



IMAGING^{USA}

EXHIBITOR SERVICE MANUAL

January 28-30, 2024
Louisville, KY

Brought to you by



TABLE OF CONTENTS

PAGE 4

Deadline Dates

PAGE 5

Access to Programming

Accessible Storage

Audio Visual

Booth Equipment

Booth Payments

Booth Sales Office

PAGE 6

Business Center

Carpet/Flooring of Booths

Children in Hall

Computer & Office Equipment
Rentals

Display Rules & Regulations

Electrical

Hall Access

PAGE 7

Installation/Move-In Hours

Expo Hours

Dismantle/Move-Out Hours

PAGE 8

Exhibitor Appointed Contractor (EAC)

Exhibitor Listing & Product Directory

Exhibitor Appreciation Reception

Exhibitor Lounge Hours

PAGE 9

Exhibitor Marketing

Exhibitor Registration & Badge Pickup

Food & Beverage

Hotel Reservations

Insurance Certificates

PAGE 10

Internet & Telecommunications

Lead Retrieval

PAGE 11

Material Handling

PAGE 12

Music License

Official Service Contractor
& Order Forms

Promote Imaging USA
to Your Customers

Rigging & Hanging Signs

Security

Show Location

Sponsorship Opportunities

PAGE 13

Special Events

WELCOME TO IMAGING USA!

This exhibitor service manual will help you get what you need, when, and where you need it.

WHY IS THIS IMPORTANT?

This manual is filled with information from PPA and Shepard, the official service contractor, along with order forms from other suppliers for the Imaging USA Expo. You will need to review and familiarize yourself with this material so you can get what you need. If you need assistance, Shepard is available 24-hours a day. You can order all Shepard services at shepardes.com. It's a secure website and user-friendly!

It's our goal to help you make the most of your time at Imaging USA. Keep an eye on your email inbox for more info regarding online entry for exhibitor badges, how to submit product categories, and customizing your online exhibitor profile for the interactive floor plan.

Thank you again for choosing to exhibit at Imaging USA! If you have questions, please contact Lakisha English, Imaging USA Exhibits Manager, at 404.522.8600, ext. 238, or exhibit@imagingusa.com. For questions about Shepard services, please call or email Shepard's Exhibitor Services Department at 404.720.8600 or orders@shepardes.com.

DEADLINE DATES

OCTOBER 6, 2023

- Final booth contract payment

OCTOBER 31, 2023

- Lumens AV early order discount

NOVEMBER 30, 2023

- Deadline to update your Imaging USA Exhibitor profile and product categories

DECEMBER 29, 2023

- Exhibitor appointed contractor (EAC) form
- Exhibitor badge registration
- Insurance certificates due
- Discount Deadline for Custom Shepard Rentals

DECEMBER 26, 2023–JANUARY 24, 2024

- Shepard advance warehouse open for shipments
- * First Day for Warehouse Deliveries Without a Surcharge Tuesday, December 26, 2023. Please note: Shepard will be closed on January 1 in observance of the Holiday. No shipments will be accepted. Please notify your carrier.

JANUARY 7, 2024

- Internet, Network and Voice Services early discount rate
- Electrical order early discount rate

JANUARY 8, 2024

- Discounted Price Deadline for Standard Shepard Orders
- Rigging order early discount rate

JANUARY 12, 2024

- Lead retrieval early discount rate

JANUARY 19, 2024

- Last Day for Warehouse Deliveries without a surcharge

JANUARY 24, 2024

- Last day for any advance warehouse deliveries
- * Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

JANUARY 26, 2024

- Direct shipping to convention center for Imaging USA starts

QUESTIONS? CONTACT

LAKISHA ENGLISH
Events Exhibits Manager, PPA
404.522.8600 ext. 238
exhibit@imagingusa.com

SHEPARD
404.720.8600
orders@shepardes.com
shepardes.com

MORE RESOURCES:

ImagingUSA.com/exhibitor-rsc

ACCESS TO PROGRAMMING

As an exhibitor, you are allowed up to two complimentary, full-convention registrations for your first 10'x10' booth and one registration for each additional 10'x10' booth that you have purchased. For example, if your company has reserved two 10'x10's, you are entitled to three exhibitor, all-access badges at no charge. Any additional staff may register in the Imaging Expo Only category at no charge. Pre-convention classes or workshops are an additional fee, even with your complimentary, all-access registrations. Additional all-access registrations can be purchased at [ImagingUSA.com](https://www.imagingusa.com), or by calling PPA's Customer Care at 800.786.6277.

