

Photography's Most Influential Stage Awaits!

Unlock Exclusive Sponsorship Opportunities

At Imaging USA 2026, we're offering sponsors the chance to give photographers and studio owners a life-changing experience that celebrates their artistry and entrepreneurship.

Craft Experiences That Resonate

Let your brand be the catalyst for photographers to grow their businesses. Sponsors help create experiences photographers will remember on their professional journey.

CONNECT.



EMPOWER.



INSPIRE.



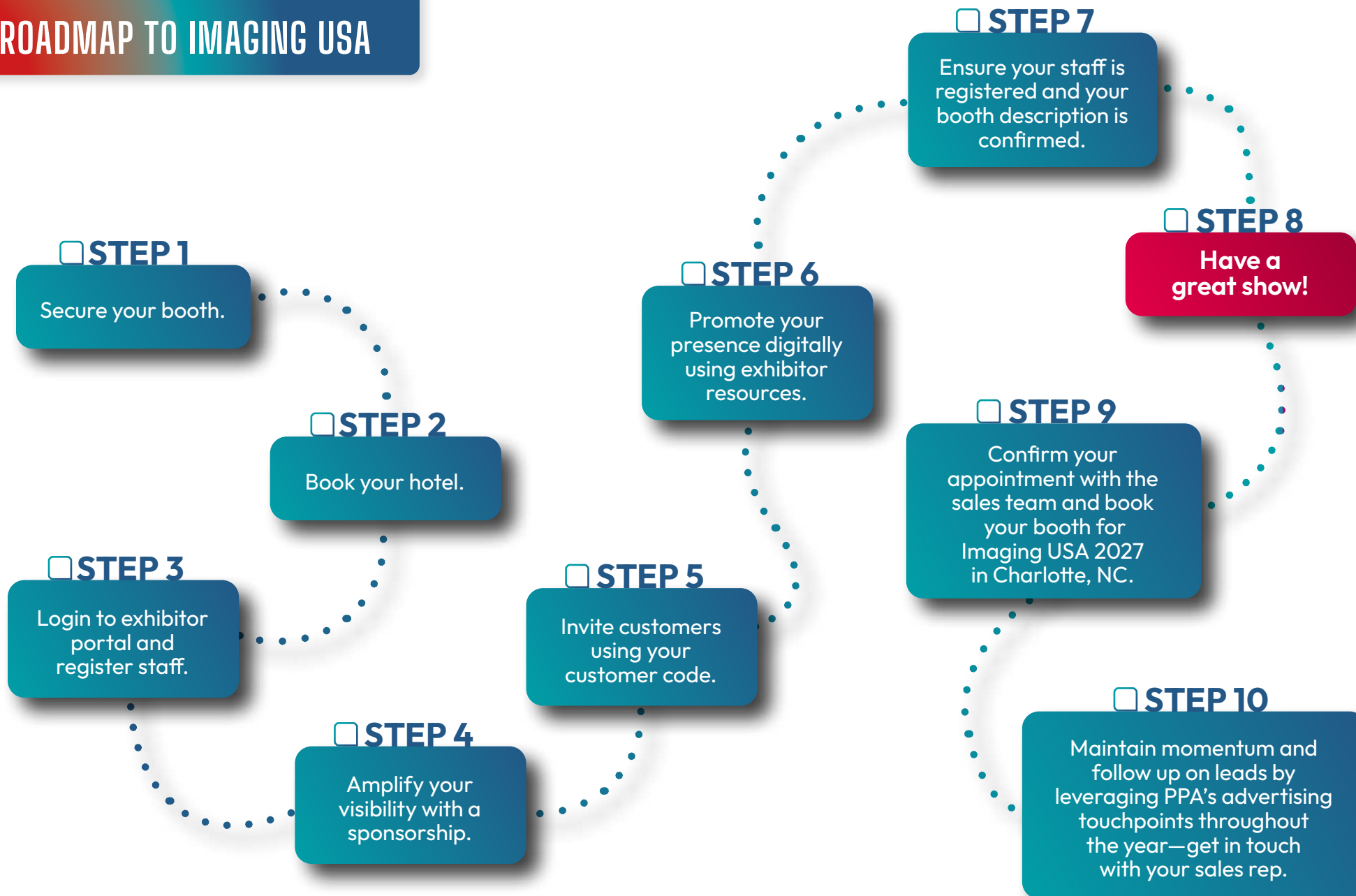
Elevate Your Brand, Amplify Your Impact

Join us in shaping the future of photography. Partner with Imaging USA and let's create a symphony of visual and experiential excellence that echoes throughout the industry.

