



How will you stand out in the crowd?

PHOTOPLUS	EXPO
Photography and Design Conference	
October 20-22, 2005 Jacob Javits Convention Center New York, NY www.photoplusexpo.com	
Produced by 	Presented by pdnEVENTS a division of Photo District News

2005 SPONSORSHIP OPPORTUNITIES

Becoming an official Show Sponsor is a great way to enhance your presence among the 200+ exhibitors that will be at PhotoPlus Expo. We have dozens of carefully crafted opportunities designed to help you promote your product before the event and maximize your profile during the event. Sponsorship opportunities offer proven value and start as low as \$1,500!

All Premier Sponsorships include the following:

- Complimentary pre- and post-show attendee lists for 1x use
- Your logo and link on www.photoplusexpo.com
- Your logo on a "Sponsor Thank You" banner in the Crystal Palace
- 10 Gold Expo Passes for your best customers (except where otherwise noted)
- Your logo featured on the sponsor page of the Show Guide (if signed up and paid in full by materials deadline)
- Your logo on all attendee promotional materials (if signed up and paid in full by materials deadline)

For more information, please contact Chris Galione at cgalione@vnuexpo.com or call 703-488-2742.

PREMIER SPONSORSHIP OPPORTUNITIES

SHUTTLE BUS SPONSORSHIP

\$7,500

Capture attendee's attention long before they even reach the Javits Center. This Shuttle Bus sponsorship provides you with signage on the side of the bus, as well as fabric headrest covers with your logo and booth number on them.

Stand out from your competition:

- 3' x 8' graphic on side of each Route #2 bus
- Headrest covers with logo and booth number printed on them
- PhotoPlus Expo 2005 Web site banner ad for the duration of the show promotion

PRESS ROOM SPONSORSHIP

\$7,500

Your best bet to receive pre- and post-show promotion, and maximize your company's exposure to major players in the media. As the Press Room Sponsor, your logo will be displayed on Press Room signage, and on all computer screensavers, and your sales literature will be handed out to each attending press member as they register. Our experienced PR firm will conduct a media briefing on your behalf offering you the opportunity to get your product and message in front of influential members of the press corps. You will also have the opportunity to have key media players personally escorted to your booth by our PR firm. To maximize your chances for press coverage, you will also receive a private media training session conducted by our Public Relations Firm.

- Media briefing on your behalf
- Logo and booth number on Press Room signage
- Logo installed on Press Room computers as wallpaper and screensaver
- Key media brought to your booth by our PR firm for private presentation

"YOU ARE HERE" SPONSORSHIP

\$3,500 (limited to 4 sponsors)

Be front-and-center for every attendee as they look at this giant printed floorplan positioned at the main entrance. Have your logo and booth number prominently displayed on the unit along with pockets on the unit to provide your promotional materials. Your booth will also be highlighted on the map itself; virtually guaranteeing every attendee will swing by!

- Logo and booth number on unit
- Booth prominently highlighted on floorplan
- The right to distribute brochures on the "You Are Here" unit

OFFICIAL SHOW BAG

\$15,000

Picture every attendee carrying your logo with them – from the moment they arrive at the show and for months afterward. This priceless advertising opportunity features your logo on both sides of the official attendee tote bag along with your booth number. Sponsor incurs all production costs and shipping to/from the show for a minimum of 20,000 bags.

- On-site sponsor signage
- Banner Ad on www.photoplusexpo.com rotating throughout the website up to the show dates

EXCLUSIVE REGISTRATION AREA SPONSOR

\$ 15,000 (Exclusive Sponsorship)

Your company will own the registration area with signage and much more. You will have the exclusive opportunity to provide one 8 1/2" x 11" literature insert to be included in the pre-show badge mailing to approximately 20,000 registrants. Two 10' x 30' single sided four-color vertical column banners in the registration area to include company name, logo and booth number.

Other benefits include:

- One 8 1/2" x 11" literature insert provided by sponsor to be included in the pre-show badge mailing to approximately 20,000 registrants (if signed up by 08/15/05)
- Two 10' x 30' vertical single sided four-color vertical column banners in the registration area to include company name, logo and booth number
- 50 Gold Expo Passes for your best customers
- On-site sponsorship signage

LOBBY BANNER SPONSORSHIPS

Call for Pricing

Several sizes and locations are available.

FLOOR MINDER GRAPHICS SPONSORSHIPS

\$ 3,000 (limited to 3 sponsors)

"Floorminder" adhesive graphics will be placed on the terrazzo in the Javits Center. Locations are available throughout the Crystal Palace. These 5' x 5' floor logos are prominently displayed for all attendees to see, and makes a substantial statement from the moment you enter the center leading to the exhibit hall.

- One 5' x 5', four-color floor logo with company logo and booth number

STAIR GRAPHICS SPONSORSHIP

\$12,000

Stair adhesive graphics, a visually striking new medium, utilize valuable "found space" in an increasingly crowded and competitive environment. Graphics can be placed on the stairs leading from level one to the Registration area.

