

Dear Exhibitor:

Welcome to Imaging USA 2012! We are happy you will be joining us in New Orleans, LA, where our three conferences (PPA, SEPCON & EPIC) are co-locating in one place.

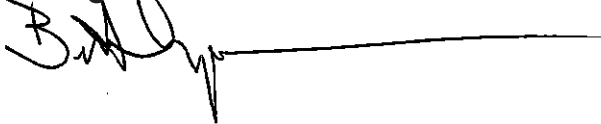
In Imaging USA's ongoing attempt to stay green, this year's Exhibitor Service Manual is being distributed as this PDF. It is filled with information from Show Management and Global Experience Specialists (GES), our official service contractor, along with order forms from other suppliers of services to the Imaging EXPO. It is very important that you review this material and familiarize yourself with its contents.

In addition, GES Online is available 24 hours a day. This allows you to order all GES services via their user-friendly, secure website (<http://www.gesexpo.com>).

Now, it's our goal to help you make the most of your presence at Imaging USA. To that end, you will receive a separate email from me regarding online entry for exhibitor badges, submitting product categories for the show guide, and customizing your online exhibitor profile for the interactive floor plan.

Thank you again for choosing to exhibit at Imaging USA. Should you have any questions, I may be reached at 404-522-8600, ext. 239, or bingwersen@ppa.com. For questions pertaining to GES services, please call their National Service Center at 800-475-2098.

Best regards,

A handwritten signature in black ink, appearing to read 'Bill Ingwersen', followed by a long horizontal line extending to the right.

Bill Ingwersen

Exposition Manager

Phone: 404-522-8600, ext. 239

Fax: 404-614-6405

bingwersen@ppa.com

TABLE OF CONTENTS

ACCESS TO PROGRAMMING	3
ATTENDEE MAILING LIST/AVAILABLE AFTER SHOW	4
AUDIO VISUAL	4
BOOTH EQUIPMENT	4
BOOTH PAYMENTS	4
BOOTH SALES OFFICE	4
BUSINESS CENTER	4
CARPET/FLOORING OF BOOTHS.....	4
CHILDREN IN HALL	5
COMPUTER & OFFICE EQUIPMENT RENTALS	5
EQUIPMENT/MERCHANDISE REMOVAL FROM TRADE SHOW FLOOR	5
EXHIBIT HALL ACCESS	5
EXHIBIT MOVE-IN	5
EXHIBIT SHOW HOURS	6
EXHIBIT MOVE-OUT	6
EXHIBITOR LISTING & PRODUCT DIRECTORY	6
EXHIBITOR APPRECIATION RECEPTION	7
EXHIBITOR LOUNGE	7
EXHIBITOR MARKETING	7
EXHIBITOR REGISTRATION/BADGE PICK-UP	7
FOOD & BEVERAGE	8
HOTEL RESERVATIONS	8
INSURANCE CLAIMS	8
LEAD RETRIEVAL	8
LOAN/REMOVAL OF EQUIPMENT FROM TRADE SHOW FLOOR	8
MATERIAL HANDLING	9
MUSIC LICENSE	9
OFFICIAL SERVICE CONTRACTOR	10
ORDER FORMS FOR GES	10
PROMOTE IMAGING USA TO YOUR CUSTOMERS	10
SALES TAXES	10
SECURITY	10
SELLING PRODUCTS OR SERVICES	10
SHOW GUIDE LISTINGS	10
SHOW LOCATION	11
SPECIAL EVENTS	11

IMAGINGUSA[®]

New Orleans

ERNEST N. MORIAL CONVENTION CENTER • JANUARY 15 -17, 2012 • WWW.IMAGINGUSA.ORG

EXPO INFORMATION

Everything at Imaging USA is designed to attract even more professional photographers and give you more valuable face-to-face time with them:

THREE CONFERENCES IN ONE: Imaging USA is the international convention of Professional Photographers of America (PPA) and its allied associations. In addition, the Society of Sport & Event Photographers (SEP) is adding its popular Sport & Event Track to Imaging USA's educational choices, and the Evidence Photographers International Council (EPIC) is co-locating its convention as well.

