

# PHOTOPLUS EXPO

Photography & Design Conference



November 2-4, 2006 - Jacob K. Javits Convention Center - New York, NY

[www.photoplusexpo.com](http://www.photoplusexpo.com)

## Exhibitor/Buyer Matching Program

Don't miss your rent-free pre-show attendee mailing list - Order Now!

**Make the most of your marketing efforts! With the Exhibitor/Buyer Matching Program you get to find out more about your customer and better target your promotions.**

Don't miss this chance to take advantage of this invaluable program — available exclusively to paid in full 2006 PhotoPlus Expo exhibitors. You'll receive all the attached demographic information about pre-registered PhotoPlus Expo 2006 attendees. Whether you want to promote your exhibit to your core audience or test the waters in a new market, this **FREE** program allows you to select those you would most like to see at the show.

Information about all pre-registered attendees, including contact name, title, company name, address, type of job function and type of primary type of photography and annual budget, will be e-mailed to you in an Excel file. You can then send a promotion to the attendees of your choice. This list is for *one time use only*, to promote your presence at the show, so be sure to mention your booth number and any special promotions/incentives that will encourage attendees to visit you at the show!

**Take advantage of this opportunity today!**

Simply read the instructions and *return the completed list order form no later than **September 15, 2006***. The e-mail containing your list will be sent the week of September 18, 2006, along with promotional ideas and instructions to assist you.

**Note: Please note your booth space must be paid-in-full in order to receive your list.**

All PhotoPlus Expo 2006 pre-registrants have indicated their **A) Job Function** and **B) Primary Type of Photography and Annual Budget** when registering. You may use these categories when choosing who to send your promotions to.

**\* Please complete page 2 of this form to place an order for your list.  
Questions? Please call the Exhibitor Hotline at (703) 488-2944.**

**DEADLINE TO ORDER: September 15, 2006**

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## Exhibitor/Buyer Matching Program PhotoPlus Expo 2006 PRE-REGISTERED ATTENDEE LIST ORDER FORM

### To Place An Order:

1. Please check below. You will receive a zipped Excel file via email with your list of names the week of September 18, 2006.
2. Complete the contact information below.
3. Fax this sheet back to (703) 488-2726 by **September 15, 2006**.

Please note: You do not need to select your demographics here. You will receive the entire list of pre-registered attendees.

- Yes! Please send me the pre-registered attendees list. (Approximately 4,000 – 6,000 contacts).

### Demographic Profile will include the following attendee information:

<i>Attendee Job Function</i>	<i>Primary Type of Photography</i>	<i>Annual Budget for Photographic Equipment and Supplies</i>
-Professional Photographer	-Portrait	-Less than \$5,000
-Photographer's Assistant	-Commercial	-\$5,001-\$15,000
-Educator/Student	-Photojournalist	-\$15,001-\$25,000
-Art Director/Creative Director	-Fine Art	-\$25,001-\$50,000
-Corporate Communications/Marketing/ Sales Manager	-Wedding	-\$Over \$50,001
-Lab Manager/Owner/Technician	-Multimedia	
-Studio Manger	-Video	
-Multimedia Producer/Developer	-Other	
-Production/Pre-Press Manager		
-Video Producer		
-Photographic/Design Equipment		
-Other		

Please type or print the information requested below.

E-mail (**REQUIRED**): \_\_\_\_\_ Booth #: \_\_\_\_\_

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please read the following paragraph and sign below.

I hereby certify to VNU Expositions that we understand that the PhotoPlus Expo 2006 Pre-registered Attendee List is the exclusive and valuable property of VNU Expositions, of a highly confidential nature, and that we will send only a single mailing from this list and will not copy or duplicate this list and/or future lists in any way or make it available to any other person, firm or corporation.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

- \* **PLEASE NOTE!** You must be a contracted, paid in full exhibitor to receive your list. All lists will be running lists, excluding category breakouts; list output format will be an Excel file, (MAC version not available); lists will include contact name, title, company name, address, type of organization, job function, types of photography and annual budget only. **NO PHONE, FAX, or EMAIL data is available for attendee privacy reasons.** If you have questions regarding booth payment, please call the Billing Department at 703-488-2700.

Please FAX this order form to: (703) 488-2726 by September 15, 2006

Or Mail your completed form to EXPOSITION MANAGEMENT  
PO Box 17413, Dulles International Airport, Washington, DC 20051