

IMAGINGUSA

2024 SPONSORSHIP OPPORTUNITIES

LOOKING TO ENGAGE A MODERN AUDIENCE AND FORM DEEP CONNECTIONS?

Craft experiences that empower them as the main character of their story.

These strategic sponsorship opportunities lead to returns on both investment and engagement.

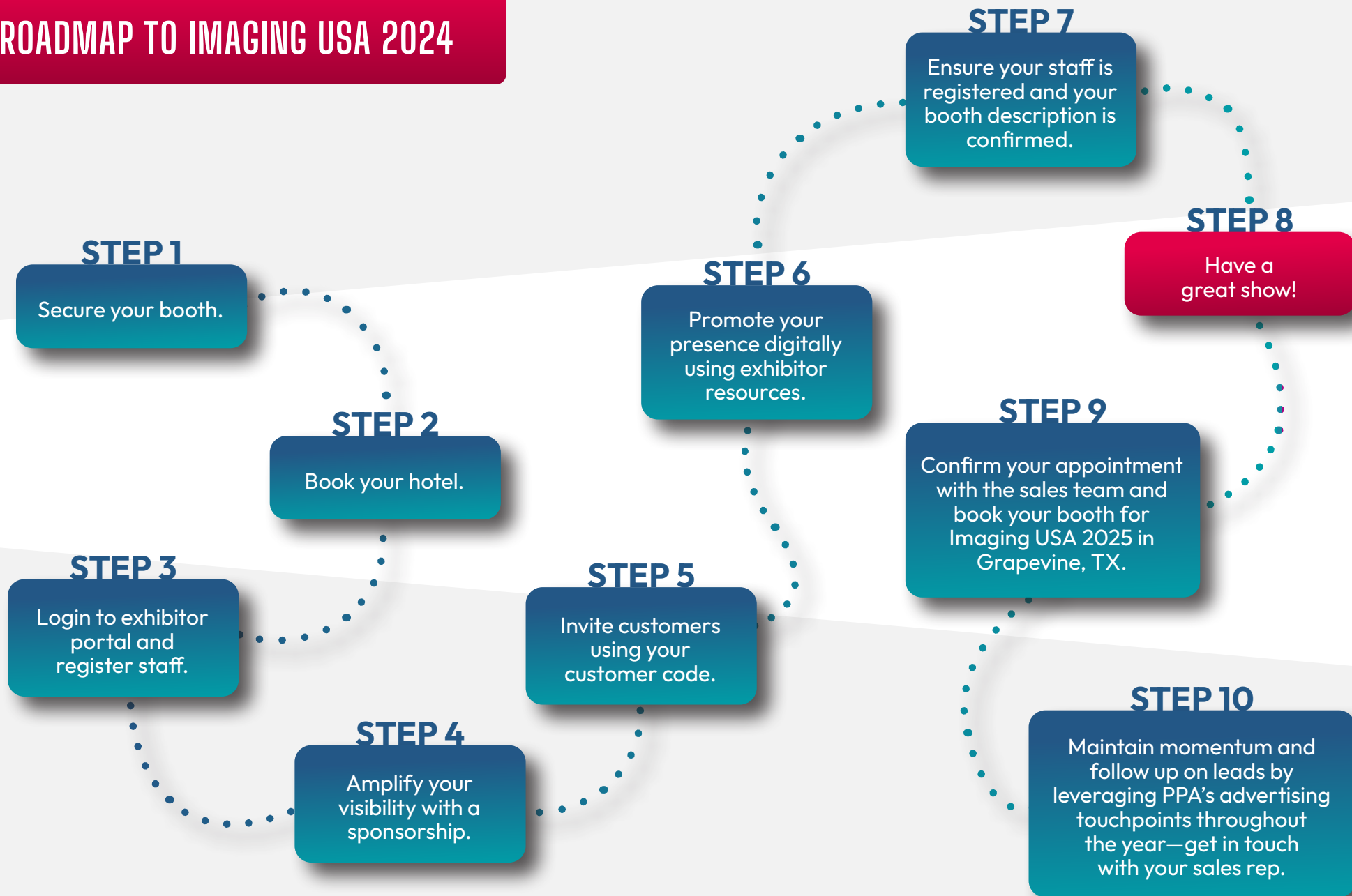
Get ready to connect with thousands of photographers and studio owners at Imaging USA 2024!



