IMAGINGUSA EXHIBITOR PROSPECTUS DALLAS, TX + FEB 2-4, 2025



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X GFX



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 takes place on the shores of Lake Grapevine in the stunning Gaylord Texan Resort & Convention Center, February 2–4, 2025.





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MAKE CONNECTIONS

CONNECT WITH PHOTOGRAPHERS **AND STUDIO OWNERS**

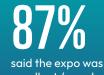
Imaging USA draws thousands of creative professionals annually, providing the perfect opportunity to engage with customers and showcase your company's products and services in person.



ATTENDEES LOVE IMAGING USA!

93% said they would

recommend the show to other photographers



excellent / good

90%

said the expo was their reason for coming

EXHIBITORS REAP THE BENEFITS

81% reported excellent / good satisfaction

with the expo

13%

reported excellent / good marketing & sponsorship opportunities



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DALLAS, TEXAS

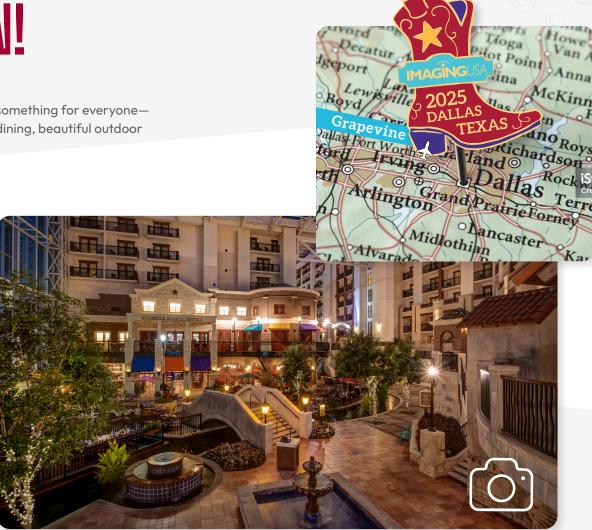
NEW LOCATION!

We're heading to Dallas!

As the 9th largest city in the country, Dallas has something for everyone shopping, world-renowned museums, five-star dining, beautiful outdoor spaces, and a vibrant nightlife scene.

From the Dallas Fort Worth International Airport, the Gaylord Texan Resort & Convention Center is only a 12-minute ride away.

Just around the corner from the Gaylord Texan, you'll find the historic Main Street of Grapevine, Texas. The town's restored 19th and 20th century buildings host an array of restaurants, galleries, and shops in a walkable small town district.

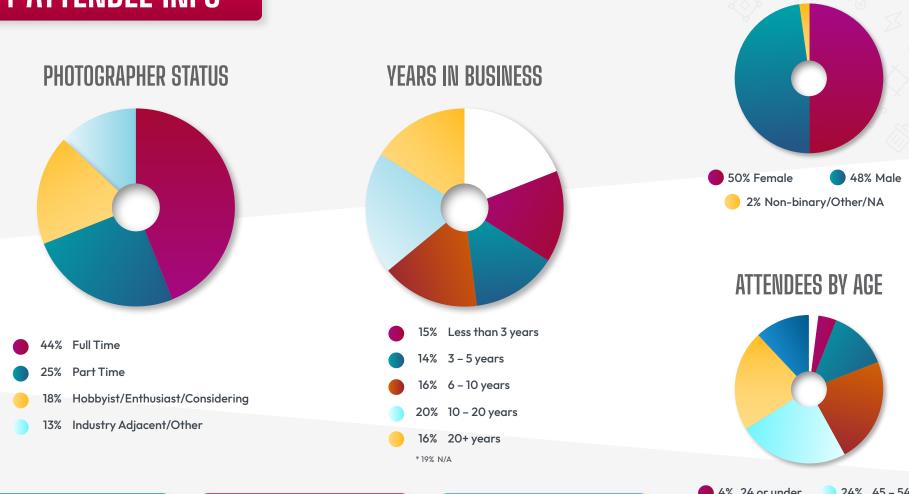




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2024 ATTENDEE INFO



62% of attendees purchased equipment or products at the expo **78%** of attendees are professional photographers or studio owners

52% Attended Imaging USA for the first time



ATTENDEES BY GENDER

IMAGINGUSA

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2024 DIGITAL IMPACT

EXPAND YOUR REACH

404.522.8600 x230 bsisco@ppa.com

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.



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Director of Sales & Strategic Alliances 404.522.8600 x248 kbonner@ppa.com



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 Plus passes
- Opportunity to earn priority points for next year's booth location in the 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 priority placement will be the first to be notified of available booth space.

- Space will be assigned on a first-come, first-served basis after priority exhibitors have selected their booth location.
- Booth deposits are due by May 6, 2024 (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths).
- Applications submitted after May 6, 2024, 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, 2024. No exceptions.
- Applications submitted after October 7, 2024, must be accompanied by payment in full.

All confirmed 2025 exhibitors will receive an Exhibitor Service Kit in September 2024. 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.



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MAXIMIZE YOUR EXPOSURE

PPA's comprehensive marketing and exhibitor promotional opportunities work in tandem with your company's 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 130,100+ 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!