PROGRAMMING: The 78+ sessions, all taught by industry-leading photographers, include a series of classes from Adobe. Add in the in-depth pre-convention classes and those from SEPCON and EPIC, and the educational opportunities are overwhelming (and enticing to photographers)!

WEBSITE: The newly re-designed website dedicated to promoting Imaging USA is imagingusa.org.

SHOW GUIDE: The Imaging USA Show Guide will be distributed to all Imaging USA attendees.

ACCESS TO PROGRAMMING

As an exhibitor, you are allowed up to two (2) complimentary full convention registrations for the first 10'x10' booth, and one (1) registration for each additional 10'x10' booth that you have purchased (ex: If your company has reserved two 10'x10's, you are entitled to three (3) exhibitor full convention badges at no charge). Any additional staff may register as Imaging EXPO Only. Pre-Convention Classes or Workshops are an additional fee, even with your complimentary registrations. Additional full convention registrations can be purchased by downloading the Imaging USA registration form online at www.imagingusa.org, or by calling PPA's Service Center at 800.786.6277.

ATTENDEE MAILING ADDRESS LIST AVAILABLE AFTER SHOW

The post-convention attendee mailing list will automatically be emailed to you shortly after Imaging USA (complimentarily). This list will include postal addresses for each attendee. In order to use the attendee email list, exhibitors will be required to access this list via a third-party mail house, which could result in additional fees. Instructions for accessing and utilizing the attendee email list will be provided when the list is released to exhibitors.

AUDIOVISUAL

Freeman AV is the official audiovisual company. Order forms are under the Additional Services tab of this PDF.

BOOTH EQUIPMENT

Standard booth size is 10'x10'. Your booth comes with pipe and drape to separate you from your neighboring exhibitor, a 7"x44" identification sign, and aisle carpet. **Booth drapes are Red, Grey and Black. Aisle carpeting is Black and Silver.** All extra services and equipment such as furniture, booth carpet, electricity, labor, etc., must be ordered and paid for by the exhibitor. Forms are enclosed if you want to booth carpet, furniture, utilities, banners, etc.

BOOTH PAYMENTS

No exhibiting company will be given badges or be allowed to enter the exhibit hall to set up if there is a balance due on their booth space. Please ensure that your company has paid for its booth in full. Acceptable methods of payment are cash, certified or cashier's check, MasterCard, VISA, or American Express. **No personal or company checks will be accepted on-site.**

BOOTH SALES OFFICE

We will be pre-selling booth space on-site at Imaging USA 2012 for Imaging USA 2013. Imaging USA 2013 will held at the Georgia World Congress Center in Atlanta, Georgia, January 20-22. Based on a Priority Point Order, each exhibitor will be notified of their specific time and date to choose their space for next year. Look for more information in December.

BUSINESS CENTER

The UPS Store (#6216) and business center is located in Lobby F across from the Exhibit Hall. They may be contacted at (504) 670-8941.

CARPET/FLOORING OF BOOTHS

Please note that all booths must include flooring. The convention center has concrete floors that must be covered. You may bring your own flooring or rent carpet from Global Experience Specialists (GES).

CHILDREN IN HALL

Parents/Guardians of children under the age of 16 will be required to sign a liability waiver in order for the minor(s) to gain entry to the exhibit hall. Anyone under the age of 16 will also be required to wear a wristband at all times on the exhibition floor. Once on-site, please stop by the registration desk located outside Exhibit Hall E to fill out the appropriate paperwork.

COMPUTER & OFFICE EQUIPMENT RENTALS

Freeman is the official computer and office equipment provider. Order forms can be found under the Additional Services tab.

