

IMAGING^{USA} EXHIBITOR PROSPECTUS

SAN ANTONIO, TX • JANUARY 8-10, 2017

BROUGHT TO YOU BY



WANT TO CREATE LASTING RELATIONSHIPS WITH YOUR BEST CUSTOMERS?

Then mark your calendar for Imaging USA! The country's longest-running photography convention and expo takes place January 8-10, 2017, at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

There is no better place to reach your target market than at Imaging USA. It's your chance to meet 10,000+ photographers excited to improve their businesses (and eager to see and buy your new product!). Reserve a booth today and show them how you can help them succeed.

87% OF ATTENDEES SAID THAT THE TRADESHOW WAS THE MAIN REASON THEY ATTENDED IMAGING USA

92% OF ATTENDEES SAID THE IMAGING USA EXPO WAS GOOD TO EXCELLENT

97% OF ATTENDEES WOULD RECOMMEND IMAGING USA TO ANOTHER PHOTOGRAPHER

87% OF EXHIBITORS REPORTED OVERALL SATISFACTION WITH THE QUALITY OF THE ATTENDEES VISITING THEIR BOOTH

97% OF EXHIBITORS REPORTED EXCELLENT TO GOOD OVERALL SATISFACTION WITH IMAGING USA

ALMOST **3 IN 4** ATTENDEES PURCHASE PRODUCTS

POST IMAGING USA SURVEYS REPORT SPENDING ON THE EXPO FLOOR ABOVE **\$1 MILLION**



REASON #756
YOU'VE GOT THE GOODS!
THERE'S A BAJILLION REASONS TO GO TO IMAGING USA

BOOTH PRICING

Booth price per 10ft. x 10ft.

- \$3,100
- 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 fireproof draperies supported by aluminum uprights and stanchions with four-foot-high draped division side rails. In addition, you receive:

- 7" x 44" company identification sign showing the exhibiting company's name and booth number
- Listing in the Imaging USA show guide
- 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.

Please note that order forms for these additional services and equipment are included in the Exhibitor Service Kit, which will be available in September 2016.

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 2017 priority number will receive notification prior to the 2016 event.

- Make sure you send a representative to the booth sales office at Imaging USA 2016 in Atlanta, 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, 2016, must be accompanied by a deposit of 50% of the total cost of space. The remaining balance is due October 1, 2016. No exceptions.
- Applications submitted after October 1, 2016, must be accompanied by payment in full.

All confirmed 2017 exhibitors will receive an Exhibitor Service Kit in September 2016. Companies wishing to rent additional equipment (furniture, hard-wall displays, carpet, showcases, etc.) may order these from the PPA general 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 charges by placing all service or equipment orders by the early discount date.

CORPORATE MEMBERSHIP MAKES SENSE

When you're a PPA Corporate Member, you're 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!

Silver Corporate Members save \$200 on each of their first four 10'x10' booths. Gold and Platinum Corporate members receive even more booths at a discount. Contact your sales rep for more details on PPA's Corporate Membership levels.



REASON #543
LOTS OF NEW CUSTOMERS
THERE'S A BAJILLION REASONS TO GO TO IMAGING USA

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 and in the pocket guide.
- 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 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:

- World-class educational programs designed to draw additional buyers.
- One of the world's largest annual photographic exhibits of professional photography, featuring thousands of award-winning images in print and digital displays.

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

Your sales rep can provide you with more details...and help you get the results you want!

Grab Their Attention

With customized packages, you can maximize your competitive positioning and achieve the focused branding and exposure your product deserves and needs to stay 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 location.
- Delivery of your marketing message directly to attendees through the Imaging USA Mobile App.
- 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.



REASON #8934

SHOWING OFF IS OK

THERE'S A BAJILLION REASONS TO GO TO IMAGING USA

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, 2016.

Any contracts received after Saturday, October 15, 2016, may not be included in the show guide.

Exhibitor Deadlines

- January 2016 - All Imaging USA 2016 exhibitors can reserve booth space for 2017.
- Sunday, May 1, 2016 - 50% booth deposit required.
- Saturday, October 1, 2016 - Full booth payment required.
- September 2016 Exhibitor Service Kit (also known as the Service Manual) distributed.
- Saturday, October 15, 2016 - Deadline for exhibitor listing in on-site Show Guide.
- December 2016 - Deadline for exhibitor badge registration.

Important Times

- Exhibitor Move-In*
Friday, January 6, noon - 5pm
Saturday, January 7, 8am - 5pm
Sunday, January 8, 9:30 - 11:30am
- Imaging Expo Hours*
Sunday, January 8, 11:30am - 5pm
Monday, January 9, 11:30am - 5pm
Tuesday, January 10, 11:30am - 3:30pm
- Exhibitor Move-Out*
Tuesday, January 10, 3:30pm - 8pm
Wednesday, January 11, 8am - noon

*Times are subject to change

HOTEL INFORMATION

If you're planning on joining us at Imaging USA in 2017, 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.

Starting April 2016, you will be able to call the hotel of your choice and make your reservations. Please visit ImagingUSA.org for a list of contracted hotels.

YOUR SALES CONTACTS

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