

Spice Up Your
Sales & Marketing with the
2011
IMAGING EXPO



I use *Professional Photographer* magazine ads as my first glance to see what I want to look into. Then I go to Imaging USA and look for the vendors and products there.

Jackie Haggerty, Studio J Photography



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Where the Hottest Photographers Meet the Hottest Products

Mark your calendar for the hottest photographic event of the year, scheduled to take place January 16-18, 2011. The Imaging USA 2011 Convention and Imaging Expo will be held in the Henry B. Gonzalez Convention Center in San Antonio, Texas.

PPA and the other associations behind Imaging USA will be doing more promotion, more advertising, and reaching out to more photography professionals than ever. We're going to light a fire under their businesses and creative brains. This translates into more of everything for you—more name recognition, more show traffic, and, most of all, more sales! It's the perfect recipe for success.

That's right, we're bringing the heat next year—will you meet the challenge? Show our professional photographers how you can help them succeed with your presence at Imaging EXPO! It was a sold-out show in 2010, so register early to save a booth space...

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 nearly 8,600 qualified buyers in a multitude of photographic specialties? And over 95% of attendees are studio owners.

95%
studio owners

85%
purchase

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 (over 85% of attendees)

Booth Pricing

Booth Cost per 10' x 10'

\$2,450 (Non-Member)

*\$2,250 (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 Kit, which will be mailed in mid-October 2010.)

Corporate Membership Makes Sense

When you're a PPA, SEP or SAA Corporate Member, Imaging EXPO brings you face-to-face with customers loyal and new, it will also help you save money.

*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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Extra 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 "exhibitors only" lounge for your informal gathering and relaxation.
- + Invitation to the PPA-hosted Exhibitor Appreciation Reception.
- + Product and contact listings in the Show Guide.
- + Imaging USA attendee list (includes name and address only).
- + Access to the Imaging USA attendee e-mail list (available through a third-party mail house for an additional fee).
- + 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 14

12:00pm - 4:00pm

Saturday, January 15

8:00am - 6:00pm

Sunday, January 16

8:00am - 10:00am

*Imaging EXPO Hours

Sunday, January 16

11:00am - 4:30pm

Monday, January 17

11:00am - 4:30pm

Tuesday, January 18

9:30am - 1:30pm

*Exhibitor Move-Out

Tuesday, January 18

1:30pm - 8:00pm

Wednesday, January 19

8:00am - noon

*times subject to change



Add Zing with Marketing & Promotion

PPA's comprehensive marketing and exhibitor promotional opportunities will fan the flames from 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, 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.

Show Guide Advertising

Maximize your exposure as an exhibitor by being part of the integral Imaging USA Show Guide. This indispensable resource guides attendees through all aspects of the hottest photography show of the year. With it, your message will be in the hands of every show attendee.

The Show Guide includes, but is not limited to, the following:

- + Exhibitor Listing
- + EXPO Floor Plan
- + Conference/Class Schedule

Contact your sales rep to learn more about special combination rates on advertising in the Show Guide and the January 2011 issue of *Professional Photographer*.

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Traffic-Building Features

What is it that draws your perfect audience of professional photographers? Imaging USA speaks to photographers' desires for more efficient, profitable businesses, fired-up inspiration, and supportive relationships. Take a glance at some reasons Imaging USA draws traffic to the entire event...and to your booth:

Take the next step and raise your brand above the tradeshow crowd with Imaging USA sponsorships. From events to instructors, your sponsorship can take many forms—you can even become one of our top-level supporters at the Platinum, Gold, Silver, or Bronze level. Become more noticeable to the attendees with a custom package, including items like the following, and more:

For more details on sponsoring an Imaging USA 2011 program or event, visit www.PPA.com/vendors or contact Scott Hersh, Director of Sales & Strategic Alliances (shersh@ppa.com).

- + Association-sponsored educational programs designed to draw additional buyers.
- + 90% of Imaging EXPO hours are exclusive hours, free of programming events.
- + Experts share studio business management information (from PPA's Studio Management Services team) and copyright information inside the hall.
- + One of the world's largest annual print exhibitions of professional photography, featuring over 2,300 award-winning images.

- + Event signs & banners
- + Backlit panels
- + Attendee bags
- + Literature delivery
- + Program sponsorship
- + Pre- and post-event e-mails to attendees
- + Website banners and links
- + Speaker sponsorships

Exhibitor Service Kit

All confirmed 2011 exhibitors will receive an Exhibitor Service Kit (also known as the Service Manual) in October 2010. 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 2010

All Imaging USA 2010 exhibitors are able to reserve booth space for 2011.

May 1, 2010

50% booth deposit required.

October 1, 2010

Full booth payment required.

October 2010

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

December 2010

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 2011 priority number will receive notification prior to the 2010 event.

Make sure you send a representative to the booth sales office at Imaging USA 2010 in Nashville, 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, 2010, must be accompanied by a deposit of 50% of the total cost of space. The remaining balance is due October 1, 2010. (No Exceptions.)

Applications submitted after October 1, 2010, must be accompanied by payment in full.

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED NOR WILL SPACE ASSIGNMENT BE MADE. NO REFUNDS WILL BE MADE AFTER October 1, 2010.

Competitor Placement

Don't worry about your competitive "steam" rising! A company with a higher priority number that has chosen a location may object to the placement of a competitor... only if that competitor's choice is within 30 linear feet. (Objections do not apply to locations not directly visible from the working front/sides of the booth.)

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 February.

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.)

Grand Hyatt San Antonio

(Headquarters Hotel): \$179 single/double

Marriott River Center

\$179 single, \$204 double

Westin River Walk

\$179 single/double

Marriott River Walk

\$179 single, \$204 double

Hilton Palacio Del Rio

\$173 single/double

Sheraton Gunter

\$169 single/double

Holiday Inn San Antonio River Walk

\$109 single/double

Starting in February, please visit www.ImagingUSA.org for current hotel information.

We're Here to Help!

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