ACCESSIBLE STORAGE

Accessible storage service is available on-site for exhibitors to easily access their product samples and literature during show days only. All accessible storage arrangements must be placed on-site at the Shepard Service Center. The charge for Accessible Storage consists of a daily storage fee plus labor to place materials and remove from storage. When you are ready for your stored materials to be delivered to and/or from your booth, please notify Shepard at the Service Center. A charge is included for the labor necessary to deliver materials to and from your booth. **Please note that no products are allowed to be stored behind your booth.**

AUDIO VISUAL

Lumens AV is the audio-visual company at Imaging USA 2024. Order forms can be found at the end of the Shepard Exhibitor Kit.

BOOTH EQUIPMENT

Standard booth size is 10'x10'. Your booth comes with a pipe and drape to separate you from your neighboring exhibitor and a 7"x44" identification sign. Booth drapes are black. All extra services and equipment such as furniture, booth carpet, electricity, labor, etc., must be ordered and paid for by the exhibitor. Order forms can be found in the Shepard exhibitor kit. **Floor covering is mandatory for the show.**

BOOTH PAYMENTS

Please ensure your company has paid for its booth in full. 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. 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. The deadline is October 6, 2023.

BOOTH SALES OFFICE

PPA will be pre-selling booth space for Imaging USA 2025, which will take place at the Gaylord Texan Resort & Convention Center, February 2-4, 2025. Based on a priority point order, each exhibitor will be notified of their specific time and date to choose their space for the following year. Look out for more information in December 2023.

BUSINESS CENTER

The FedEx Office is located directly across the street from the KICC – 315 W Market Street. For more information, refer to the Additional Services section in the online Exhibitor Services Manual or contact FedEx at **615.391.0381** or by email at usa5520@fedex.com.

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 Shepard. Exhibitors without carpet/acceptable flooring will incur additional costs as carpet will be forced prior to show opening. Forced carpet will start at 9:30am on Sunday, January 28, 2024. Order forms can be found in the Shepard Exhibitor Kit.

CHILDREN IN HALL

No children are allowed in hall during move-in or move-out.

COMPUTER & OFFICE EQUIPMENT RENTALS

Prestige AV is the computer and office-equipment provider at Imaging USA. Order forms can be found at the end of the Shepard Exhibitor Kit.

DISPLAY RULES & REGULATIONS

Imaging USA uses the International Association of Exhibition and Events (IAEE) Guidelines for Display Rules & Regulations. These can be found in the Shepard Exhibitor Kit.

ELECTRICAL

The Kentucky International Convention Center is the official electrical provider at Imaging USA. Ordering instructions can be found at the end of the Shepard Exhibitor Kit, by calling The Kentucky International Convention Center kyconvention.com/exhibit/order-services (502) 595-3575. Advance Rate deadline is January 7, 2024.

HALL ACCESS

All individuals, whether employed by an exhibitor or in charge of a booth, must be registered and have an official exhibitor 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 staffing addition to your team, you can sign them up for a badge at the Special Services desk near Registration; a registered person from your booth must be present to authorize the addition.

INSTALLATION / MOVE-IN HOURS

Friday, January 26	8am–5pm
Saturday, January 27	8am–5pm
Sunday, January 28	8–10am

Exhibitors may remain in the hall for setup as late as they wish under a few conditions. You must pick up your exhibitor badge before the exhibitor registration desk closes. You must also be in the hall by the close of the exhibitor set on Saturday, January 27 at 5pm. Please note: There will be no in & out privileges allowed after 5pm, and you **MUST** wear a proper Exhibitor Badge for admission to the hall.

EXPO HOURS

Sunday, January 28	11:30am–5:30pm
Monday, January 29	11:30am–5:30pm
Tuesday, January 30	11:30am–3:30pm

DISMANTLE / MOVE-OUT HOURS

Tuesday, January 30	3:30–8pm
Wednesday, January 31	8am–12pm

All booths must remain intact until the show closes and move-out begins at 3:30pm on Tuesday, January 30. Crates will be delivered to the floor after aisle carpet has been rolled up. If you are wearing your exhibitor badge, you may remain in the hall for move-out as long as you wish on Tuesday, but please keep in mind that the Shepard service desk closes at 8pm that night. Move-out continues on Wednesday, January 25 at 8am and must be completed by 12pm. Material handling agreements for outbound shipments must be turned in to the Shepard service desk and your carrier checked in for freight pick up no later than 11am on January 31. Security will not be available after 12pm on January 31 or when the hall is empty of product, whichever comes first.



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

EXHIBITOR APPOINTED CONTRACTOR (EAC)

In the best interest of the exhibitors, PPA has selected certain companies (at rates considered equitable and normal for the area) as Official Contractors for various convention services. If you, the exhibitor, have contracted with any company other than those appointed by PPA, you must complete and return an Exhibitor Appointed Contractor form no later than December 29, 2023. In addition, it is your responsibility to inform your contractors with reference to providing proof of liability/compensation insurance to PPA and show management. You must also follow the requirements outlined on the EAC form, found at the end of the Shepard exhibitor kit.