EQUIPMENT/MERCHANDISE REMOVAL FROM EXPO FLOOR

Customers leaving the Exhibit Hall with merchandise must present to Security either an **Equipment Removal Pass** or **a receipt of purchase**. Please ensure that anyone planning to leave the Exhibit Hall with your equipment has one of these documents. Equipment Removal Passes will be available at the Show Office and from Security on Imaging EXPO's opening day, January 15, 2012.

EXHIBIT HALL ACCESS

All individuals, whether employed by an exhibitor or in charge of any booth, must be registered and have a proper badge for admission to the Exhibit Hall. Security officers will be stationed at the entrance and exit doors to enforce this regulation. If you have a last-minute addition to your team, you can sign them up for a badge at the Exhibitor Registration Desk—a registered person from your booth must be present to authorize the addition.

SPECIAL NOTE: Neither the Show Management Office nor Exhibitor Registration Desk will have complimentary show passes on-site. Please distribute any EXPO passes you receive to your customers prior to the show; otherwise, they will need to pay the EXPO entrance fee of \$35/each.

EXHIBIT MOVE-IN

Friday, January 13	12:00 pm - 5:00 pm
Saturday, January 14	8:00 am - 5:00 pm
Sunday, January 15	7:00 am - 9:00 am

NOTE: As long as you have picked up your exhibitor badge before the Exhibitor Registration Desk closes and you are in the hall by that time, you may remain in the hall for setup as late as you wish. Again, you must have a proper badge for admission to the hall.

EXHIBIT SHOW HOURS

Sunday, January 15	11:00 am - 4:30 pm
Monday, January 16	11:00 am - 4:30 pm
Tuesday, January 17	9:30 am - 1:30 pm

EXHIBIT MOVE-OUT

Tuesday, January 17	1:30 pm - 8:00 pm
Wednesday, January 18	8:00 am - 12:00 pm

All booths must remain intact until the show closes and move-out begins at 1:30 pm on Tuesday, January 17. Crates will not be delivered to the booths prior to that time. If you are wearing your exhibitor badge, you may remain in the hall for move-out as long as you wish on Tuesday—keep in mind that the GES desk closes at 8:00 pm that night. Move-out continues on Wednesday, January 18 at 8:00 am and must be completed by 12:00 pm. Bills of lading for outbound shipments must be turned in at the GES Service Desk no later than 12:00 noon on Wednesday, January 18. Security will not be available after 12:00 noon on January 18 or when the hall is empty of product, whichever is earlier.

SPECIAL NOTE: In order to expedite the removal of exhibitor materials, GES has the authority to change the designated carriers of exhibitor's choice, without further clearance from the exhibitor if the exhibitor's carrier does not pick up on time. Where necessary to reroute shipments via car loading companies, trucking charges will be made to exhibitors and GES is relieved of all responsibility for taking such action. Where no disposition is made, materials will be taken to the GES warehouse to await exhibitor's shipping instructions and charged accordingly.

EXHIBITOR LISTING & PRODUCT DIRECTORY

Your company information will be published in the Imaging USA Show Guide under the Exhibitor Listing if you booked your booth by October 5. The following information automatically appears:

Company Name, Booth Number, City, State, Telephone, and Website

If you update your online profile by October 5 (using the user id and password emailed to you), and choose your product categories, you will also appear in the Show Guide's Product Directory section. If you booked after October 5, your company contact information will be in an addendum to the Show Guide; however, it will not contain the product categories. The 50-word company description will appear online only (if you add it to your online profile) and will appear in real time.

