



MAKE A  
**BIG**  
IMPRESSION  
IT'S EASY AT  
IMAGING USA

IMAGING EXPO | JANUARY 15-17, 2012 | NEW ORLEANS, LA

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

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# BOOST YOUR BUSINESS IN THE BIG EASY

Mark your calendar for the best photographic event of the year, scheduled to take place January 15-17, 2012. The Imaging USA 2012 Convention and Imaging EXPO will be held in the Ernest N. Morial Convention Center in New Orleans, LA.

PPA and the other associations behind Imaging USA will be doing more promotion, more advertising, and reaching out to more photography professionals than ever. This translates into more of everything for you—more name recognition, more show traffic and, most of all, more sales!

If you're ready to boost your business with your best customers, we'll make it easy in the Big Easy! Show our professional photographers how you can help them succeed with your presence at Imaging EXPO.

**IMAGING**USA®



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# MEET YOUR BEST AND MOST QUALIFIED BUYERS

You want to create relationships with your customers and show them how your product or service can help them. Where better to do this than at Imaging USA, which draws together almost 10,000 industry professionals in a multitude of photographic specialties?

Almost **3 in 4** attendees  
PURCHASE PRODUCTS.

**88%** of exhibitors  
say they'll invest as  
much or more in future  
Imaging USA events.

Attendees responding to post-  
show surveys reported spending  
more than **\$1 million**  
on products & services.

**95%** of attendees would  
recommend Imaging USA  
to another photographer.

**97.5%** of exhibitors  
reported overall satisfaction  
with convention.

Almost **80%** of  
exhibitors said the buying  
power of attendees was  
good or excellent.

## Your Perfect Imaging USA Audience Includes the Following:

- Photographers specializing in wedding, portraits, computer/digital imaging, sports, stock, special events, school and family portraits
- Medical, educational, legal, governmental and industry imaging departments
- Public relations studios, advertising agencies and commercial/corporate studios
- Dealers, distributors and others who service, repair and rebuild professional photographic equipment
- Studio owners (over 95% of attendees)
- Those who have purchased equipment at Imaging USA (3 out of 4 attendees)



- Statistics from 2010 Imaging USA Surveys

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# BOOTH PRICING

## Booth Cost per 10ft. x 10ft.

\$2,550

\*\$2,350 (Corporate Member)

Add \$500 per corner

## What's Included in Booth Prices?

Booth space is priced to include a 10' x 10' area consisting of an eight-foot-high back wall of fire-proof draperies supported by aluminum uprights and stanchions with four-foot-high draped division side rails.

## Booth Price Also Includes:

- + 7" x 44" company identification sign showing the exhibiting company's name and booth number
- + Security
- + Aisle carpet
- + Virtual Booth Listing on Imaging USA's website
- + Free Imaging EXPO passes

How you design and present your services to photographers is up to you. Please remember that all extra services and equipment, such as furniture, booth carpet, electricity, labor, etc., must be ordered and paid for by the exhibitor. (Order forms for these additional services and equipment are included in the Exhibitor Service Kit, which will be available in mid-October 2011.)

## Corporate Membership Makes Sense

When you're a PPA, SEP or SAA Corporate Member, you are more involved with your customers all year long. Plus, you save money when you exhibit at the Imaging EXPO to meet your loyal (and new) customers face to face.

\*Bronze Corporate Members save \$200 on each of their first two 10' x 10' booths. Silver, Gold and Platinum Corporate members can add even more booths at a discount. Contact your sales rep for more details on Corporate Membership.

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# BIG EXHIBITOR BENEFITS

FREE IMAGING EXPO passes to distribute to your key prospects and customers.

Two (2) free registrations to all convention programming for the first 10' x 10' booth.

One (1) full registration for each additional 10' x 10' booth.

Private exhibitor lounge for your informal gathering and relaxation.

Invitation to the PPA-hosted Exhibitor Appreciation Reception.

90% of Imaging EXPO hours are exclusive hours, free of programming.

Product and contact listings in the Show Guide.

Imaging USA attendee mailing address list.

Access to the Imaging USA attendee e-mail list is available through a bonded third-party mail house.

High visibility on Imaging USA's real-time, online floor plan where attendees can see the most current layout of the Imaging EXPO.

## Important Times

### \* Exhibitor Move-In

Friday, January 13  
noon - 4:00pm

Saturday, January 14  
8:00am - 6:00pm

Sunday, January 15  
8:00am - 10:00am

### \* Imaging EXPO Hours

Sunday, January 15  
11:00am - 4:30pm

Monday, January 16  
11:00am - 4:30pm

Tuesday, January 17  
9:30am - 1:30pm

### \* Exhibitor Move-Out

Tuesday, January 17  
1:30pm - 8:00pm

Wednesday, January 18  
8:00am - noon

\*times subject to change



# ADD SOME MAGIC WITH MARKETING & PROMOTION

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 convention issue of *Professional Photographer* magazine (and the pocket guide).