EXHIBITOR LISTING & PRODUCT DIRECTORY

Update your Imaging USA Exhibitor profile and product categories at imagingusa.com/exhibitor/login. Your company contact information and profile will appear in the mobile app and on ImagingUSA.com.

Please review your information to ensure its accuracy. PPA is not responsible for outdated information.

EXHIBITOR APPRECIATION RECEPTION

Sunday, January 28, 2024, 5:00–6:00pm in the Exhibit Hall

We want to thank you, the exhibitors, for making the Imaging Expo a success year after year. Please join us for the Exhibitor Appreciation Reception on Sunday (directly following expo hours). This is a great opportunity to ask our staff questions, offer suggestions, and relax. Please wear your exhibitor badge for admission.

EXHIBITOR LOUNGE HOURS

An exhibitor lounge will be available inside the Expo hall. Feel free to stop in and catch your breath! Beverages will be available with limited service at 10:30–11:30am and 1–2pm. The lounge will be open only to exhibitors, so it's the perfect place to relax.

Sunday, January 28	10:30am–4:30pm
Monday, January 29	10:30am–4:30pm
Tuesday, January 30	10:30am–2:30pm

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 your booth is prohibited.

EXHIBITOR REGISTRATION & BADGE PICKUP

Save time on-site by completing your online badge registration by December 29, 2023. Please login to the exhibitor portal to request badges for your booth staff. Additional all-access registrations can be purchased at [ImagingUSA.com](https://imagingusa.com), or by calling PPA's Customer Care at **800.786.6277**. All badges will be picked up onsite at Registration, located in the convention center.

Imaging USA Registration is located at Jefferson Street Pre-Function, Main Concourse of the Kentucky International Convention Center.

Thursday, January 25	8am–Noon
Friday, January 26	8am–5pm
Saturday, January 27	8:30am–5:30pm
Sunday, January 28	7:30am–5:30pm
Monday, January 29	7:30am–5:30pm
Tuesday, January 30	7:30am–3:30pm

FOOD & BEVERAGE

Levy Restaurants is the sole provider of food and beverages at the Kentucky International 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 Kentucky International Convention Center. For information on distributing food and beverages within the convention center, contact Emily Butler at Emily.Butler@levyrestaurants.com or by phone at **502.630.4390**.

HOTEL RESERVATIONS

Please check imagingusa.com/travel/hotel for information on discounted hotel room block rates and how to book your hotel room at the Kentucky International Convention Center. For multiple room bookings, please use the room block request form <https://www.gotolouisville.com/imaging-usa-room-block-request/> or contact our official partner, the Louisville Housing Department at 1-800-743-3100 or via email housing@gotolouisville.com. Agents are available Monday through Friday, 9 a.m. to 5 p.m. EDT except for major holidays.

INSURANCE CERTIFICATES

Exhibitors and its contractor(s) must and shall maintain comprehensive general liability insurance, fire, and extended coverage insurance, at their sole cost and expense, for all of its activities and property at Imaging USA during the term of their contract, including move-in and move-out days and shall have Professional Photographers of America,

Imaging USA, the Kentucky International Convention Center, Shepard, their respective officers, directors, employees, and agents named as additional insured on all such policies. Policy limits shall be at least \$1,000,000/\$1,000,000 bodily injury and property damage combined (in the case of liability insurance) and full replacement value coverage (in the case of property insurance). Exhibitors and its contractor(s) shall also maintain, at their sole cost and expense, workers compensation insurance for employees participating in the show. Evidence of insurance coverage, in the form of a valid certificate of insurance specifying the coverage includes activities at the show, must be provided to the show management 30 days before the first move-in day of the show. The certificates of insurance or policies shall provide that they may not be cancelled without 30 days advance written notice to the show. PPA and Imaging USA assume NO responsibility whatsoever pursuant to such insurance claims. Deadline is December 29, 2023.

Insurance certificate should include the following information:

Professional Photographers of America, Shepard, Kentucky International Convention Center and its officers, agents, and employees are named as additional insured as respects in general liability regarding Imaging USA 2024 in Louisville, KY, on January 28-30, 2024.

Certificate holder should be listed as follows:

ATTN: Lakisha English
Professional Photographers of America
229 Peachtree Street, NE, Suite 2300
Atlanta, GA 30303

All insurance certificates must be sent to:

Lakisha English, Exhibits Manager at exhibit@imagingusa.com.

INTERNET & TELECOMMUNICATIONS

Kentucky International Convention Center is the official internet and telecommunications provider at the convention center. Internet service can be ordered at kyconvention.com/exhibit/order-services or by phone 502.595.3575 or can be found at the end of the Shepard Exhibitor Kit. Early discount deadline is Tuesday, January 7, 2024.

