



IMAGINGUSA EXHIBITOR PROSPECTUS

LOUISVILLE, KY • JAN 28–30, 2024

IMAGINGUSA

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BUILD RELATIONSHIPS

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 Louisville, Kentucky at the Kentucky International Convention Center, January 28–30, 2024.



MAKE CONNECTIONS

CONNECT WITH PHOTOGRAPHERS AND STUDIO OWNERS

Imaging USA draws thousands of creative professionals annually and provides the perfect opportunity to engage with customers and showcase your company's products and services in person.



ATTENDEES LOVE IMAGING USA!

96%

said they would recommend the show to other photographers

80%

said the expo was excellent / good

81%

said the expo was their reason for coming

EXHIBITORS REAP THE BENEFITS

84%

reported excellent / good satisfaction with the expo

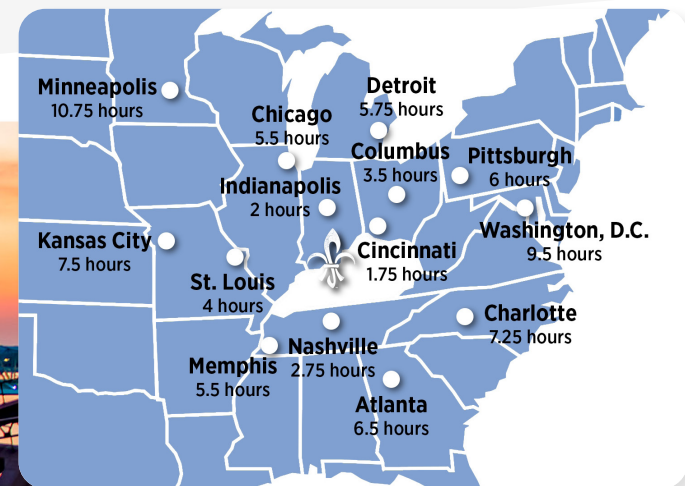
84%

reported excellent / good traffic to their booth

LOUISVILLE, KY

NEW LOCATION!

With 60% of attendees within a short day's drive, exhibiting at the Expo in Louisville is a cost-effective way to reach potential customers who would rather invest in your products and services than on travel expenses.



THOUSANDS OF PHOTOGRAPHERS

2023 ATTENDEE INFO

48%

Attended Imaging USA
for the first time

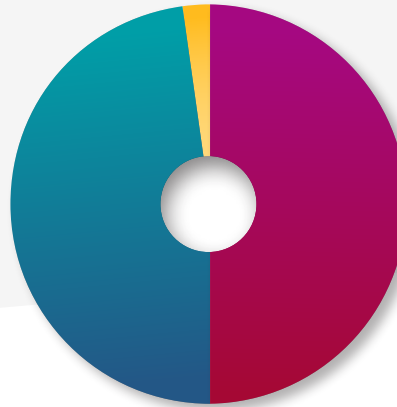
47%

of attendees purchased equipment
or products at the expo

70%

of attendees are professional
photographers or studio owners

ATTENDEES BY GENDER



50% Female 48% Male
2% Non-binary/Other/NA

ATTENDEES BY AGE



3% 24 or under 24% 45 - 54
14% 25 - 34 22% 55 - 64
22% 35 - 44 13% 65+

* 2% prefer not to answer

YEARS IN BUSINESS



12% Less than 3 years
17% 3 - 5 years
16% 6 - 10 years
20% 10 - 20 years
17% 20+ years

* 15% N/A

2023 DIGITAL IMPACT

EXPAND YOUR REACH

Our extensive digital marketing efforts promote your brand far beyond Imaging USA. With social media, influencers, and dedicated email campaigns, we leverage the power of the web to amplify your message and reach a wider audience.