Brought to you by



ROADMAP TO IMAGING USA 2024



HOW WILL YOU STAND OUT?

Choose from the following opportunities to connect with thousands of creative professionals:

TURNKEY PACKAGES

pg. 4

Simple and straightforward. We've done all the work for you by creating a fully integrated package. Simply select the level that works for your budget and enjoy.

ENGAGEMENT

pg. 5

Signage and branded items at events have a large impact on the first impressions of potential customers.

These opportunities can be used to advertise, display products or info, drive awareness, interact, guide, promote, and more. Don't miss out! Stand apart from the competition.

SURPRISE & DELIGHT

pg. 12

Entice and nurture potential and current clientele by offering positive experiences and unexpected moments.

Education

pg. 16

Position your brand as a subject matter expert, promote your products and services, and drive attendees to your booth.

Digital

pg. 19

Position your business as a leader in the photography community.

OVER 90%

of consumers feel positive about brands after attending an event

85%

of attendees make purchases at the show

70%

of attendees are professional photographers or studio owners

TURNKEY PACKAGE OPTIONS

BRONZE
\$8,800

SILVER
\$13,000

GOLD
\$25,750

PLATINUM
\$32,500

PRINT EXPOSURE

Sponsor logo on all Imaging USA print ads in *Professional Photographer*

✓

✓

✓

✓

Sponsor logo on the Sponsorship Appreciation ad in the Imaging USA notebook

✓

✓

✓

✓

ON-SITE VISIBILITY

Sponsor logo on all Imaging USA sponsorship banners and displays

✓

✓

✓

✓

8ft high custom light box featured in either the Imaging USA convention or expo area

1

2

3

1

12ft high custom light box featured in either the Imaging USA convention or expo area

n/a

n/a

n/a

2

Custom floor stickers throughout the convention and expo area

1

1

2

3

Window Cling placed in the Imaging USA convention area

n/a

n/a

1

2

Wall Cling placed in the Imaging USA convention area

n/a

n/a

n/a

1

Park bench and floor sticker on the Imaging USA expo floor

n/a

n/a

1

2

LED Digital Ad located throughout Imaging USA convention area

n/a

1

2

2

Light box cubes located in the Imaging USA convention area or expo

n/a

1

2

3

ONLINE IMPACT

Sponsor logo on ImagingUSA.com with hyperlink to sponsor website

✓

✓

✓

✓

Social media giveaway

n/a

n/a

✓

✓

Mobile app banner ad, exhibitor highlight, and enhanced profile

n/a

n/a

✓

✓

Mobile app PDF content

✓

✓

✓

✓

Sponsor-created banner ad on ImagingUSA.com

n/a

n/a

✓

✓

Sponsor-created 60-second commercial/video on ImagingUSA.com

n/a

n/a

✓

✓

Sponsor-created product video on PPA's Youtube channel

n/a

✓

✓

✓

EMAIL MARKETING

"Exhibitor to See" feature in pre-Imaging USA email(s)

n/a

1

2

2

Exclusive sponsored email (made by March 12, 2024)

n/a

n/a

n/a

1

ENGAGEMENT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship



©Adriana Bacanegra

ATTENDEE BAG SPONSORSHIP

\$11,000

Your company will have exclusive rights to design/provide your messaging on one side of our attendee bag distributed to all Imaging USA attendees. Exclusive availability.