Are You Ready to Make a Lasting Impression?

Step into the spotlight and showcase your brand's commitment to the photographic community. Let's embark on this journey together and turn visions into reality.

ROADMAP TO IMAGING USA



HOW WILL YOU STAND OUT?

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

SPONSORSHIP TIERS pg. 4

Each sponsorship level offers increasing visibility and impact. Choose the level that aligns with your goals and let your brand shine at Imaging USA.

STRATEGIC VISIBILITY pg. 5

Maximize your brand's presence and create lasting impressions, featuring high-impact signage and customizable items designed to keep your company front and center throughout the event.

SURPRISE & DELIGHT pg. 14

Transform every moment into an unforgettable experience, with exclusive events and unique opportunities to enchant and engage your audience in truly memorable ways.

EDUCATION EMPOWERMENT pg. 23

Position your brand as a subject matter expert, foster knowledge and engage with the community through various educational formats.

DIGITAL VISIBILITY SUITE pg. 30

Enhance your digital footprint and captivate attendees with cutting-edge LED displays and customizable interactive tools to amplify your brand's message in a dynamic and engaging way.

90%

of attendees said the Expo was their reason for attending.

\$4.48M+

spent at the 2025 Expo.

62% of attendees made expo purchases in 2024 & 2025, up 16 points from 2022.

78%

of attendees are professional photographers or studio owners.

LEVEL SPONSORSHIP OPTIONS: Choose What Works for You

All level sponsors receive: Logo on all Imaging USA print ads in *Professional Photographer*, Sponsorship Appreciation ad in notebook, logo in on-site banners/displays, recognition on ImagingUSA.com, and mobile app PDF.

PLATINUM Minimum spend—\$33,000

Platinum sponsors enjoy the pinnacle of visibility and engagement opportunities. We curate the most comprehensive package from our vast list of branding and marketing items. This premier level grants you the most extensive exposure and highest-tier benefits, ensuring your brand is the highlight of Imaging USA 2026. With unparalleled access to prime locations, top-tier print placements, and the most prominent digital and physical branding opportunities, your presence will be seen at every turn.

GOLD Minimum spend—\$26,500

Gold sponsorship, crafted from a wide selection of impactful items, offers a robust package that places your brand in the spotlight. Enjoy significant exposure and noteworthy benefits that elevate your brand's presence. With priority placement in print media, enhanced on-site branding, and strong online representation, your message will resonate with attendees throughout the event.

SILVER Minimum spend—\$14,000

Opt for Silver sponsorship to secure a solid foundation and maintain a consistent presence at the show for your brand. This level provides essential visibility and key benefits by selecting specialized items from our extensive catalog. Benefit from strategic print and digital placements, as well as on-site branding opportunities that ensure your brand is recognized and remembered.

BRONZE Minimum spend—\$9,500

The Bronze sponsorship is the perfect starting point for those seeking an introduction to the Imaging USA audience. We handpick items to offer select exposure for your brand, allowing you to dip your toes into the sponsorship experience. It's an opportunity to showcase your brand and begin building relationships with attendees.

STRATEGIC VISIBILITY



©Alex The Photo Guy

ATTENDEE BAG SPONSORSHIP

\$13,500

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

\$12,500

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

\$12,000

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



10'X20' PRINT GALLERY WALL

\$2,700

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.

8'X10' FOAMCORE GRAPHIC WALL

\$3,000

Make a bold visual statement with this branded graphic wall placed in a high-traffic area. This eye-catching installation is perfect for showcasing your product, campaign message, or striking visuals in full color on a clean, professional surface.



STACKABLE 3 TIER CUBE

\$3,500

Give your brand a vertical footprint with customizable panels on all sides for full-color logos, messaging, or visuals. Positioned in a high-traffic area, it acts as a branded beacon that draws attention without taking up much floor space.

Perfect for product shots, taglines, or QR codes. Your message will appear in a 3-tier stack of four-sided cubes. 3 cubes/ 4 sided each; Structure is 9-10ft tall.



STRATEGIC VISIBILITY



FLOOR CLINGS

2'X2'—\$500

3'X3'—\$650

4'X4'—\$750

5'X5'—\$900

Make every step count at Imaging USA. This unique marketing platform offers your company a chance to be underfoot and top of mind as thousands of photography professionals navigate the event. Your brand will be featured on custom floor stickers throughout the bustling convention and expo areas, ensuring high visibility.