EXHIBITOR APPRECIATION RECEPTION

Sunday, January 15 – 4:30 pm – 5:30 pm, Back of Exhibition Hall

We want to thank you, the exhibitors, for making Imaging EXPO a success year after year. Please join us for an Exhibitor Appreciation Reception on Sunday (directly following EXPO hours). This will be a good opportunity to ask our staff questions, offer suggestions, or voice concerns. There is no speaker at the reception. **Please wear your exhibitor badge for admission.**

EXHIBITOR LOUNGE

An Exhibitor Lounge will be available inside the exhibit hall during the following hours:

Sunday 7:00 am – 4:30 pm

Monday 10:00 am – 4:30 pm

Tuesday 9:00 am – 1:30 pm

Feel free to stop in and catch your breath. Some refreshments will be available. The Lounge will be open only to exhibitors.

EXHIBITOR MARKETING

Exhibitors or exhibitor representatives must conduct all marketing and promotional activity within their contracted exhibit space. Placement of signs, promotional materials, or canvassing in any part of the convention center outside of the exhibitor's booth is prohibited.

EXHIBITOR REGISTRATION/BADGE PICK-UP

Avoid waiting in registration lines by **completing the online badge registration by December 15**. If you have not received the email requesting you to log on to the PPA Exhibitor Badge site, please contact Bill Ingwersen at bingwersen@ppa.com. Additional convention registrations can be purchased by downloading the Imaging USA registration form online at www.imagingusa.org, or by calling PPA's Service Center at 800.786.6277.

Badges will be mailed to you if you pre-register (they will be sent with your confirmation letters). When you arrive at the Exhibit Hall, simply pick up your lanyard, and you are on your way.

The Exhibitor Registration Desk will be open the following hours:

Friday, January 13	12:00 pm - 5:00 pm
Saturday, January 14	8:00 am - 6:00 pm
Sunday, January 15	8:00 am - 5:00 pm
Monday, January 16	8:00 am - 5:00 pm
Tuesday, January 17	8:00 am - 2:00 pm

FOOD & BEVERAGE

The Convention Center Catering is the sole provider of food and beverages at the Ernest N. Morial Convention Center. No one is allowed to bring food or beverages onto the premises to be sold, given away, or used without the consent of Convention Center Catering. For information on distributing food and beverages within the convention center contact the Convention Center Food & Beverages Department at (504) 670-7200 or the exhibitor services department at (504) 582-3036.

HOTEL RESERVATIONS

Please check <http://imagingusa.org/hotels-travel> for information on discounted hotel rooms within the Ernest N. Morial Convention Center area. Imaging USA has selected the Hilton New Orleans Riverside as its headquarters hotel. Hotel space is still available, but it's going fast!

INSURANCE CLAIMS

All exhibitors are strongly urged to secure their own insurance in the case of exhibit damage, personal injury, fire, theft, etc. PPA and Imaging USA assume NO responsibility whatsoever pursuant to such insurance claims.

LEAD RETRIEVAL

Please look for more information to be emailed at a later date regarding lead retrieval services.

LOAN/REMOVAL OF EQUIPMENT FROM EXPO FLOOR

We appreciate the fact that many exhibitors assist PPA by loaning equipment for use at convention programs. To ensure that equipment is returned to you in a timely fashion, please be advised of the following procedure:

Only PPA convention staff (wearing staff ribbons) are authorized to remove equipment from the EXPO floor for use in the program rooms. In this case, staff will provide you with a "Property Removal Form," which should be signed by you upon equipment removal and return. Upon your request, a copy of the signed form will be provided to you.

If your equipment is not returned in a timely matter, please see Bill Ingwersen, Exposition Manager, as soon as possible!

NOTE: If your company (or booth personnel) does not follow the above procedure and lends equipment to a program speaker directly, the speaker will be responsible for the safe return of said equipment. PPA and Imaging USA will not be responsible for it in any way.

MATERIAL HANDLING

ADVANCE SHIPPING: Pay close attention to the Shipping Instructions and Material Handling Order Form in the GES section of this manual. Exhibitors are strongly urged to ship all freight to the advanced warehouse if it will arrive on or between December 12, 2011 and January 10, 2012. Shipments that are received in the advanced warehouse are generally less expensive to deliver to your booth. Shipments received at the advanced warehouse after January 10 are subject to late fees. Please use the following address and label format when shipping to the warehouse:

TO: Imaging USA
c/o GES
(Your Company Name & Booth Number)
5730 Powell Street
New Orleans , LA 70123
USA

NOTE: Due to the holidays, the advance warehouse will be closed 12/24 - 12/26 and 12/31 - 1/3. Shipments should not arrive on those days.