BADGE SPONSORSHIP

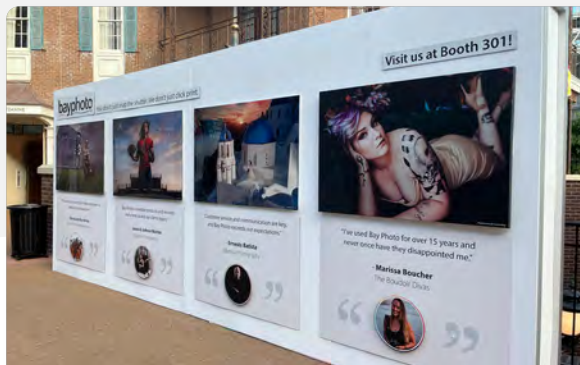
\$11,300

Want a truly prominent place to display your company logo everywhere at Imaging USA? This is a unique opportunity to put your logo on every attendee's badge. Exclusive availability.

LANYARD SPONSORSHIP

\$11,300

Your company will have the exclusive right to lanyards distributed to all Imaging USA attendees. Exclusive availability.



PRINT GALLERY WALL

\$2,700—3 AVAILABLE

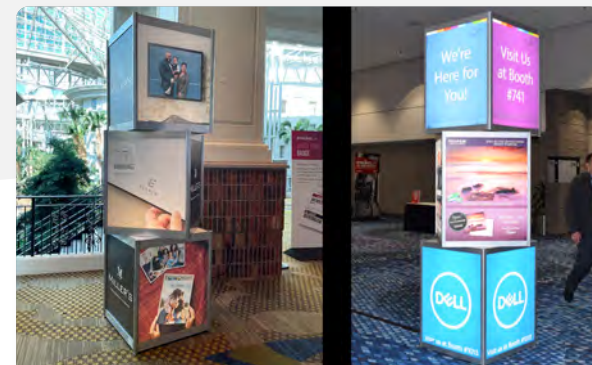
Calling all labs and frame shops! Capture attendees' attention with beautiful image displays that feature your product or services. Sponsor responsible for installation and breakdown.

Lighting included if needed.

FABRIC WALL

\$3,650

This modern visual display allows you to get creative by adding tone, mood, and atmosphere to elevate your message. These walls are single-sided and lightweight. The fabric is printed for a seamless presentation. Achieve your marketing goals and keep fabric for reuse!



3 CUBE LIGHTBOX TOWER

\$3,500 PER TOWER

\$1,200 PER CUBE

Your message will appear in a 3-tier stack of four-sided backlit cubes with plexi insert panel graphics. Each panel dimensions: 28" wide x 31" tall.

4 available.

LIGHT BOXES

8 FT—\$1,250

12 FT—\$3,000

Place your message on the largest backlit panels at the show. Located in a high-traffic area at the conference. Limited availability. Exclusive to one sponsor per unit.

ENGAGEMENT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship



FLOOR CLINGS

3'X3'—\$500

6'X6'—\$800

Place your message throughout the conference in high traffic areas. You provide the artwork, and PPA will produce the sticker.

EXPO AISLE SIGNS

\$10,000

Everywhere they look, attendees will see your company logo throughout the exhibit hall. Hanging in every aisle, these signs can't be missed as photographers navigate the expo floor.

Exclusive availability.



WELCOME PARTY & CLOSING PARTY

Sponsor the Imaging USA Welcome Party (Sunday). Receive recognition for your company on Imaging USA signage and all promotional materials. This sponsorship also includes additional branding and messaging on large screens and gobos throughout the party. Limited availability.

Contact your sales rep for pricing & details.

ATTENDEE NOTEBOOK SPONSORSHIP

Your company logo will appear on each page of the official Imaging USA notebook. Attendees carry this throughout the event, which means your brand will be in front of their eyes any time they take notes or review them—during or after the event.

Exclusive availability.

Contact your sales rep for pricing & details.

“WHAT’S NOT TO LOVE?

Seriously, if you have any interest in **photography, creativity, business, entrepreneurship, or self-employment,**

YOU BELONG HERE.

— Max Duckworth

“INSPIRATION TO MAKE YOUR DREAMS COME TRUE.

Every year I create new friendships, hear from motivational speakers and experts, and find new equipment and gadgets!