©Alex The Photo Guy

EXPO AISLE SIGN DIE CUT DANGLERS

\$12,000

These custom die-cut danglers hang directly from official expo aisle signs, ensuring your brand is seen as attendees navigate the show floor. With high placement and repeated exposure across every aisle.

Includes full-color design, die-cut customization, and premium positioning on aisle signage.

ATTENDEE NOTEBOOK SPONSORSHIP

\$16,000

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.

“

As a photographer, I live for moments of inspiration, education, and creative connection! From learning the latest techniques to meeting industry icons, **Imaging USA is a game-changer.**

— Tracy Hyder
Imaging USA 2025 Attendee

”

“

This was my first year attending and I'm hooked. **The expo was power-packed** and gave me the chance to discover new gear and various products.

— Lloyd Terry Jr.
Imaging USA 2025 Attendee

”

STRATEGIC VISIBILITY



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

2025 APP STATS

3,375 unique users

21,696 exhibitor profile views

433,671 ad impressions

PREMIER MOBILE APP SPONSOR
\$7,000 Only 1 available

MOBILE APP OPPORTUNITIES
\$2,500

✓	X	Logo on launch screen of app — this is a benefit for the premier sponsor only.
✓	X	Featured Exhibitor status with logo and highlighted booth on the floor plan.
✓	✓	Banner Ad — top of home screen and menu screens. Click through to your page.
✓	X	Video Embed on your profile of your own content.
3	1	Push Notifications — Numbers represent total, not per day.
✓	X	Schedule Page Watermark — Your logo on the most-viewed page in the app.
✓	✓	Handouts — Upload brochures, PDFs, coupons, etc.
✓	✓	Product Spotlight — Unlimited thumbnails, product names, and company name on dashboard.
✓	✓	Post-Show Analytics Report.
✓	✓	Logo Placement on booth in floor plan and exhibitor listing.

GAYLORD OPRYLAND CONVENTION CENTER

We're heading to Nashville!

Nashville blends Southern charm with creative energy—live music, award-winning food, and vibrant neighborhoods are just the start. Imaging USA will be held at the stunning Gaylord Opryland Resort, a one-of-a-kind venue with indoor gardens, waterfalls, and dining all under one roof.

More than half the U.S. population lives within 650 miles, making Nashville a prime drive-to city. Plus, Nashville International Airport offers nonstop flights to 95+ cities—just 10 miles from the resort.





Pre-Convention Classes
Imaging USA Expo

STRATEGIC VISIBILITY



ATRIUM LAMP POST BANNERS

\$1,000 - DOUBLE SIDED (5 AVAILABLE)

\$800 - SINGLE SIDED (3 AVAILABLE)

These banners are located throughout the high traffic areas of the Gaylord's atrium, and they're guaranteed to catch attendees' attention as they walk to hotel rooms and convention center side.



DELTA ISLAND BRIDGE RAILING

\$4,000

Put your brand in THE central location of the hotel, on the bridge that leads attendees to all Imaging USA activities. Your banners will hang along the railing, unobstructed, as people walk through. This bridge is the connection that everyone must take. Seize the opportunity!

STRATEGIC VISIBILITY



BANNER OPPORTUNITIES VOLUNTEER SECTION (3 AVAILABLE)

\$5,500

The Volunteer Section offers a premium, high-visibility location, easily accessible from Registration. All GAP Sessions, The Gap Lounge and other Platform sessions will take place in this section.



VOLUNTEER LOBBY COLUMNS:

\$4,000 EACH

Make a bold statement in a big way! Strategically placed in high-traffic areas, column wraps turn structural elements into powerful branding opportunities. With eye-level visibility and constant foot traffic, your message will be impossible to miss.



MEZZANINE LEVEL

Upper-Level section that overlooks parts of the main convention space. Signage in this area is visible as all attendees walk from the hotel to the convention center at the Gaylord. Impossible to miss. This area leads attendees to Registration.

MEZZANINE ATRIUM BANNER - DM2

\$8,000

300"W x 70"L (150sq) Single Sided fabric Banner with 4" pole pockets top and bottom.

MEZZANINE ATRIUM BANNER - DM3

\$7,000

180"W x 70"L (90sq) Single Sided fabric Banner with 4" pole pockets top and bottom.

STRATEGIC VISIBILITY



DELTA LOBBY BANNERS (2 AVAILABLE)

The Delta Section is one of the most prominent and visually dynamic areas. It's a natural hub for the show which includes Registration, Platform sessions, access to main ballroom where all evening activities are taking place.

DELTA LOBBY BANNER DL-3

\$5,000

96"W x 120"L (80sq.) Single Sided Banner with 4" pole pockets top and bottom.