SHIPPING TO SHOW SITE:

GES CANNOT accept show site freight prior to noon on Friday, January 13, 2012. When shipping directly to the show site on or between January 13, 2012 and January 15, 2012, use the following address and label format:

TO: Imaging USA
c/o GES
(Your Company Name & Booth Number)
New Orleans Ernest N Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70130
USA

SPECIAL NOTE: Exhibit personnel in charge of setting up your booth should be aware of how and when all freight was shipped, tracking/pro numbers, and the carrier. This information is extremely important when trying to locate missing freight. Tracking numbers will be the best/most timely way to locate shipments that have not been delivered to your booth.

MUSIC LICENSE

Exhibitors who intend to use copyrighted music in their booth during EXPO hours must obtain a music license. For more information, contact Bill Ingwersen, Exposition Manager at bingwersen@ppa.com.

OFFICIAL SERVICE CONTRACTOR

Global Experience Specialists (GES) is the official service contractor for Imaging USA. GES must perform all on-site material handling and rigging.

ORDER FORMS FOR GES

In order to properly service the exhibition, GES, our official service contractor, must receive your orders by December 23 for you to receive the early order discount (unless indicated otherwise on the form). All order forms are in this manual.

PROMOTE IMAGING USA TO YOUR CUSTOMERS

Encourage users and prospective buyers of your products to attend Imaging USA and visit your booth! Take advantage of several promotional items available at no charge, including complimentary EXPO passes, Imaging USA 2012 logo and web buttons, a press release about your participation at Imaging USA, and more at www.imagingusa.org/exhibitor-resources.

SALES TAXES

The state of Louisiana requires that if you are selling products on the show floor, you must register for a tax license. Form R-1029 can be found in the last section of this service manual, or you may register online at the following site:

<http://revenue.louisiana.gov/sections/taxforms/default.aspx?code=SLS&year=2011>

SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times. Show Management provides a 24-hour security guard service for the perimeter of the Exhibit Hall; however, neither Show Management, the contracted security service, nor their corporate entities will be responsible for loss of or damage to any property.

SELLING PRODUCTS OR SERVICES

Show Management does allow exhibitors to sell products and services on the show floor. Exhibitors that sell taxable goods or services on-site are responsible for registering as a dealer with the Texas Department of Revenue. The Texas Department of Revenue will be on-site to pass out the appropriate forms and answer any questions.

SHOW GUIDE LISTINGS

To ensure your contact information and product categories are accurate for our printing of the show guide, please be sure to log in and proof your information. Information on logging in will be coming soon, and the deadline to submit is October 5, 2011.

SHOW LOCATION

Imaging USA 2012 will be held at the **Ernest N. Morial Convention Center, Exhibit Halls E-F, 900 Convention Center Boulevard, New Orleans, LA 70130.**

SPECIAL EVENTS

All special events are free of charge to exhibitors with full convention badges. If exhibitors with "EXPO Only" badges wish to attend these events, the charge is \$40 per event. Tickets will only be sold on-site at Registration and directly outside the party venues.

Sunday, January 15

BIG. BAYOU. BASH. (Opening Night Party)

8:00 pm – 11:00 pm

Sponsored by Canon

Monday, January 16

Grand Imaging Awards (complimentary)

5:30 pm – 6:30 pm

Tuesday, January 17

PPA's Awards and Degree Ceremony (complimentary)

7:00 pm – 8:00 pm

Tuesday, January 17

Peach Jam (Imaging USA Closing Night Party)

8:00 pm – 11:00 pm