Extensive show promotion in the convention previews, in *Professional Photographer*, on [www.ImagingUSA.org](http://www.ImagingUSA.org), in ads in leading trade publications, and in e-mails to our association members.

FREE IMAGING EXPO passes for you to distribute to key prospects and customers, giving them even more reasons to visit you.

Distribution of promotional materials to photographic suppliers in local convention areas, driving more local traffic at the convention location.

## Extra Traffic- Building Features

Imaging USA helps attract your perfect audience by speaking to professional photographers' desires for more efficient, profitable businesses, big inspiration and supportive relationships. Here are more reasons Imaging USA draws traffic to the entire event... and to your booth:

- Association-sponsored educational programs designed to draw additional buyers.
- Experts share studio business management information (from PPA's Studio Management Services team) on the trade show floor.
- One of the world's largest annual photographic exhibits of professional photography, featuring over 2,100 award-winning images.



# 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 first major event of the year! Expand your message and enhance your promotions with a custom sponsorship package that will do the following:

Partner you with the largest, non-profit photo associations in the world.

Identify you with one of the most successful shows in the industry.

Drive additional traffic to your booth.

Give you additional exposure by reaching the largest paid circulation in the industry.

## Grab Attention: It's Easy

**With customized packages, you can maximize your competitive positioning and achieve the focused branding and exposure your product deserves and needs to stand a step ahead of the competition. Some sponsorship features include:**

- Inclusion as a sponsor in all event promotional materials, guides and websites.
- Recognition on specialty banners and signage throughout the event's location.
- Delivery of your marketing message directly into the hands of attendees (through bag inserts).
- Opportunity to stand as the exclusive sponsor of a speaker.
- Prominent exposure by sponsoring one of our specialty events.
- Many more exclusive benefits and marketing opportunities.

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# EXHIBITOR SERVICE KIT

All confirmed 2012 exhibitors will receive an Exhibitor Service Kit in October 2011. 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. Order forms will also be included for services such as electricity, telephone service, labor, floral, audio-visual, material handling, etc. Exhibitors may avoid excess labor charges by placing all service or equipment orders by the deadlines stated in the Exhibitor Service Kit.

## Exhibitor Deadlines

### January 2011

All Imaging USA 2011 exhibitors are able to reserve booth space for 2012.

### May 1, 2011

50% booth deposit required.

### October 1, 2011

Full booth payment required.

### October 2011

Exhibitor Service Kit (also known as the Service Manual) distributed.  
Deadline for exhibitor listing in on-site Show Guide.

### December 2011

Deadline for exhibitor badge registration.



# RESERVE YOUR BOOTH TODAY

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 2012 priority number will receive notification prior to the 2011 event.

Make sure you send a representative to the booth sales office at Imaging USA 2011 in San Antonio, where you'll be able to reserve the best booth space first.

Space will be assigned on a first-come, first-served basis after priority exhibitors have selected their booth location.

Applications for exhibit space received after May 1, 2011, must be accompanied by a deposit of 50% of the total cost of space. The remaining balance is due October 1, 2011. (No Exceptions.)

Applications submitted after October 1, 2011, must be accompanied by payment in full.

## Attention

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED NOR WILL SPACE ASSIGNMENT BE MADE. NO REFUNDS WILL BE MADE AFTER OCTOBER 1, 2011.

ANY CONTRACTS RECEIVED AFTER OCTOBER 21, 2011, MAY NOT BE INCLUDED IN THE SHOW GUIDE.



# HOTEL INFORMATION

If you're planning on joining us at Imaging USA, don't forget to book your hotel room early! In fact, hotels will begin accepting reservations at the discounted rate in March 2011.

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 listed rates do not include tax, and all reservations must be guaranteed with a major credit card or accompanied by a first-night room deposit.)

Starting March 2011, you will be able to call the hotel of your choice and make your reservations. Please visit [www.ImagingUSA.org](http://www.ImagingUSA.org) for current hotel information.

## Contracted Hotels for New Orleans 2012

Headquarters:

**Hilton New Orleans Riverside**

\$175 single/double

**Embassy Suites**

\$165 single/double

**Doubletree New Orleans**

\$155 single/double

**New Orleans Marriott  
Convention Center Hotel**

\$165 single/double

**Spring Hill Suites New  
Orleans Convention Center**

\$160 single/double

**Hampton Inn & Suites  
Convention Center Hotel**

\$139 (Standard)/\$189 (Suites)



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