It's a place to connect, grow, and learn, but more than that, it's a place to **refuel your artist-heart and find inspiration.**

— Lori Carroll

KENTUCKY INTERNATIONAL CONVENTION CENTER

Located in the heart of downtown Louisville, KY, the newly renovated and expanded Kentucky International Convention Center stands as a cutting-edge facility. Designed with sustainability in mind, this green building boasts oversized windows that flood the interior with natural light, offering attendees breathtaking views of the beautiful downtown scenery.

Capitalize on this prime exposure by ensuring your brand captures their attention. Choose from a multitude of opportunities to drive booth traffic, raise awareness, and deliver impactful messages.



KICC ENGAGEMENT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship

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UPPER CONCOURSE

- Imaging USA Expo
- Networking Avenue
- International Photographic Competition Display
- Private Expo Overlook Room
- Access to Stadium Club

MAIN CONCOURSE

- Registration
- International Photographic Competition Judging
- Gap Classes and Lounge
- Keynote Session
- Platform Sessions
- Closing Party

LOWER CONCOURSE

- Pre-Convention Classes
- Platform Classes



Follow the links on the map for 360° photography of the Kentucky International Convention Center.

KICC ENGAGEMENT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship

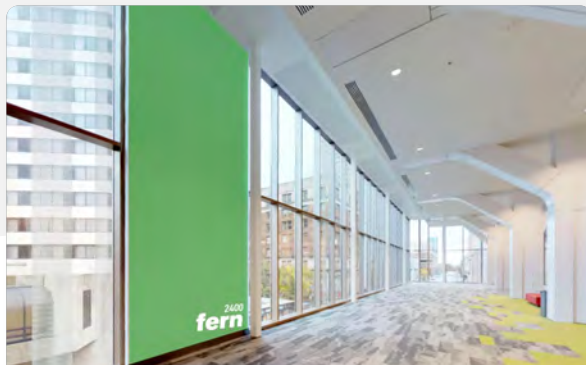


WINDOW CLINGS

MAIN LEVEL ENTRANCE
\$6,000

UPPER LEVEL WINDOW CLINGS
Located in multiple prime locations
\$3,000–\$11,000

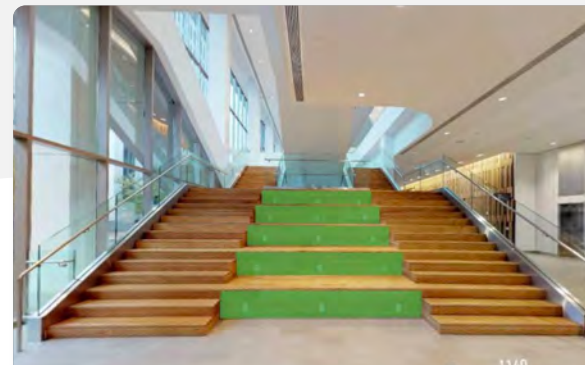
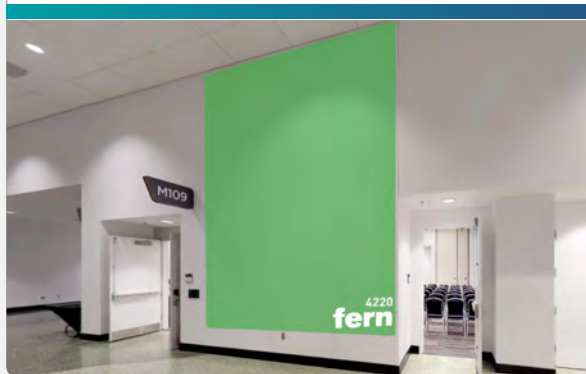
Kentucky International Convention Center is a new state-of-the-art facility recently renovated and expanded in the heart of downtown Louisville, KY. This green building features natural light on all sides due to the oversized windows that showcase the beautiful downtown scenery. Be sure that as attendees take in the views they also see your brand! We offer so many opportunities to drive booth traffic, raise awareness, deliver messages and more. Contact your sales rep for pricing.



WALL CLINGS

\$3,000–\$10,000

Draw in attendees with beautiful wall signage. These are located in multiple prime locations throughout the upper, main, and lower levels.