DELTA LOBBY BANNER DL-4

\$5,000

96"W x 120"L (80sq.) Single Sided Banner with 4" pole pockets top and bottom.



DELTA BALLROOM DOOR BANNERS (4 AVAILABLE)

Located in Registration and above doors of majority platform sessions.

DELTA A BALLROOM DOOR : DL-1A

\$8,000

300"W x 70"L (150sq) Single Sided fabric Banner with 4" pole pockets top and bottom.

DELTA A BALLROOM DOOR : DL-1B

\$8,000

300"W x 70"L (150sq.) Single Sided Banner with 4" pole pockets top and bottom.

DELTA A BALLROOM DOOR : DL-1C

\$8,000

300"W x 70"L (150sq.) Single Sided Banner with 4" pole pockets top and bottom.

DELTA A BALLROOM DOOR : DLA-1A

\$7,000

240"W x 70"L, DS, Banner
4" Pole pocket top & bottom



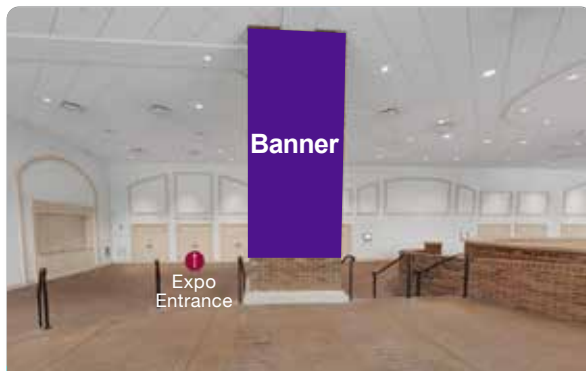
DELTA ESCALATOR CLINGS

\$10,000

Catch attendees in motion—literally. With bold, full-color escalator clings, your brand will dominate a key vertical thoroughfare at Imaging USA. These high-traffic touchpoints are impossible to miss and offer repeated exposure as attendees travel between floors. Perfect for reinforcing your message or driving booth traffic with directional calls to action.

23" circles, double sided - Qty: 64

STRATEGIC VISIBILITY



RYMAN AREA

The Ryman area is the floor where the Expo, activations and breakout rooms are located. It's a natural flow-through zone for attendees moving between sessions, expo, meals, and networking events.

RYMAN COLUMNS : RC-1A-D

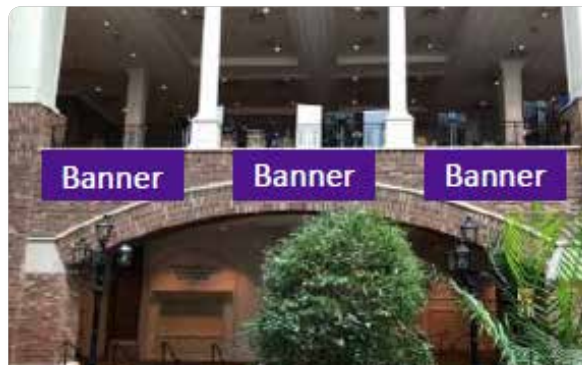
\$4,000

60"W x 180"L (75sq) Single Sided Banner with 4" pole pockets top and bottom.

RYMAN COLUMNS : RC-2A-D

\$4,000

60"W x 180"L (75sq) Single Sided Banner with 4" pole pockets top and bottom



RYMAN FOUNTAIN: RF-1B

\$4,000

180"W x 60"L (sq.) Single Sided Banner with 4" pole pockets top and bottom.

RYMAN FOUNTAIN: RF-2A-I, RF-2D

\$4,000



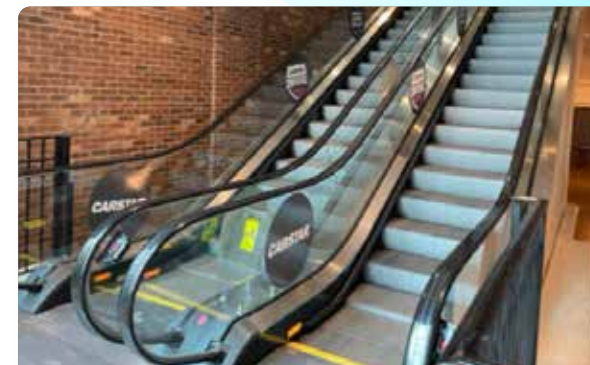
RYMAN FOUNTAIN: RF-2A-I, RF-2E

\$4,000



RYMAN FOUNTAIN: RF-2A-I, RF-2F

\$4,000



RYMAN C2 ARCH WALL CUTOUT

\$8,000

RYMAN ESCALATOR CLINGS

\$8,000

Catch attendees in motion—literally. With bold, full-color escalator clings, your brand will dominate the only pathway leading to the Expo. These high-traffic touchpoints are impossible to miss and offer repeated exposure as attendees travel between floors. Perfect for reinforcing your message or driving booth traffic with directional calls to action.