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TAP INTO THOUSANDS OF QUALIFIED LEADS!

2024 EXHIBITORS

17hats
3XM & BSA
Adorama
AfterShoot
APS Labs
Artpoint Albums
ASP - American Society of Photographers
B & H Photo Video Pro Audio
Baby Dream Backdrops
Bay Photo Lab
BenQ
Bookfocal
Photography Adventure
Tours
Tours
Tours Camera Exchange
Tours Camera Exchange Candid Color Systems Inc
Tours Camera Exchange Candid Color Systems Inc Canon USA Inc

Chromal uxe **Clever Supply Click Props Backdrops Curator** Live Datacolor DDI ab **Dell Technologies** Denny Manufacturing Co. Inc Dorado Graphix DriveSavers Data Recovery EASIFRAME **Entourage Yearbooks** Fancy Fabrics & Props Floricolor Forever.com Frames for Portraits Geekoto Technology Co. **Gifyyy Photo Booth** Godox Photo Equipment Co Ltd **GoShelter LLC**

GotPhoto Education Zone GotPhoto Inc Graphistudio H&H Color Lab Inc H&H Total Schools and **Sports** Hahnemuehle USA Inc Haves and Fisk Hearts & Lens Henka LLC Hidow Int. Inc dba Chirx LLC Homespun Heart LLC Hoodman Corporation Housel ens ImagenAl Imaging Brands / Tether Tools International Society of **Animal Photographers** Inter-State Studio Franchise **KEH** Camera Konpoli-USA

l ex.let Light and Motion Lockton Affinity LLC Love Not Lost MAC Group MAPP Marathon Press Inc Master Your Mind & Money with Karinda K Matthews Studio Equipment Inc McKenna Professional Imaging Mid-South Color Labs Inc Miller's Professional Imaging MPP Neewer Neil Enterprises Inc Nikon Inc. Nomatic



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2024 EXHIBITORS CONT.

Now I Lay Me Down To Sleep N-Vu Ontrack Data Recovery **Operation Lifesaver Inc** (OLI) Otto Trading Inc Pacific Mount Inc PackageChoice by Hill & Usher **Pattern Recognition Company GmbH** Peter Hurley's Headshot Crew **PhotoBiz** Photoday Photogenic Supply Picaboo Yearbooks **Pixel** Connection **Platypod Pro LLC** Polarr Inc **PPA Affiliate Schools**

Pro Photographer's Insurance by RVNA

Pro Studio Software Inc

Professional Photographers of America (PPA)

ProMaster

QtAlbumsRedTree AlbumsRetouchUp.comRocky Nook IncRTV IncSaal Digital CorporationSecurity EmbroideryShenzhen Xuchi Optics
Technology Co LtdShootProofSigma Corp of America
Skylab Tech

SmallRig Technology (HK) Limited

Smart Tec US

So Many Angels Sony Electronics Sood Studio Pvt Ltd Spider Camera Holster **SpotMyPhotos** Spring Distribution State Film Lab **Studio Digital** Studio Ninja Studio Style Sturdavinci Art Tools Tamron USA Inc Texas Professional Photographer Assoc. Inc Texas School of **Professional Photography** The Album Master The Gilman Brothers Company The Love Story Shop

Tidy Books

Tiffen

Tocad **TogDrop Solutions TRUESIGHT** Pte Ltd **TSS** Photography Tyndell Photographic & Art Supplies Inc United Industries MountingBoards.com **United States Copyright** Office UsedPhotoPro.com Vanguard USA Inc Vision Art Inc Visual Supply Company (VSCO) Vivid Metal Prints Western Diaital White House Custom Colour **ZHIYUN** Information (International) Technology

Zno

Co. Ltd



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IMPORTANT DATES & TIMES

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED, NOR WILL SPACE ASSIGNMENTS BE RESERVED. NO REFUNDS WILL BE MADE AFTER OCTOBER 7, 2024.

Exhibitor Deadlines

- Monday, May 6, 2024—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- · Monday, October 7, 2024—Full booth payment required.
- September 2024—Exhibitor Service Manual distributed.
- Friday, December 13, 2024—Deadline for exhibitor badge registration.

Important Times*

Exhibitor Move-In

Friday, January 31 Saturday, February 1 Sunday, February 2 8am–5pm 8am–5pm 8am–10am

11:30am-5pm

11:30am-5pm

11:30am-3:30pm

Imaging USA Expo Hours

Sunday, February 2 Monday, February 3 Tuesday, February 4

Exhibitor Move-Out Tuesday, February 4 3 Wednesday, February 5 8

3:30pm-8pm 8am-noon

*Times are subject to change.

HOTEL INFORMATION

Save money by booking your room early!

Our discounted room block is limited and may sell out before the cut-off date. If this happens, additional reservations will be subject to current rates and availability.

All reservations require a major credit card and a one-night deposit (209 + 4xes & 6es).

Book your room today!

ImagingUSA.com/Hotels

Hotel cut-off date: January 8, 2025





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