE LARGEST PAID CIRCULATION IN THE INDUSTRY,  
AND DELIVER UNMATCHED BRAND RECOGNITION AT THE FIRST MAJOR EVENT OF THE YEAR!

## PLATINUM SPONSORSHIP - \$24,000

### On-Site Visibility

- 4 backlit panels throughout the Imaging USA Expo and conference area.
- Sponsor logo on the Imaging USA canvas bag (a special gift most attendees will keep) given to all attendees. *Platinum Exclusive!*
- Sponsor logo on the on-site pocket guide. *Platinum and Gold Exclusive!*
- A piece of sponsor literature will be inserted into all 9,000 Imaging USA attendee bags. (Sponsor provided insert)
- Sponsor offer included in the Imaging USA Gold Card that will be included in the show issue of *Professional Photographer* magazine and given out to every attendee. Attendees carry this Gold Card to sponsor booths to receive expo-floor specials—let this sought-after Gold Card drive traffic to your booth!
- Your sponsor product, logo and booth number projected on large screen near the expo entrance.
- Sponsor logo will be on all Imaging USA sponsorship banners and displays.

### Print Exposure

- 1 full-page 4-color advertisement in the 60,000 circulation show issue of *Professional Photographer* magazine.
- A 5x7 sponsor-provided marketing piece will be placed into every pre-show attendee kit that is mailed prior to Imaging USA. *Platinum Exclusive!*
- Sponsor logo on all Imaging USA print advertisements in *Professional Photographer*, *SEP Action News*, and other industry publications.
- Sponsor logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

### Online Impact

- Sponsor-created banner ad will run on [www.ImagingUSA.org](http://www.ImagingUSA.org). *Platinum Exclusive!*
- A custom interview with your company will run on IUSA TV at [www.ImagingUSA.org](http://www.ImagingUSA.org). *Platinum and Gold Exclusive!*
- Sponsor logo will be placed on all Imaging USA web pages with a link to sponsor web site.

Site Traffic Note: ImagingUSA.org received more than 870,000 impressions during the four months leading up to Imaging USA last year.

### E-Mail Marketing

- Pre-Imaging USA product or company promotion e-mail blasts will provide sponsors with a 30-word product or company feature, product image, logo and link to sponsor web site. These 2 e-mail blasts, going to more than 30,000 photographers each time, will provide additional value and expand your reach beyond attendees. Your 30-word feature will also be accessible in the attendee resource section of [ImagingUSA.org](http://ImagingUSA.org).

We can customize these programs to meet your needs and for greater exposure at EPIC or SEPCON conference.

Bart Engels  
Western Regional Manager  
P: 847.854.8182  
F: 847.854.8183  
[bengels@ppa.com](mailto:bengels@ppa.com)

Shellie Johnson  
Northeast Regional Manager  
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[sjohnson@ppa.com](mailto:sjohnson@ppa.com)

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Scott Hersh  
Director of Sales and  
Strategic Alliances  
P: 610.966.2466  
F: 610.966.1430  
[shersh@ppa.com](mailto:shersh@ppa.com)





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## GOLD SPONSORSHIP - \$16,000

### On-Site Visibility

- 3 backlit panels throughout the Imaging USA Expo and conference areas.
- Sponsor logo on the on-site pocket guide. *Platinum and Gold Exclusive!*
- A piece of sponsor literature will be inserted into all 9,000 Imaging USA attendee bags. (Sponsor provided insert)
- Sponsor offer included in the Imaging USA Gold Card that will be included in the show issue of *Professional Photographer* magazine and given out to every attendee. Attendees carry this Gold Card to sponsor booths to receive expo-floor specials—let this sought-after Gold Card drive traffic to your booth!
- Your sponsor product, logo and booth number projected on large screen near the expo entrance.
- Sponsor logo will be on all Imaging USA sponsorship banners and displays.

### Print Exposure

- 1 full-page 4-color advertisement in the 60,000 circulation show issue of *Professional Photographer* magazine.
- Sponsor logo on all Imaging USA print advertisements in *Professional Photographer*, *SEP Action News*, and other industry publications.
- Sponsor logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

### Online Impact

- A custom interview with your company will run on IUSA TV at [www.ImagingUSA.org](http://www.ImagingUSA.org). *Platinum and Gold Exclusive!*
- Sponsor logo will be placed on all Imaging USA web pages with a link to sponsor web site.

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### E-Mail Marketing

- Pre-Imaging USA product or company promotion e-mail blast will provide sponsors with a 30-word product or company feature, product image, logo and link to sponsor web site. This one e-mail blast, going to more than 30,000 photographers, will provide additional value and expand your reach beyond attendees. Your 30-word feature will also be accessible in the attendee resource section of [ImagingUSA.org](http://ImagingUSA.org).