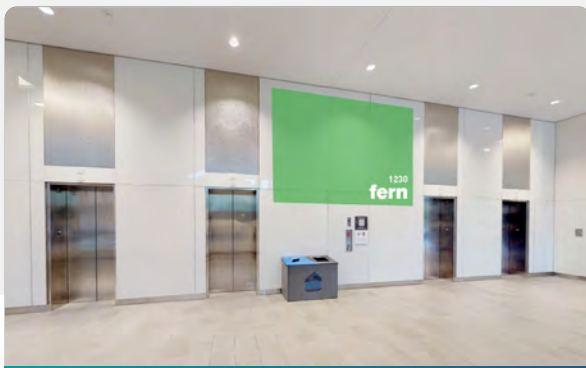
STAIRCASE

FULL SET, LEFT & RIGHT SIDES ONLY
\$10,000 FOR BOTH SIDES

Place your logo or message on prominent stairs located in the heart of the conference. One step at a time! Branding the staircase leaves a lasting impression as attendees view your messaging going up to the expo hall or leaving the expo hall. Every attendee has to pass this main staircase.

KICC ENGAGEMENT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship



ELEVATOR BANNERS

MIDDLE BANNER—\$4,000 EACH
2 LOCATIONS AVAILABLE

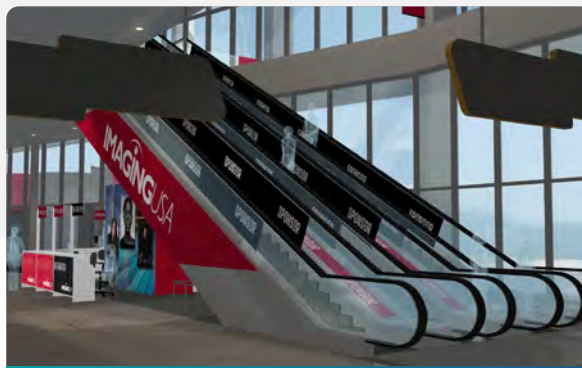
DOOR CLINGS—\$5,000
ALL 4 DOORS
2 LOCATIONS AVAILABLE

Reach great heights with your messaging. Place your message in front of attendees going up, coming down, or just walking by in the convention center. Located in main hallways.

COLUMN WRAPS

\$4,000—4 AVAILABLE

Pull in your audience with these large branded signage opportunities.



ESCALATOR CLINGS

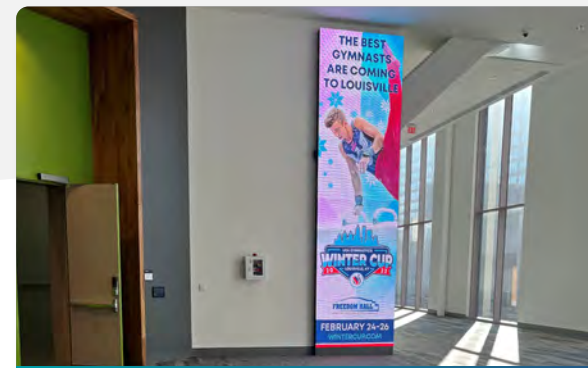
TWO LOCATIONS AVAILABLE
\$11,000

Kentucky International Convention Center is a beautiful venue, connected by a few key escalators as main travel points for attendees and visitors. Align your organization with one of the most prominent branding opportunities. Your message will be placed on clings running the length of the escalators (up & down).

VERTICAL HANGING BANNERS

\$3,000—4 AVAILABLE

Display your striking branded signage in front of passing attendees.



LED DIGITAL SIGNS

NEW!

\$1,000 PER AD
7 AVAILABLE

Located throughout the convention areas in highly trafficked areas, these signs add an extra layer of visibility for your brand through a digital execution. Create a dynamic and interactive environment that will help to draw brand awareness and keep attendees engaged. Post booth schedules, activities, directions to booth and more. Easily change creative messaging. Digital provides ultimate messaging.

BEAM BANNERS

\$5,500—2 AVAILABLE

Attract the attention of attendees with branded signage hanging in a high traffic area.



Entice and nurture potential and current clientele by offering positive experiences and unexpected moments.

