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# IMAGINGUSA EXHIBITOR PROSPECTUS

DALLAS, TX - FEB 2-4, 2025



Brian Sisco  
Western Regional Manager  
404.522.8600 x230 [bsisco@ppa.com](mailto:bsisco@ppa.com)

Francine Osora  
Central & Eastern Regional Manager  
404.522.8600 x211 [fosora@ppa.com](mailto:fosora@ppa.com)

Kalia Bonner  
Director of Sales & Strategic Alliances  
404.522.8600 x248 [kbonner@ppa.com](mailto:kbonner@ppa.com)



## 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

87%

said the expo was excellent / good

90%

said the expo was their reason for coming

### EXHIBITORS REAP THE BENEFITS

81%

reported excellent / good satisfaction with the expo

73%

reported excellent / good marketing & sponsorship opportunities

# 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.



# 2024 ATTENDEE INFO

## PHOTOGRAPHER STATUS



- 44% Full Time
- 25% Part Time
- 18% Hobbyist/Enthusiast/Considering
- 13% Industry Adjacent/Other

## YEARS IN BUSINESS



- 15% Less than 3 years
- 14% 3 - 5 years
- 16% 6 - 10 years
- 20% 10 - 20 years
- 16% 20+ years

\*19% N/A

## ATTENDEES BY GENDER



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

## ATTENDEES BY AGE



- 4% 24 or under
- 13% 25 - 34
- 23% 35 - 44
- 24% 45 - 54
- 22% 55 - 64
- 12% 65+

\* 2% prefer not to answer

**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

# 2024 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

**101,897** SUBSCRIBERS  
**33,037** UNIQUE CLICK-THRU'S  
**2,769,472** UNIQUE OPENS

### FACEBOOK

IMAGING USA	PPA
<b>39,304</b> FOLLOWERS	<b>224,039</b> FOLLOWERS
<b>2,122,314</b> IMPRESSIONS	<b>33,533,502</b> IMPRESSIONS

### IMAGING USA APP

**3,665** UNIQUE USERS  
**27,450** EXHIBITOR PROFILE VIEWS  
**418,473** AD IMPRESSIONS

### INSTAGRAM

IMAGING USA	PPA
<b>16,940</b> FOLLOWERS	<b>32,583</b> FOLLOWERS
<b>657,800</b> IMPRESSIONS	<b>2,440,020</b> IMPRESSIONS

### 9 PPA INFLUENCER PARTNERSHIPS

**1,327,184**  
total followers

**12,374**  
total engagement during Imaging USA

**418,090**  
total reach during Imaging USA

# 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.

# 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!

**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  
Camera Exchange  
Candid Color Systems Inc  
Canon USA Inc  
Capture One  
Carl Zeiss SBE LLC  
Charles Beseler Company

ChromaLuxe  
Clever Supply  
Click Props Backdrops  
Curator Live  
Datacolor  
DDLab  
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  
Hayes and Fisk  
Hearts & Lens  
Henka LLC  
Hidow Int. Inc dba Chirx LLC  
Homespun Heart LLC  
Hoodman Corporation  
HouseLens  
ImagenAI  
Imaging Brands / Tether Tools  
International Society of Animal Photographers  
Inter-State Studio Franchise  
KEH Camera  
Konpoli-USA

LexJet  
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  
MPB  
Neewer  
Neil Enterprises Inc  
Nikon Inc  
Nomatic

# 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

QtAlbums

RedTree Albums

RetouchUp.com

Rocky Nook Inc

RTV Inc

Saal Digital Corporation

Security Embroidery

Shenzhen Xuchi Optics Technology Co Ltd

Shootpro24

ShootProof

Sigma 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 Digital

White House Custom Colour

ZHIYUN Information (International) Technology Co. Ltd

Zno

# 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	8am–5pm
Saturday, February 1	8am–5pm
Sunday, February 2	8am–10am

### Imaging USA Expo Hours

Sunday, February 2	11:30am–5pm
Monday, February 3	11:30am–5pm
Tuesday, February 4	11:30am–3:30pm

### Exhibitor Move-Out

Tuesday, February 4	3:30pm–8pm
Wednesday, February 5	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 + taxes & fees).

Book your room today!

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

Hotel cut-off date:  
January 8, 2025