EMAIL CAMPAIGN

102,588 SUBSCRIBERS
33,752 UNIQUE CLICK-THRU'S
2,049,059 UNIQUE OPENS

FACEBOOK

IMAGING USA	PPA
38,089 FOLLOWERS	222,409 FOLLOWERS
1,462,554 IMPRESSIONS	37,583,170 IMPRESSIONS

IMAGING USA APP

4,074 UNIQUE USERS
26,692 EXHIBITOR PROFILE VIEWS
607,551 AD IMPRESSIONS

INSTAGRAM

IMAGING USA	PPA
14,057 FOLLOWERS	28,600 FOLLOWERS
515,610 IMPRESSIONS	3,524,595 IMPRESSIONS

INFLUENCER PARTNERSHIPS

11

photography influencers attended

1,571,400

total followers

31,300

total engagement during Imaging USA

329,500

total reach during Imaging USA



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BOOTH PRICING

Booth price per 10ft x 10ft

- \$3,400
- Add \$500 per corner

Included with the booth:

- Black 8' high backwall drape, 3' high side rail drape and (1) booth ID Sign
- Company listing on the mobile app and ImagingUSA.com
- 15 hours to sell products and services directly on the tradeshow floor
- Two All-Access Passes for the first 10'x10' booth and one All-Access pass for each additional 10'x10' booth
- Unlimited Free Expo Only passes
- Opportunity to earn priority points for next year's Expo

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 2024 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 1, 2023 (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths).
- Applications submitted after May 1, 2023, 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 6, 2023. No exceptions.
- Applications submitted after October 6, 2023, must be accompanied by payment in full.

All confirmed 2024 exhibitors will receive an Exhibitor Service Kit in September 2023. 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

- Place your brand in the spotlight by leveraging PPA's online reach.
- Exhibit at the Imaging USA Expo and save money while connecting with new and loyal customers!
- Enjoy priority placement and receive a discount of \$200 per booth for up to 20 booths.

MAXIMIZE YOUR EXPOSURE

PPA's comprehensive marketing and exhibitor promotional opportunities work in tandem with your individual efforts to attract attendees 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.
- Comprehensive show promotion to both PPA members and non-members, which includes print ads in *Professional Photographer*, digital ads across the web, newsletters, email campaigns, and promotions through PPA's social media channels.
- Free Imaging USA Expo passes to distribute to key prospects and customers, giving them an added incentive to visit your booth.

Extra Traffic-Building Features

Imaging USA is uniquely designed to attract your ideal audience by catering to professional photographers' desires for more inspirational, supportive, and profitable relationships.

As the largest event of its kind, Imaging USA draws potential clients directly to your booth, providing you with unparalleled exposure. Our world-class educational programs are designed to attract even more buyers, which means your business will receive maximum visibility during the event.

SPONSORSHIP

Elevate your impact and brand recognition at the start of the year by taking advantage of sponsorship opportunities at Imaging USA. Achieve more at the event with a custom sponsorship package that will expand your message, enhance your promotions, and:

- 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.

Grab Their Attention

Position your business competitively and give your products the exposure they deserve with our customized sponsorship packages. Take advantage of a range of benefits, including:

- Inclusion as a sponsor in all event promotional materials 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 visibility by sponsoring one of our special events.

Sponsorship Opportunity Guide coming soon.