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## SILVER SPONSORSHIP - \$11,000

### On-Site Visibility

- 2 backlit panels throughout the Imaging USA Expo and conference areas.
- A piece of sponsor literature will be inserted into all 9,000 Imaging USA attendee bags. (sponsor provided insert)
- Sponsor offer included in the Imaging USA Gold Card that will be included in the show issue of *Professional Photographer* magazine and given out to every attendee. Attendees carry this Gold Card to sponsor booths to receive expo-floor specials—let this sought-after Gold Card drive traffic to your booth!
- Your sponsor product, logo and booth number projected on large screen near the expo entrance.
- Sponsor logo will be on all Imaging USA sponsorship banners and displays.

### Print Exposure

- 1 full-page 4-color advertisement in the 60,000 circulation show issue of *Professional Photographer* magazine.
- Sponsor logo on all Imaging USA print advertisements in *Professional Photographer*, *SEP Action News*, and other industry publications.
- Sponsor logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

### Online Impact

- Sponsor logo will be placed on all Imaging USA web pages with a link to sponsor web site.

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## BRONZE SPONSORSHIP - \$6,500

### On-Site Visibility

- A piece of sponsor literature will be inserted into all 9,000 Imaging USA attendee bags. (sponsor produced insert)
- Sponsor offer included in the Imaging USA Gold Card that will be included in the show issue of *Professional Photographer* magazine and given out to every attendee. Attendees carry this Gold Card to sponsor booths to receive expo-floor specials—let this sought-after Gold Card drive traffic to your booth!
- Sponsor logo will be on all Imaging USA sponsorship banners and displays.

### Print Exposure

- 1 full-page 4-color advertisement in the 60,000 circulation show issue of *Professional Photographer* magazine.
- Sponsor logo on all Imaging USA print advertisements in *Professional Photographer*, *SEP Action News* and other industry publications.
- Sponsor logo on the Sponsorship Appreciation ad in *Professional Photographer* magazine.

### Online Impact

- Sponsor logo will be placed on all Imaging USA web pages with a link to sponsor web site.

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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### INSTRUCTOR SPONSORSHIP PROGRAM - \$3,500

Associate your company by sponsoring an instructor of your choice. Exclusive programs are available. Your company will be recognized on marketing materials and signage associated with your instructor. You will also have the opportunity to introduce the instructor.

### OFFICIAL IMAGING USA LANYARD - \$4,000

Your company will have the exclusive right to design customized lanyards that will be distributed to all show attendees. Lanyards provided by sponsors.

### BACKLIT PANEL - \$2,500

Place your message on a Backlit Panel. Panels will be located throughout the Imaging USA show site. You provide the artwork on film and we will mount it on plexi. Limited space available.

### PREMIUM INSERTION INTO CANVAS BAG - \$2,000

Create custom items such as CD's, company literature or handouts that we will place into each canvas expo bag.

### IMAGING USA GOLD CARD - \$1,500

Promote your expo floor special in the Imaging USA Gold Card that will be included in the show issue of *Professional Photographer* magazine and given out to every attendee. Attendees carry this Gold Card to sponsor booths to receive expo-floor specials—let this sought-after Gold Card drive traffic to your booth!

### SEPCON "Connect with the Speaker" SPONSORSHIP - \$1,500

Be the exclusive sponsor of this popular spot for attendees to meet with SEPCON speakers after each program to further discuss the topics presented. Your company will be recognized on signage and will be promoted as the sponsor after each program. You will also receive exposure in the Show Guide section of the January Issue of *Professional Photographer* magazine.

### EPIC CRIME LAB - \$6,000

Sponsor a practice crime scene. Attendees will use the crime scene as a test area for using new products and techniques to capture the evidence shots they need. You will also receive exposure in the Show Guide section of the January Issue of *Professional Photographer* magazine.

### MONDAY EVENING PROGRAM - \$35,000

As an exclusive sponsor of the Monday night program, your company will receive exclusive recognition on signage and all promotional materials for the event. You will also receive prominent exposure in the Show Guide section of the January Issue of *Professional Photographer* magazine.

### OPENING or CLOSING IMAGING USA RECEPTION - \$45,000

Sponsor the Imaging USA opening or closing receptions. Exclusive or co-sponsorships are available. Your company will receive exclusive recognition on signage and all promotional materials for the event. You will also receive prominent exposure in the Show Guide section of the January Issue of *Professional Photographer* magazine.

### COFFEE BREAKS

Imaging USA - \$1,200 SEPCON - \$600 EPIC - \$600  
Be identified with every warm friendly cup of coffee when you sponsor a coffee break for ImagingUSA, SEPCON, or EPIC. You will receive recognition on signage at each coffee break.

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EPIC

PPA

PROFESSIONAL  
photographer





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### SPONSORSHIP APPLICATION

SPONSORSHIP LEVEL:  Platinum  Gold  Silver  Bronze  Other: \_\_\_\_\_

Company Name \_\_\_\_\_

Primary Contact \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

YES, OUR COMPANY WOULD LIKE TO BE AN IMAGING USA SPONSOR.

Signature: \_\_\_\_\_ Application Date: \_\_\_\_\_

#### PAYMENT TYPE:

Please Invoice  Visa  MasterCard  American Express

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Amount to be Charged: \$ \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

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