SURPRISE & DELIGHT OPPORTUNITIES

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COFFEE CUP SLEEVES

\$3,650

Be the exclusive sponsor on one of the most used and essential materials at Imaging USA... COFFEE CUPS! Your logo will be placed on all recyclable coffee cup sleeves at coffee stations throughout the conference. Exclusive availability.

WATER STATIONS

NEW!

\$5,000—EXCLUSIVE

Set up in Platform classes and Expo. Attendees appreciate the simple availability of water at a conference. Benefits include signage at all water stations scattered throughout the classrooms and expo.



LENTICULAR WALL SIGN

\$4,500

This revolutionary way to display your brand and message is guaranteed to be the buzz of the show! Standing at 14' wide and 10' tall, attendees will play with this fun display and take pictures throughout the conference. The lenticular print allows you to present two different messages on the same sign, achieving the illusion of motion and depth as people walk either way by your sign.

4 available



PARK BENCH WITH FLOOR STICKER

\$1,000

Place your message on a park bench placed in high traffic areas on the exhibit floor. Attract attendees' attention with a message either on the bench and/or a floor sticker right in front. You provide the artwork, and PPA will produce the signage.

20 available.

SURPRISE & DELIGHT OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship



PHOTO OP STATION

Capture unforgettable moments and leave a lasting impression of your brand in the hearts and minds of attendees. Give them a cherished photo memento that will stir up some serious FOMO among their social media following. Seamlessly access this turnkey activation, whether you choose to create your own concept or utilize ours.

Limited availability, only 4!

See Appendix A for concepts.

Contact your sales rep for pricing.



360 PHOTO BOOTH SPONSORSHIP

2 AVAILABLE—PRICE TBD

The most cutting-edge photo experience offered for the first time this year at our opening or closing parties is a 360 photo booth! Activate your brand and create a memorable experience for attendees. This photo setup captures 360 video, GIFs, Boomerangs, and still photos. The photos are then delivered to the attendee's phone with a custom branded overlay. It's the perfect opportunity to engage audiences directly with your brand.



PRIVATE EXPO OVERLOOK ROOM

NEW!

\$2,000—3.5 HOURS

Looking for privacy to host a meeting with your clients? Look no further. This year we're offering private meeting rooms that overlook the expo floor. These rooms are well appointed with a table for 12, water, private restrooms and electricity. Our spaces are priced to fit your budget with no hidden fees.

AVAILABLE TIME SLOTS

Sun, Jan 28: 9am–12:30pm & 1–4:30pm

Mon, Jan 29: 9am–12:30pm & 1–4:30pm

Tues, Jan. 30: 9am–12:30pm & 1–3:30pm

Sold on a first come, first serve basis.

[Take a 360° virtual tour of the space here.](#)

NETWORKING AVENUE SPONSORSHIP



Photos ©Alex The Photo Guy

A NEW WAY TO CONNECT

Contact your sales rep for pricing & details.

At the popular Networking Avenue event, attendees can mingle, talk about photography, and make lifelong connections in a fun, informal setting devoted specifically to networking.

The Networking Avenue features topic-focused networking areas, a cash bar, and 3 interactive shooting bays with professionally styled models—creating an engaging and memorable experience for attendees.

Help photographers network with one another at this unique event, and align your brand with an experience attendees won't soon forget!


NETWORKING AVENUE SPONSORSHIP INCLUDES

- Your logo and link on the Networking Avenue event page on ImagingUSA.com, emails, and social media posts
- Your logo on signage in the Networking Avenue area
- Opportunity to feature your products at 1 of 3 shooting bays and/or loan equipment for attendees to use during the event
- Have products to display? Show them off at your exclusive table including branded signage
- Increased visibility and recognition of your brand

NETWORKING AVENUE HOURS

Sunday: 6:30–8pm

Followed by the Welcome Party at 8pm

A photograph of a diverse group of people seated in an audience at a conference. They are all wearing red lanyards with white logos. The woman in the center is smiling and looking towards the right. The man next to her has a pen in his mouth and is also looking right. Other attendees are visible in the background, some looking forward and others looking to the side. The setting appears to be a large hall or auditorium.