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

**TAP INTO
THOUSANDS
OF QUALIFIED LEADS!**

2023 EXHIBITORS

17hats	ClearBags	Fujifilm	Imaging Solutions AG
3XM & BSA	Cloudspot	Geareach (Hong Kong) Company Limited	Inter-State Imaging Services
AcrylicPress.com	Collectible Canvas	Geekoto Technology Co.	Intuition Backgrounds
Adorama	Copyright Alliance	Gifyyy Photo Booth	Kayla Douglas Artistry
AfterShoot	Curator Live	Go Love Africa	KEH.COM
Algomage	Datacolor	Godox Photo Equipment Co., Ltd.	Kodak Professional
All Ways Travel	DDLab	GoShelter, LLC.	Konpoli-USA
American Color Imaging	Dell Technologies	GotPhoto, Inc.	Laowa Lenses
American Society of Photographers	Denny Manufacturing Co., Inc.	Graphistudio	Lead Savage, LLC.
APS Labs	Desktop Darkroom	H&H Color Lab, Inc.	LexJet
Artpoint Albums	DNP Imagingcomm America Corp.	H&H Total Schools and Sports	Light and Motion
B & H Photo Video Pro Audio	Dorado Graphix	Hearts & Lens	Lockton Affinity, LLC.
Baby Dream Backdrops	DreambooksPro	Henka, LLC.	Love Not Lost
Bay Photo Lab	DriveSavers Data Recovery	HiDow International	Loxley Colour
Bokeh Academy	EASIFRAME	Homespun Heart, LLC.	Make-A-Ball
Camera Exchange	Entourage Yearbooks	Hoodman Corporation	MAPP
Candid Color Systems, Inc.	Fancy Fabrics & Props	HouseLens	Marathon Press, Inc.
Canon USA, Inc.	Finao Online, LLC.	Image Salon	Matboard Plus
Capture One	Floricolor	ImagenAI	Max Design – DJ & Photo Booth Gear
CardConnect	Frames for Portraits	Imaging Brands / Tether Tools	McKenna Professional Imaging
Charles Beseler Company			

2023 EXHIBITORS CONT.

Mid-South Color Labs, Inc.
 Miller's Professional Imaging
 My Paparazzi
 Neil Enterprises, Inc.
 Nomatic
 Now I Lay Me Down to Sleep
 nPhoto Sp. z o. o
 N-Vu
 Ontrack Data Recovery
 Operation Lifesaver
 Otto Trading, Inc.
 Pacific Mount, Inc.
 Paul C. Buff, Inc.
 Peter Hurley's Headshot Crew
 Photele
 PhotoBiz
 Photoflashdrive.com
 Photogenic Supply
 Picture Perfect Props
 Pixel Connection

PPA Affiliate Schools
 Professional Photographers
 Society of Greater
 Washington
 ProPrints
 ProSelect
 QT Albums
 Rebooku
 RedTree Albums
 Refocus Marketplace
 Renaissance Albums
 RetouchUp.com
 Rich Osness, LLC.
 Rotolight Group, Ltd.
 RTV, Inc.
 Rustic Creations
 Saal Digital Corporation
 Security Embroidery
 Sew Trendy Accessories
 ShootProof
 Sigma Corp of America

Sino Promise, Inc. (Kodak)
 Skylab Tech
 Sood Studio Pvt. Ltd.
 Spider Camera Holster
 Spring Distribution
 Stonewood Lodge / Northwest
 Marine
 Studio Style
 Sturdavinci Art Tools
 Styled by Southern Bride
 Tamron USA, Inc.
 Tennessee Professional
 Photographers Association
 Texas Professional
 Photographer Assoc. Inc.
 Texas School of Professional
 Photography
 The Album Master
 The Boudoir Album
 The Boudoir Divas, Inc.

The Gilman Brothers
 Company
 The Marksman
 Tyndell Photographic & Art
 Supplies, Inc.
 UAF Photo Lab
 United States Copyright
 Office
 UsedPhotoPro.com
 ViewfinderMasks.com
 Virginia Professional
 Photographers of America
 Vision Art, Inc.
 Vivid Metal Prints
 Westcott
 White House Custom Colour
 Wireless Sourcing
 Wonderpax
 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 6, 2023.

Exhibitor Deadlines

- Monday, May 1, 2023—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- Friday, October 6, 2023—Full booth payment required.
- September 2023—Exhibitor Service Manual distributed.
- Thursday, December 14, 2023—Deadline for exhibitor badge registration.

Important Times

Exhibitor Move-In

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

Imaging Expo Hours

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

Exhibitor Move-Out

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

Times are subject to change.

HOTEL INFORMATION

If you plan on joining us at Imaging USA 2024, 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 (\$155–\$196, varies by property, + taxes & fees).

Book your room today!

ImagingUSA.com/Hotels

Hotel cutoff dates (varies by property):
December 26, 2023–January 3, 2024