SURPRISE & DELIGHT OPPORTUNITIES

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

SURPRISE & DELIGHT OPPORTUNITIES

Be the Life of the Party
at Imaging USA –
Sponsor the Celebration!



©Barrett Ross Creative

WELCOME PARTY

Call us today for details

Elevate your brand to new heights by sponsoring the Welcome Party at Imaging USA, one of the most vibrant and well-attended events of the conference. This sponsorship is not just an investment; it's an invitation to be part of a memorable experience that sets the tone for the entire event. As the first major social event, the Welcome Party garners significant attention, offering your brand immediate exposure to thousands of professional photographers. Aligning with the Welcome Party positions your brand alongside the excitement and creativity that Imaging USA is known for—brand recognition, lead generation, and the opportunity to form lasting partnerships within the industry.

CLOSING PARTY

Call us today for details

Cap off Imaging USA with a bang by becoming the exclusive sponsor of the Closing Party, the grand finale of the conference that's as unforgettable as the photographs captured during the event. This sponsorship is your opportunity to leave a lasting impression on the creative minds that shape the photography industry. Align your brand with the celebratory spirit of the event, reinforcing positive associations and loyalty among attendees.



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SURPRISE & DELIGHT OPPORTUNITIES



3D CUBE ON PLATFORM \$4,000

Catch every eye at the show with this tilted 3D cube. Each side can be fully customized in full-color branding or messaging, giving your company 360 degrees of bold visibility.

Modern, dynamic, and impossible to miss—this item delivers maximum impact in a sleek, space-saving format.



CHARGING STATION LOUNGE \$10,000

Be the brand attendees remember while they recharge—literally. This sleek, fully branded Charging Lounge offers a comfortable place to power up phones, relax, and reset. Includes custom signage, branded tables, and chairs, all prominently featuring your logo. High traffic, high dwell time, and high visibility—all in one smart activation.



LENTICULAR WALL SIGN (4 AVAILABLE) \$5,500

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.

SURPRISE & DELIGHT OPPORTUNITIES

Be Where Conversations Happen! Networking—Sponsor Networking Avenue at Imaging USA



©Alex The Photo Guy



©Alex The Photo Guy



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NETWORKING AVENUE SPONSORSHIP

\$7,000

Step into the spotlight as the exclusive sponsor of Networking Avenue, the premier networking event at Imaging USA. Celebrating its 5th year, Networking Avenue is the place where art meets opportunity, and where attendees forge connections that last a lifetime. Positioned on the opening night and just an hour before the highly anticipated Welcome Party, Networking Avenue is the first chance to make an impression.

- With topic-focused areas, attendees are already in the mindset to discuss, learn, and connect—your brand will be at the center of it all.
- Three interactive shooting bays offer hands-on experiences, making your brand and products a part of the excitement and creativity.
- Align your brand with the spirit of innovation and community that defines the modern photography industry.

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
- Increased visibility and recognition of your brand
- Opportunity to feature your products at 1 of 3 shooting bays and/or loan equipment for attendees to use during the event

Sunday, 6:30–8pm

Followed by the Welcome Party at 8pm

SURPRISE & DELIGHT OPPORTUNITIES



ACCORDION DIE CUT WALL \$2,700

Position your brand at the heart of the show — a bold, high-impact display designed to captivate attendees. This zigzag-style installation features multiple die-cut panels that naturally draw foot traffic and encourage interaction. Strategically placed in a high-visibility area. Tell your brands story!

NEW!



360 BOOTH \$5,000

Step into the spotlight with our immersive 360 Booth experience. As a sponsor, your brand will be front and center in a dynamic activation that captures attendees in stunning, shareable 360-degree videos. This high-traffic attraction offers prime visibility, social media buzz, and unforgettable engagement with photographers.

ROAMER PHOTO BOOTH (2) \$5,000

The Roamer Photo Booth, equipped with a Sharing Station and print option, is a mobile booth that enables the attendants to move through the crowd, capturing boomerangs, photos, and GIFs directly on the show floor. Guests can visit the nearby Sharing Station to text their images to themselves and even print them on the spot.

NEW!

SURPRISE & DELIGHT OPPORTUNITIES



NEW!

