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# IMAGINGUSA

## EXHIBITOR PROSPECTUS

NASHVILLE, TN • JAN 22–24, 2023

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## BUILD RELATIONSHIPS

IMAGINGUSA

# WANT TO CREATE LASTING RELATIONSHIPS WITH YOUR BEST CUSTOMERS?

**Mark your calendar for the best  
photographic event of the year!**

Imaging USA is the largest, most prestigious annual convention and expo organized by photographers, for photographers!

The conference is scheduled to take place in Nashville, Tennessee at the Gaylord Opryland Resort & Convention Center, January 22–24, 2023.



## MAKE CONNECTIONS

IMAGINGUSA

# CONNECT WITH PHOTOGRAPHERS AND STUDIO OWNERS

Attended by over 10,000 creative professionals every year, Imaging USA is the prime opportunity to meet and interact with your customers face-to-face while showcasing your company's products and services.



### ATTENDEES LOVE IMAGING USA!

96%

SAID THEY WOULD  
RECOMMEND THE  
SHOW TO OTHER  
PHOTOGRAPHERS

80%

SAID THE EXPO WAS  
GOOD / EXCELLENT

81%

SAID THE EXPO WAS  
THEIR REASON  
FOR COMING

### EXHIBITORS REAP THE BENEFITS

84%

REPORTED EXCELLENT/  
GOOD SATISFACTION  
WITH THE EXPO

84%

REPORTED EXCELLENT/  
GOOD TRAFFIC TO  
THEIR BOOTH

# NASHVILLE

IMAGINGUSA

## OUR MOST POPULAR LOCATION!

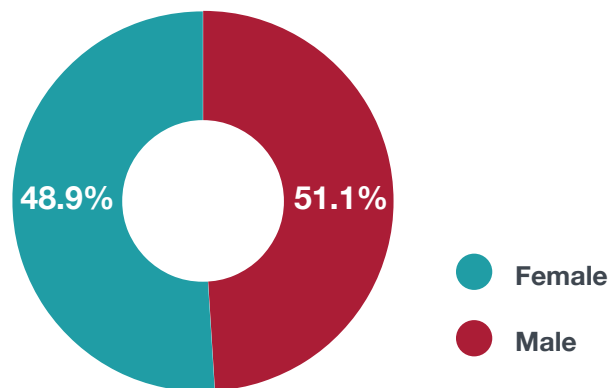
The Gaylord Opryland in Nashville is an attendee favorite. Thousands of photographers from across the country (and beyond) gather there to discover new resources for their business.



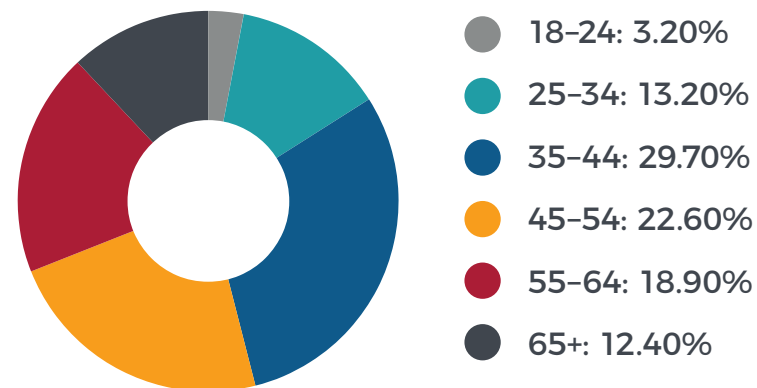
# 2022 ATTENDEE INFO

IMAGINGUSA

## ATTENDEES BY GENDER



## ATTENDEES BY AGE



## COUNTRIES REPRESENTED

36

42%

ATTENDED IMAGING USA  
FOR THE FIRST TIME

46%

OF ATTENDEES PURCHASED EQUIPMENT  
OR PRODUCTS AT THE EXPO

93%

OF ATTENDEES ARE PROFESSIONAL  
PHOTOGRAPHERS OR STUDIO OWNERS

## LEVERAGE OUR DIGITAL REACH

We promote Imaging USA across the web through social media, influencers, and dedicated email campaigns. The result: our extensive marketing efforts amplify your message far beyond the show itself.

### EMAIL CAMPAIGN

**95,000** SUBSCRIBERS  
**480+** PRE-SHOW EMAILS  
**2,784,776** UNIQUE OPENS

### FACEBOOK

IMAGING USA	PPA
<b>37,913</b> FOLLOWERS	<b>207,420</b> FOLLOWERS
<b>1,061,947</b> IMPRESSIONS	<b>17,843,756</b> IMPRESSIONS

### IMAGING USA APP

**3,597** UNIQUE USERS  
**15,653** EXHIBITOR PROFILE VIEWS  
**324,534** AD IMPRESSIONS

### INSTAGRAM

IMAGING USA	PPA
<b>12,483</b> FOLLOWERS	<b>24,104</b> FOLLOWERS
<b>534,152</b> IMPRESSIONS	<b>2,373,696</b> IMPRESSIONS

### INFLUENCER PARTNERSHIPS

**13**

PHOTOGRAPHY INFLUENCERS ATTENDED

**1,394,485**

COMBINED FOLLOWERS

**70,000**

TOTAL ENGAGEMENT DURING IMAGING USA

**900,000+**

TOTAL REACH DURING IMAGING USA

Total number of followers as of Jan 1, 2022

## BOOTH PRICING

### Booth price per 10ft x 10ft

- \$2,326.88
- Add \$500 per corner

### Included with the booth:

Booth space is priced to include a 10' x 10' area that consists of a black, fireproof eight-foot-high draped back wall that is supported by aluminum uprights. Stanchions with three-foot-high draped division side rails will complete the booth. In addition, you receive:

- Complimentary listing of your company and booth number on the mobile app and on the Imaging USA website.
- Free Imaging USA Expo passes.
- 17 hours to sell products directly on the trade show floor.
- 7" x 44" company identification sign showing the exhibiting company's name and booth number.
- Exhibit hall perimeter security on the Expo floor.
- Opportunity to earn priority points for exhibiting next year.
- Aisle carpet installation.

