pdn PhotoPlus Expo (SPONSORSHIP)

OCTOBER nyc2012 | CONFERENCE 24-27 | EXPO 25-27

SPECIAL EVENT SPONSORSHIPS

TEST DRIVE & TWEET UP NETWORKING EVENT

$999 per table

Wednesday, October 24th 5:00-8:00pm
This preshow event is open to our 1000+ registered media, attendees and social media gurus to get high quality face time and give them a sneak peak of what you have to offer before the doors open!

- Includes 6ft skirted table, two chairs, basic electric and wi-fi
- Special press, social media guru and gold expo pass holders hour from 5-6
- 2 tweets on your behalf to the PhotoPlus Expo followers leading up to the event and 2 tweets during the 3 days of PhotoPlus to stream live on the show floor Twitter Screens (exhibitor to provide tweet content)
- Postal listing of Test Drive attendees to follow up with after the event. Will be delivered by email in an excel format following PhotoPlus.

WPPI U @ PHOTOPLUS SPONSOR

$1,500 limited availability

Wednesday, October 24th
The popular WPPI U Road Trip series is making its last stop of the year at PhotoPlus for a 1-day educational extravaganza with the industry's best talent. Kick off your show with added exposure as a sponsor at this special event. The sponsor tables will be located just outside the seminar rooms to allow for interaction with the attendees during breaks.

- Insert in WPPI U welcome bags
- Logo inclusion with all WPPI U marketing (If signed up in time)
- Logo inclusion with all printed signage at the event (if signed up in time)
- 6-ft table and 2 chairs at event (electric and internet would be additional)
- Option to raffle off prizes to WPPI U attendees

(Custom sponsorships available upon request)

THE BASH

Several levels of participation available
Thursday, October 25th
8:30 – 10:30 PM
Madame Tussauds Wax Museum
Expected attendance: 1,000

We are excited to host this year's BASH at Madame Tussauds in Times Square, a unique, interactive, and exciting venue that will have PhotoPlus photographers acting like paparazzi with all of the famous wax celebrities to shoot throughout the night. Sponsors will have branding throughout the venue depending on the package they are interested in but there is something for every budget.
Click here for more sponsorship options.

PDN PHOTOPLUS PORTFOLIO REVIEWS

Customized packages available
Thursday, October 25th – Saturday, October 27th
Javits Center
Expected Attendance: 300

The Palm Springs Photo Festival portfolio review event at PhotoPlus Expo is the nation's largest review program for photographers. Known for the exceptional quality of their portfolio review program, Palm Springs Photo Festival will host a three-day portfolio review event for both emerging and professional photographers. These one-on-one consultations are an amazing opportunity for photographers to present their work for critique and receive advice from the industry's top professionals. Sponsors will have branding opportunities, exposure to the attendees and all custom packages will be created to achieve your objectives.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

SHOW COUNTDOWN SPONSOR

$3,500

(Runs August to November)
Put your logo front and center on photoplusexpo.com next to the show countdown clock! This exclusive opportunity puts your company name and booth number on the home page of the show website, where every person coming to the site can see it and click directly to your site. Gain maximum exposure and imprint every visitor with your name and booth location. Artwork can link to the URL of your choice.

BADGE HOLDER SPONSOR

$12,000

Sponsor the one item attendees can't get into the show without – their badges! Your logo will be printed prominently at the top of the badge and be given to every attendee at registration. Sponsorship includes printing and distribution of 25,000 badges.

AISLE SIGN SPONSOR

$13,000

Aisle signs guide attendees through the floor as the main visual road map. Drive more traffic with your logo or special message and booth #. Signs measure 4' x 2', double-sided and will be displayed on all 13 aisles.

WATER STATIONS

6 stations throughout the floor
$5000

25,000 people on the floor over three days – they get thirsty! Revive your customers with a fresh drink of water while they look at your logo and booth number. Get creative and give them a reason to stop by your booth after their break. Sponsorship includes water and cup refills throughout the show and 11 x 17" Foam core board with sponsor's artwork or message for each station.

PRE-SHOW SPONSORSHIP OPPORTUNITIES

E-COUPON BOOK AD
$1,000 per Coupon

Be a part of the PhotoPlus Expo E-Coupon Book that goes out to 35,000+ pre-registered attendees a few days before the show starts! Announce a pre-show special, onsite discount, contest or special speaker taking place at the show to drive more traffic to your booth. Sponsor sends the artwork along with a URL that they would like linked to the ad. Only 20 coupons available.