SPIN TO WIN AT IMAGING USA (10 SLOTS)

\$1,000

BOOST YOUR BOOTH TRAFFIC: SPIN TO WIN at Imaging USA! Drive attendees straight to your booth with our **Spin to Win Show Floor Game**, powered by a giant LED wheel in one of the event's quieter zones. Attendees will visit participating booths to collect stamps, earning their chance to spin for an instant prize.

Low cost, big visibility, guaranteed foot traffic. Logo and booth number featured in an issue of our award-winning Professional Photographer magazine prior to the show. Inclusion in a pre-show promotional email to attendees.

Social media callouts spotlighting participating exhibitors. Great value at a low cost to participate.

This is more than just a game—it's a high-visibility opportunity to connect with qualified prospects and bring the buzz right to your booth.

Minimum participation required.

SURPRISE & DELIGHT OPPORTUNITIES



NEW!

“GUESS THE SETUP” CHALLENGE \$10,000

We'll place three stunning, framed images—provided by the sponsor or one of their ambassadors—in prime locations throughout the conference. Attendees will be invited to guess the gear or technique used in each photo (e.g., lighting setup, lens type, camera settings, paper finish, etc.) by scanning a QR code and submitting their answer. Each entry collects attendee info and unlocks a chance to win a sponsor-provided prize.

Whether you're a lighting brand, lens company, camera manufacturer, or professional lab, this interactive challenge is a clever way to showcase your product's creative potential.

Participants are entered into a giveaway, which generates qualified leads while building brand engagement. No need for onsite staff, self contained! PPA will provide: Contest hosting and lead collection, Framing and installation (sponsor provides artwork), promotion across multiple PPA channels, *Professional Photographer* magazine feature, onsite custom signage, app push notifications, and recap.

SURPRISE & DELIGHT OPPORTUNITIES



COFFEE STATION SPONSORSHIP EXCLUSIVE, 3 DAYS

STARTING AT \$15,000

Be the brand that fuels the day! Located just outside Registration, this high-traffic coffee station is the perfect way to connect with attendees before the Expo even opens. Your sponsorship keeps the coffee flowing for all three days — and keeps your brand top of mind. Includes custom signage.

SURPRISE & DELIGHT OPPORTUNITIES

NEW!
Take a Break



"TAKE A BREAK" COFFEE CART

\$5,000 PER DAY/ \$15,000 3 DAYS

Located on the Expo Floor-Provide attendees with liquid gold! Cart can be placed in front or near your booth to ensure higher traffic. Gather leads as attendees stand in line for coffee. Customizable cart with logo and messaging.

Minimum participation required.



"TAKE A BREAK" POPCORN CART

\$2,000 PER DAY / \$6,000 3 DAYS

Add some flavor to the day! Positioned just outside Registration in a high-traffic area, this popcorn cart offers attendees a fun, feel-good snack as they gear up for the Expo. Your brand gets the spotlight while they enjoy a tasty break — it's a win-win! Includes custom bags and signage



"TAKE A BREAK" ICE CREAM

\$3,500 PER DAY / \$10,000 3 DAYS

Add a sweet moment to the Expo floor! Sponsor this treat and give attendees a fun, memorable way to take a break—with your brand front and center.

Includes signage with logo and messaging.

While supplies last.



EDUCATION EMPOWERMENT

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

EDUCATION EMPOWERMENT



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

\$600 EACH (ONE PER DAY PER VENDOR)

New concept located off the main aisle on the show floor. In the Express Talks 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 11: 12–4pm (5 available)

Mon, Jan 12: 12–4pm (5 available)

Tues, Jan 13: 12–3pm (4 available)



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 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

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 are invited to attend small group mentoring sessions led by multiple mentors. These sessions will be held every morning and afternoon for more flexibility and allow Sponsors to speak to volume photographers directly.