## 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 2023 priority number will be the first to be notified of available booth space.

- Space will be assigned on a first-come, first-serve basis after priority exhibitors have selected their booth location.
- Booth deposits are due by May 6, 2022 (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths).
- Applications submitted after May 6, 2022, must include a deposit (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths). Applications received without payment WILL NOT be processed. The remaining balance is due October 7, 2022. No exceptions.
- Applications submitted after October 7, 2022, must be accompanied by payment in full.

All confirmed 2023 exhibitors will receive an Exhibitor Service Kit in September 2022. 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 (must be ordered and paid for by the exhibitor).

Order forms will 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

Corporate Members:

- Gain access to PPA's multiple platforms, putting your brand center stage!
- Save money AND meet both your new and loyal customers when you exhibit at the Imaging USA Expo.
- Receive a \$200 discount per booth, up to 20 booths, as well as priority placement.

## 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 on the Imaging USA website and mobile app.
- Extensive show promotion to PPA members and non-members, including print ads in *Professional Photographer*, digital ads across the web, newsletters, email campaigns, and PPA's own social media channels.
- Free Imaging USA Expo passes for you to distribute to key prospects and customers, giving them even more reasons to visit your booth.

### Extra Traffic-Building Features

Imaging USA helps attract your perfect audience by speaking to professional photographers' desires for more supportive, inspirational, and profitable relationships. As the largest event of its kind, Imaging USA draws potential clients right to your booth. Our world-class educational programs are also designed to attract more buyers, giving your business maximum exposure during the event.

## 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:

- Align your brand with one of the most successful and longest running shows in the industry.
- Drive additional traffic to your booth.
- Add additional exposure by reaching 70,000+ professional photographers.

Contact your sales rep for more details to help get your desired results!

### Grab Their Attention

Customized packages position your business competitively and give your product the exposure it deserves. Sponsorship benefits 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 out as the exclusive sponsor of a speaker.
- Prominent exposure by sponsoring one of our specialty events.
- Exclusive marketing opportunities.

**TAP INTO  
10,000  
QUALIFIED LEADS!**

# 2022 EXHIBITORS

IMAGINGUSA

3XM Solution

Advanced Photographic  
Solutions

Allstate Insurance

ASP - American Society of  
Photographers

B & H Photo Video Pro Audio

Barnwood USA

Bay Photo Lab

Camera Exchange

CardConnect

CG Pro Prints

Charles Beseler Company

ClearBags

Dell Technologies

Delta Picture Frame Company

Dorado Graphix

DriveSavers Data Recovery

Frames for Portraits

FrameSuite

Gifyyy Photo Booth

Graphistudio

H&H Color Lab, Inc.

H&H Total Schools and Sports

Happily Ever Photo

Henka LLC

Hidow Int. Inc dba Chirxllc

Intuition Backgrounds

Konpoli-USA

Lockton Affinity LLC

Love Not Lost

Make-a Ball

MAPP

Maryland Professional  
Photographer Association

Miller's Professional Imaging

Neil Enterprises, Inc.

Now I Lay Me Down To Sleep

nPhoto

N-Vu

Ontrack Data Recovery

Peleman Retail LLC

Peter Hurley's Headshot Crew

PhotoBiz

Photoflashdrive.com

Photogenic Supply

Pictobooks

Pixel Connection

Platypod Pro, LLC

PPA Affiliate Schools

Professional Photographers of  
America (PPA)

Professional Photographers  
Society of Greater Washington

Rebooku

RedTree Albums

Renaissance Albums

Softworks Systems

Spider Camera Holster

Spring Distribution

StellaPro Lights by Light &  
Motion

Studio Style

Sturdavinci Art Tools

Tamron USA Inc.

Texas Professional  
Photographer Assoc. Inc

Texas School of Professional  
Photography

The Marksman

The Styling Reserve

UAF Photo Lab

United States Copyright Office

Virginia Professional  
Photographers of America

Vision Art, Inc.

White House Custom Colour

Wireless Sourcing

Zno

## 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 7, 2022.

### Exhibitor Deadlines

- Monday, May 2, 2022—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- Monday, Oct 7, 2022—Full booth payment required.
- September 2022—Exhibitor Service Manual distributed.
- December 2022—Deadline for exhibitor badge registration.

### Important Times

#### Exhibitor Move-In

Friday, January 20	8am–5pm
Saturday, January 21	8am–5pm
Sunday, January 22	8am–10am

#### Imaging Expo Hours

Sunday, January 22	11:30am–5pm
Monday, January 23	11:30am–5pm
Tuesday, January 24	11:30am–3:30pm

#### Exhibitor Move-Out

Tuesday, January 24	3:30pm–8pm
Wednesday, January 25	8am–noon

Times are subject to change.

## HOTEL INFORMATION

If you plan on joining us at Imaging USA 2023, save money by booking your room early!

If our room blocks are sold out before the cut-off date, room availability and rates are not guaranteed and will be subject to prevailing availability and rates.

All reservations require a major credit card and a one-night deposit (\$199+ \$15 resort fee + tax).

Book your room today!

Hotel cutoff date: December 19, 2022

**[ImagingUSA.com/Hotels](https://www.imagingusa.com/Hotels)**

## IMAGINGUSA SALES CONTACTS

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