Position your brand as a subject matter expert, promote your products and services, and drive attendees to your booth.

EDUCATIONAL OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship

EDUCATION OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship



GAP LOUNGE SPONSORSHIP

\$5,000

One of the most popular program tracks at Imaging USA, geared towards helping our attendees better connect with their consumers. Benefits of sponsorship include signage recognition, logo placement on recorded videos of Bridging the Gap programs, and more.

Exclusive availability.

EXPRESS TALKS THEATER

NEW!

\$500 EACH (ONE PER DAY PER VENDOR)

New concept located off the main aisle on the show floor. In the Express Talks Theater attendees can hear the latest on your products/services, tips, advice in 30 minute sessions at the top of each hour. Direct access to a captive audience of professional photographers. Event exposure via the Imaging website, mobile app, listing in attendee email, and on-site signage.

Sun, Jan 28: 12–4pm (5 available)

Mon, Jan 29 12–4pm (5 available)

Tues, Jan 30: 12–3pm (4 available)



DEEP DIVE SPONSORSHIP

SOLD!

SPONSOR A DEEP DIVE SESSION!

You Choose: Boudoir or School, Sports, and Events (SSE) Photography

Sponsor a Saturday Deep Dive class for Boudoir Photography or School, Sports, and Events Photography. The Deep Dives will feature several speakers and range in topics from marketing, technique, workflow, and more.

Deep Dives are pre-convention classes with an additional fee. These classes draw more serious photographers who are looking for in-depth instruction.

Compared to platform classes, Deep Dives afford speakers a more intimate class setting that allows for more detailed instruction and personal interactions with attendees.

MAIN TAKEAWAYS

- Deep Dives run for 5–6 hours on Saturday, 10am–1pm & 2–5pm
- Topics are curated by our education department based on attendee interest and speaker availability
- PPA provides models for the posing/hands-on section
- PPA heavily promotes the program on all platforms



Photos ©Alex The Photo Guy

Contact your salesperson for pricing.
You must have a booth or a sponsorship to qualify.

STADIUM CLUB SPONSORSHIP

STEP UP TO THE PLATE!

Stadium Club is a special room dedicated to School, Sports, and Events (SSE) photography with a focus on learning and networking.

Attendees can sign up for individual mentoring sessions in the Coaches' Corner, and sponsors can speak directly to this targeted audience.

Connect with photographers interested in SSE photography, and increase awareness of your brand.

Entice prospective buyers in this space dedicated to high-volume specialties.

STADIUM CLUB SPONSORSHIP INCLUDES

\$650—Not an exclusive sponsorship

- Speak 1-on-1 with School, Sport, and Event photographers in the Stadium Club room
- Clickable logo on the dedicated Stadium Club landing page on ImagingUSA.com
- Logo included in Stadium Club emails leading up to Imaging USA
- Logo on Stadium Club full-page ad in *Professional Photographer* magazine
- Logo featured on all Stadium Club signage on-site and in the Stadium Club room
- At least 2 posts on Facebook promoting Stadium Club, with sponsor(s) tagged in post
- Opportunity to distribute your marketing materials and display signage in the Stadium Club room



BURSTING WITH OPPORTUNITY THIS YEAR

STADIUM CLUB POPCORN SPONSORSHIP

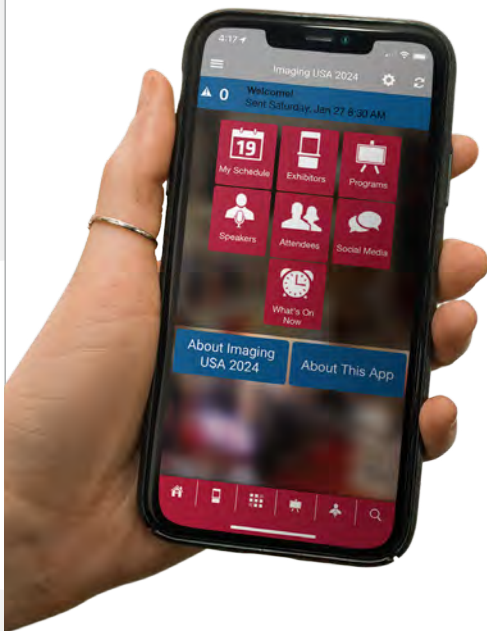
\$1,500 per day, one sponsor per day

Reel in attendees with the smell of fresh popcorn during peak hours. Served with your logo and messaging on custom branded bags, you'll connect attendees to your service in a savory moment.