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



STADIUM CLUB HOURS

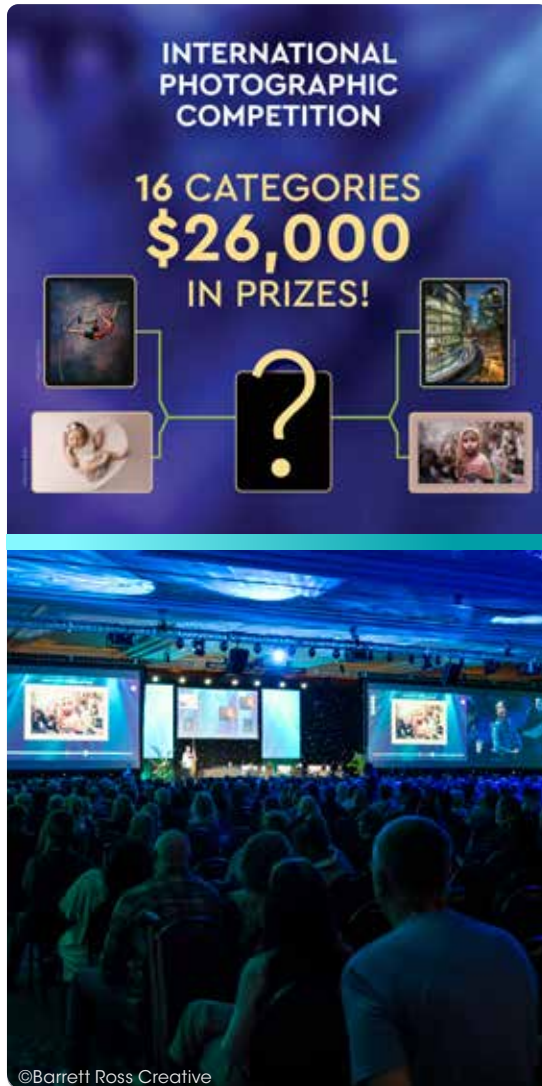
**SUNDAY: 8–10am
4–6:30pm**

**MONDAY: 8am–12:30pm
4–7pm**

**TUESDAY: 8am–12:30pm
2:30–5pm**

INTERNATIONAL PHOTOGRAPHIC COMPETITION SPONSORSHIP

Elevate Your Brand
with the International
Photographic Competition



CENTER YOURSELF WITH THE COMPETITION!

\$15,000

Sponsoring the International Photographic Competition (IPC) is an excellent way to align your brand with the most highly anticipated event in 2026 for photographers.

Thousands will converge at Imaging USA to be a part of the electric atmosphere of competition that brings together spectators, competitors, and the industry's finest.

BE A PART OF HISTORY WITH THIS SPECIAL OPPORTUNITY

- Your logo prominently featured on all IPC signage throughout the convention.
- Brand and messaging displayed on screens during the live competition on Saturday, in 16 areas throughout the convention center, and at the Grand Imaging Award event on Monday.
- Opportunity for product placement or video integration during the competition.
- The chance to provide a memorable gift bag or giveaway at the judging and awards ceremony.
- Your logo featured on all IPC pre-and post-event emails, the event website (ImagingUSA.com), the Imaging USA official app, and select social media posts.
- Your brand tagged in social media posts and stories related to IPC at Imaging USA.
- First right of refusal for IPC 2027

LIVE JUDGING DATES

Saturday, January 10

Monday, January 12

EDUCATION EMPOWERMENT



PHOTO WALKS

\$5,000

Become an integral part of the creative journey at Imaging USA by sponsoring our exclusive Photo Walks. This is your chance to connect with the heart of the photography community and leave a lasting impression. Your brand will be front and center in all promotions leading up to Imaging USA, including targeted email campaigns, social media, official event communications, and on-site signage.

PPA will manage all pre-show sign-ups, handle on-site registration, and supply one model.

Photo Walks are interactive, hands-on experiences that forge deep connections. Your sponsorship puts your brand in the hands of attendees as they explore, learn, and grow. Leverage user-generated content from the Photo Walks for your marketing, showcasing real-world applications of your products or services.

Limited availability



EDUCATION EMPOWERMENT



©Alex The Photo Guy



SURVEY ROOM - EXCLUSIVE OPPORTUNITY

\$10,000

Turn curiosity into connection. This dedicated Survey Room gives your brand a private space to gather valuable insights directly from professional photographers. Whether you're testing a new product, refining messaging, or exploring trends, this in-person setting creates authentic, in-the-moment feedback.

Includes room setup with tables, chairs, signage, and limited electricity. Hotel Wi-Fi is available for Gaylord guests, or you're welcome to bring your own hotspot. Lead collection is encouraged, and you control the experience. This opportunity immediate makes you a Bronze Sponsor with additional benefits!



DIGITAL VISIBILITY SUITE

Some opportunities require a minimum of a bronze level sponsorship

Enhance your digital footprint and captivate attendees with cutting-edge LED displays and customizable interactive tools to amplify your brand's message in a dynamic and engaging way.

DIGITAL VISIBILITY SUITE

LIGHT BOXES

8X2 FT LIGHT BOX—\$4,000

8X4 FT LIGHT BOX—\$6,000

8X10 FT LIGHT BOX—\$8,000

A bright and bold way to deliver your message at the show. Located in a high-traffic area of the conference. Exclusive to one brand per unit.