OFFICIAL LANYARD

Your logo will be worn by every attendee with this exclusive sponsorship. You may either elect to provide the official lanyard and pay a sponsorship investment of \$8,000 or we can handle the fulfillment for you for a rate of \$17,500.

Option 1: Sponsor produces lanyard

\$8,000

Sponsor produces a minimum of 20,000 lanyards (high quality woven neckcord) to include your company name and/or logo. This sponsorship provides you with the right to distribute lanyards at the 2005 show. Sponsor incurs all cost for production and shipping.

Option 2: VNU produces lanyard

\$17,500

Show management produces a minimum of 20,000 lanyards (high quality woven neckcord) to include your company name and/or logo. This sponsorship provides you with the right to distribute lanyards at the 2005 show.

GOLD EXPO OASIS

\$ 12,500 (Exclusive Sponsorship)

Sponsoring the "Gold Expo Oasis" will give you a private area, and a great opportunity to network with your invited guests and Gold Expo Pass Attendees. The oasis will have private conference rooms to conduct meetings, a fax machine, and a computer with an internet connection that will allow your clients to conduct their daily business activities. Refreshments will be provided daily along with a lounge area for relaxation.

Other benefits include:

- On-site sponsor signage
- Sponsor recognition on hardwall structure and overhead signage
- PhotoPlus Expo 2005 Web site banner ad for the duration of the show promotion, with exclusive positioning on the Gold Expo Pass page
- Exclusive right to distribute promotional materials inside the Gold Expo Oasis
- 50 Gold Expo Passes for your best customers
- One free insert into the badge mailings of all attendees who purchase a Gold Expo Pass

BOOTH LOCATOR SPONSORSHIP

\$5,000 (limited to 2 sponsors)

Have your company name and logo appear on Booth Locator distributed in publication bins to all attendees at the show. Booth locator includes a complete exhibitor listing by company name and booth number; exhibit hall floor plan and schedule at a glance. Sponsor booth will be highlighted in the exhibitor list and on the floor plan. Other benefits include:

- Ad on Booth Locator distributed in publication bins to all attendees at the show
- Booth Highlighted on floorplan in Booth Locator and on "You are Here" signage at the hall entrance

AISLE SIGN SPONSORSHIP

\$15,000

Get your logo over every attendee's head, no matter where they are on the show floor. This sponsorship gets your logo on every single aisle sign, along with your booth number.

SPECIAL PRESENTATIONS AND SEMINAR SPONSORS

Arrangements are made on a case-by-case basis. For further information contact: Lauren Wendle @ 646.654.6811 or email: lwendle@pdnonline.com

ADDITIONAL OPPORTUNITIES

WEB-SITE BANNER

\$5,000 for 10 months (limited to 5 sponsors)

You will receive a 10-month web banner ad on the event web site, www.photoplusexpo.com. Your ad will rotate with a maximum of 4 other sponsors on the top each page of the web site. Please call for more information. Your exposure is limitless!

SHOW DIRECTORY ADVERTISING

Photo District News creates the PhotoPlus Expo Show Guide as a special supplement featuring exciting events, exhibitors and seminars that will be at this dynamic industry event. The Show Guide is a must-have for all show attendees as an information tool to make the most of the PhotoPlus Expo as well as an important source for referral throughout the year. Don't miss this opportunity! For More Information & Reservations: Contact your PDN Representative; or call 646.654.5793, or smookerjee@pdnonline.com.

ATTENDEE UPDATE E-MAIL AD

\$2,000 each (3 available)

Get your company name and your latest products in front of attendees before they ever step foot in the Expo by placing a banner ad on a pre-show e-mail update that is sent to each pre-registered attendee. The banner ad is 480x60, and includes a link to your web site. Each e-mail will reach approximately 30,000 pre-registered attendees, giving you the first crack at marketing to them!

PROMOTIONAL MARKETING E-MAIL AD

\$1,500 each (6 available)

Place your banner on this promotional e-mail that goes out to a highly targeted list of potential attendees. This opportunity not only gives you the first impression of any exhibitor to those people who chose to sign up from this list, but also allows you to reach out to those who are your targeted list, but who may not chose to attend the expo for one reason or another, thus giving you an even greater marketing reach beyond the 35,000 registered attendees of the show!

PRIVATE MEETING ROOMS

Full Day \$1,000/Half-Day \$500

Have your company meetings in one of our meeting rooms conveniently located near the exhibit hall and conference sessions. Private rooms are priced for full days and half days. Please call Poppie McNierney at 703-488-2763 for more information.

Make your reservations early!

Inclusion in all promotions is subject to deadlines and availability. Sponsor agreement will indicate all specifications and deadlines for availability of benefits.

Call Chris Galione today to maximize your exposure at PhotoPlus Expo!

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www.photoplusexpo.com**

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