LEAD RETRIEVAL

SMARTSOURCE is the official lead retrieval provider at Imaging USA. Order forms can be found at the end of the Shepard Exhibitor Kit. The early rate discount deadline is January 12, 2024.

MATERIAL HANDLING

ADVANCE SHIPPING:

Pay close attention to the shipping instructions and material handling order form in the Shepard section of this manual. Exhibitors are strongly urged to ship all freight to the advance warehouse on or between December 26, 2023 - January 24, 2004. Shipments received at the advance warehouse after January 19, 204 are subject to late fees.

ADVANCE WAREHOUSE SHIPMENT ADDRESS

(Warehouse will be closed on January 1)

Exhibiting Co. Name & Booth Number

Imaging USA

TForce Freight - Shepard Exposition Services

9828 East Bluegrass Pkwy

Louisville, KY 40299

Warehouse hours: Monday - Friday, 8am - 4pm

Please note: Shepard will be closed on January 1 in observance of the Holiday. No shipments will be accepted. Please notify your carrier.

SHIPPING TO SHOW SITE:

Shepard will receive shipments at the exhibit facility beginning Friday, January 26, 2024. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor.

Please use the following address and label format when shipping to the show site:

c/o Shepard Exposition Services

Exhibiting Co. Name & Booth Number

IMAGING USA

Kentucky International Convention Center

221 Fourth Street

Louisville, KY 40202

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. Any freight accepted during show hours will not be delivered until after the show closes for the day.

MUSIC LICENSE

Exhibitors who intend to use copyrighted music in their booth during expo hours must obtain a music license. For more information, contact Lakisha English, Exhibits Manager, at exhibit@imagingusa.com.

OFFICIAL SERVICE CONTRACTOR & ORDER FORMS

Shepard is the official service contractor for Imaging USA. Shepard must perform all on-site material handling.

In order to properly service the exhibition, Shepard must receive your orders by January 8, 2024, for you to receive the early order discount (unless indicated otherwise on the form). Quick facts and order forms can be found on the online Shepard Exhibitor Service Manual at shepardes.com.

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 2024 logo and social graphics, a press release about your participation at Imaging USA, and more at ImagingUSA.com/exhibitor-rsc.

RIGGING & HANGING SIGNS

Shepard is the official rigging contractor. NOTE: Ceiling height in the exhibit hall is 32 feet and maximum height for an island booth is 16 feet. Order forms can be found in the online Shepard Exhibitor Service Manual at shepardes.com.

SECURITY

Each exhibitor is responsible for safeguarding one's own goods, materials, equipment, and exhibit at all times. PPA provides 24-hour security service for the perimeter of the exhibit hall; however, neither PPA, the contracted security service, nor their corporate entities will be responsible for loss or damage to any property. If you would like to order additional security for your booth, please contact Joseph Humphrey, KICC Venue Services at joseph.humphrey@kyvenues.com or 502.338.7482.

SHOW LOCATION

Imaging USA 2024 will be held at the Kentucky International Convention Center, 221 S. 4th Street, Louisville, KY 40202. Phone: 502.595.4381.

SPONSORSHIP OPPORTUNITIES

As an official sponsor, you have the unique opportunity to increase the visibility of your company, products, and services through the Imaging USA Sponsorship Opportunities Packet. Make this a part of your marketing strategy and reach thousands of photographers with a variety of products to suit your budget. Deadlines apply. For information on available sponsorships, please contact your sales representative.

SPECIAL EVENTS

All special events are free of charge to Imaging USA exhibitors with all-access convention badges. If exhibitors with “Expo Plus” badges wish to attend the Welcome Party or Closing Party, the charge is \$80 per event. Tickets will be sold on-site at registration and directly outside the party venues.

International Photographic Competition Judging

Kentucky International
Convention Center
Ballroom ABC
Saturday, January 27 • 8am–6pm

Grand Imaging Awards

Kentucky International
Convention Center
Ballroom ABC
Monday, January 29 • 7–9pm
Open to all

Imaging USA Welcome Party

Omni Louisville Hotel
400 S 2nd St, Louisville, KY 40202
(3 blocks from KICC)
Commonwealth Ballroom
Sunday, January 28 • 8–10pm
All-Access Passes or party-ticket
holders only

Imaging USA Closing Night Party

Kentucky International
Convention Center
Ballroom ABC
Tuesday, January 30 • 6:30–9:30pm
All-access pass or party-ticket
holders only

PPA Award & Degree Ceremony

Kentucky International
Convention Center
Ballroom ABC
Monday, January 29 • 5–6:30pm
Open to all