8X2 FT



8X4 FT



8X10 FT



DIGITAL VISIBILITY SUITE



NEW!

PREMIUM LARGE LED BOARD

\$5,000 per spot

Located at the central point of the show, Registration, where all attendees can view your brand as they walk throughout the conference. Runs entire duration of conference. Crystal clear resolution perfect for feature brand stories and messaging. Capable of images, videos, PDF, schedule, and more.

APPENDIX A

PHOTO OP OPTIONS

Call for pricing.

PHOTO OP OPTIONS



GUITAR PHOTO OPP

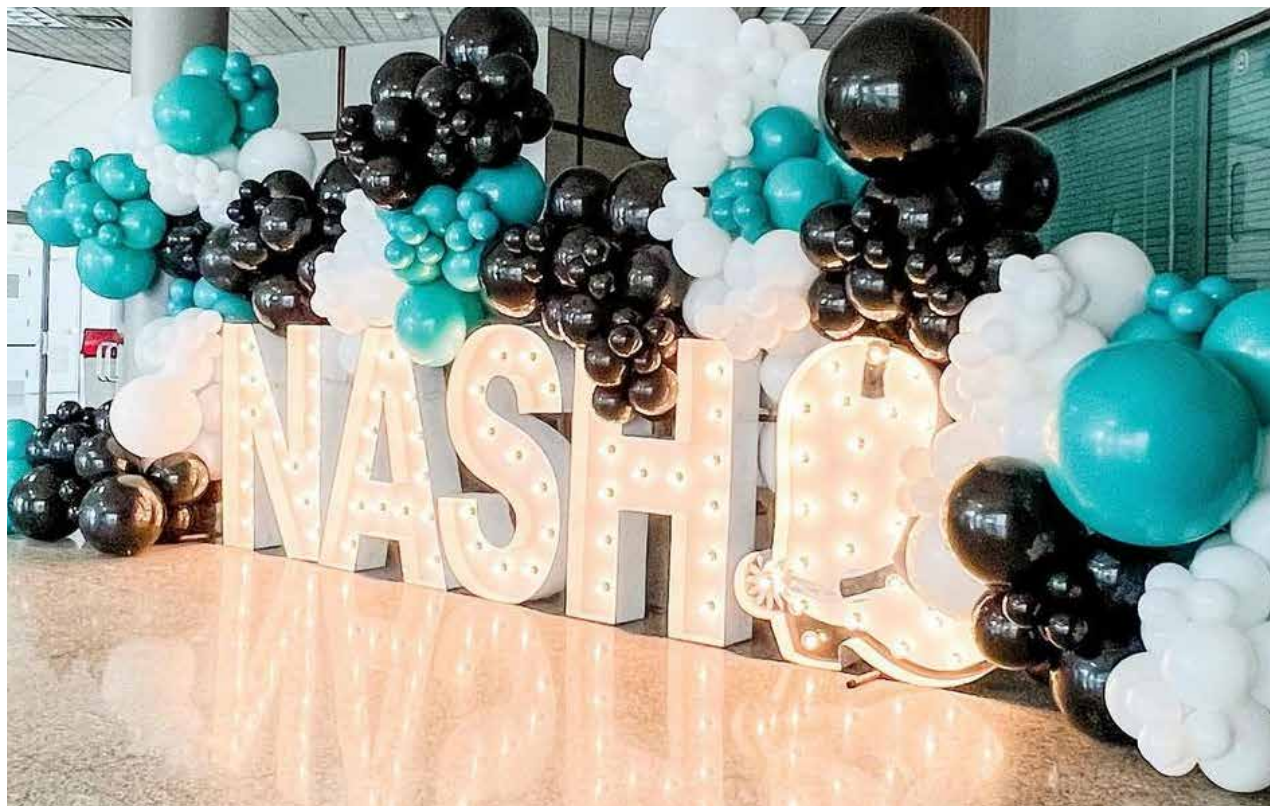
Logo, brand color and messaging integration available.



FLOWER WALL

Pictures not to scale, example only.

PHOTO OP OPTIONS



NASHVILLE MARQUEE

*Custom letters available,
balloons available for additional fee.*

Picture not to scale, example only.

PHOTO OP OPTIONS



GIANT CAMERA PHOTO OPP

Backdrop customizable with brand colors/messaging.

Pictures not to scale, example only.

PHOTO OP OPTIONS



MAGAZINE PHOTO BOOTH

Customizable

Picture not to scale, example only.