PRINT ADVERTISING
***PDN*'s 2012 *Gear Guide* serves as the official show guide to the PhotoPlus Expo. The *Gear Guide* is a packed publication offering:**

- Reviews of the latest professional digital cameras, lenses and accessories
- Detailed, hands-on reviews of the latest in advanced amateur DSLRs and accessories
- Easy-to-read comparison charts to help pros and consumers find the right gear for their level of expertise and needs
- A guide to the best in peripherals, software and digital photography web sites

ONSITE IMPACT SPONSORSHIPS

SMART BAR SPONSOR
$8,000 (3 Available)

Attendees are grateful to have a place to take a break and charge up their mobile devices, get online to research a company or ask for help before hitting the floor again. Our Smart Bar offers the one stop solution for attendees and sponsors can utilize the area to drive traffic to their booth.

This package includes:
- Nielsen staff member to manage the area and answer questions
- Charging station for laptops, cell phones etc.
- 42" monitor with computer locked to the trade show GoExpo site
- Electrical and internet connection
- iPad temps (at least two if the area is busy)
- Literature Bin for sponsor to display or provide information to attendees

BOOTH LOCATOR SPONSOR
$5,000

This is the all-inclusive informational piece to everything happening at PhotoPlus! The Booth Locator includes a complete exhibitor listing by company name and booth number; exhibit hall floor plan and schedule at a glance. Not only is your company and booth highlighted but you will also receive a 3-3/4x5 inch ad in the locator. This is a great place list your speaker schedule, show specials or coupon for a giveaway. The ad will be spot color to match the show design.

PRESS ROOM SPONSOR
$8,000

Got a new product you are launching or looking to have one on one face time with the industry's most influential media? Don't miss the chance to be front and center in our lounge overlooking the show floor. As the sponsor, your logo will be displayed on Press Room signage, on all computer screensavers and your company literature will be handed out to each attending press member as they sign in. Our experienced PR firm can also conduct a media briefing on your behalf offering you the opportunity to get your product and message in front of key journalists. Terrace can also be used pre and post show hours to host a meeting or private function.

METER BOARD SPONSOR
$2,500

Create your own billboard to make announcements and drive attendees to your booth. Location of the meter board will be determined by availability and show management. Sponsor creates the artwork for the 39 x 72" display and this package includes double-sided printing, labor and installation for each board.

LIGHT BOX SPONSOR
$3,200

Light up the floor with a 25 sq. foot sign with your graphics to draw additional attention to your booth at the show. Actual size of the panel is 38 1/8 inches wide by 58 inches tall. The box is illuminated and is filled with your design and is double-sided for maximum exposure. Locations are selected with show management and are on a first come basis. Sponsorship includes electric, printing of 2 panels, installation and dismantling.

3M GLASS DOOR GRAPHICS
$7,000 per 16 doors (3 locations)

Attendees cannot enter the Convention Center without seeing your ad! This sponsorship includes 16 double sided window clings 18"x18" in size. The new doors/entrances at Javits feature an outside set of doors and an interior set. There are three locations available for this sponsorship and will be sold on a first come basis. Please visit this link for a rendering of the doors. Price includes installation, dismantle and commission to Javits but sponsor is responsible for production costs to create the window clings. Artwork can be created by Freeman or approved vendor. **Click here for a visual.**

3M OVERHEAD WINDOW GRAPHICS
$15,000 per 8 windows facing outside and $12,500 for 6 per windows facing inside

This is a new offering this year as renovations at Javits continue. These 30 x 79" clings make for an impressive message that catches attendees as they enter or maneuver through the Javits. There are two inside sections and 1 outside section available on a first come basis. Price includes installation, dismantle and commission to Javits but sponsor is responsible for production costs to create the window clings. Artwork can be created by Freeman or approved vendor. **Click here for a visual.**

INDOOR BANNERS

Visit our online floor plan of available locations
Get attendees excited before they hit the show floor with one of our many banner locations. Strategically place it close to your booth or maybe on the other end of the convention center so they will make a point to head your way as soon as they get on the floor. **Click here for banner options.**

OTHER OFFERINGS

PRIVATE MEETING ROOMS
Full Day $1,000/Half-Day $500 – Available on a first come basis

Need a place to get off the show floor to conduct business internally or with clients? Host your meetings in one of our rooms conveniently located near the exhibit hall and conference sessions. Private rooms are priced for full days and half days.

LIST RENTAL PACKAGE
$2,500

Want to reach the entire PhotoPlus attendee list? This is an exclusive offering for our exhibitors that allows you to send a dedicated email to our 2011 post show list or our 2012 pre registered list. The campaign will reach between 22,000 to 24,000 photo enthusiasts three weeks prior to the show opening. Rental will go through our third party mail house and you select the date for the email to be sent.

Call your Account Representative today for more details!

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