STADIUM CLUB HOURS

SUNDAY: 8—10am & 4—6:30pm • MONDAY: 8am—12:30pm & 4—7pm • TUESDAY: 8am—12:30pm & 2:30—5pm

MOBILE APP SPONSORSHIP & OPPORTUNITIES



Put your company in front of thousands of photographers with the Imaging USA app.

2023 APP STATS

4,074 unique users

26,692 exhibitor profile views

607,551 ad impressions

PREMIER MOBILE APP SPONSORSHIP \$7,500 Only 1 available

Materials due to kbonner@ppa.com by August 19, 2023

Maximize your digital presence and exposure with innovative opportunities designed for maximum impact. Grab attendees' attention and be the first brand they see when they open the Imaging USA mobile app. Guaranteed impact, engagement, and results.

- **"Sponsored by"** – Your company name or logo where we promote mobile app download.
- **Featured Exhibitor** – Enhance your exhibitor listing by including your logo and highlighting your booth on the event floor plan.
- **Banner Ad** – Get a click-through rate 10x higher than online media. Banners are located at the top of the home screen and top-level menu screens. Once the ad is tapped, the user will be directed to your details page.
- **Video Embed** – Use your own content to capture attendee's attention.
- **Notifications** – One push notification per day (3 total). Get your message to attendees at the right time. Perfect way to drive booth traffic!
- **Schedule Page Watermark** – All attendees see your logo when they view the schedule.
- **Handouts** – Ability to upload brochures, PDFs, coupons, etc.
- **Product Spotlight** – Highlight your products right in the app! Includes unlimited thumbnail images, product names, and company name on the app's dashboard.
- **Analytics** – Provided after the show.

MOBILE APP OPPORTUNITIES \$2,500

Leverage the Imaging USA app for premium brand positioning and exposure. A great entry-level option!

- **Banner Ad** – Get a click-through rate 10x higher than online media. Banners are located at the top of the home screen and top-level menu screens. Once the ad is tapped, the user will be directed to your details page.
- **Logo Placement** – Your logo will appear on your booth in floor plan and in the exhibitor listing.
- **Handouts** – Ability to upload brochures, PDFs, coupons, etc.
- **Product Spotlight** – Highlight your products right in the app! Includes (1) thumbnail image, product name, and company name on the app's dashboard.
- **Analytics** – Provided after the show.

MARKETING & SPONSORSHIP OPPORTUNITIES

Some opportunities require a minimum of a bronze level sponsorship

APPENDIX A

PHOTO EXPERIENCE

CONCEPTS

PHOTO EXPERIENCE OPTIONS



Picture not to scale, example only.

MARQUEE

Give your guests a way to have some fun and spread the energy of your brand via social media through this customized illuminated prop.

PHOTO EXPERIENCE OPTIONS



Picture not to scale, example only.

DERBY HORSE

Immerse attendees in the spirit of the Kentucky Derby with a larger-than-life thoroughbred photo op! Amplify the excitement and spread the energy of your brand to a wider audience.

PHOTO EXPERIENCE OPTIONS



DERBY SIGN

There's nothing that says Louisville more than this photo op! Empower attendees to share their cherished memories while posing in front of this branded sign. Extend your reach beyond the world's largest photography conference!

Picture not to scale, example only.

PHOTO EXPERIENCE OPTIONS



COLOR WALL

Enhance attendee experiences with a captivating branded color backdrop that not only serves as a beautiful setting for memorable moments, but also extends your reach far beyond the event.

Picture not to scale, example only.