

A large crowd of people is gathered at a trade show. In the foreground, a man in a grey hoodie is seen from behind, raising his arms in a celebratory gesture. To his left, another man in a light orange shirt is also smiling and gesturing. The background is filled with many other attendees, some looking towards the camera and others engaged in conversations. Various trade show booths are visible, including Fujifilm, GotPhoto, and Pixel. The lighting is bright, typical of a large indoor exhibition space.

IMAGINGUSA

SPONSORSHIP OPPORTUNITIES

CHARLOTTE, NC • JAN 31-FEB 2, 2027

Brought to you by



IMAGINGUSA

CHARLOTTE, NC • JAN 31-FEB 2, 2027

Photography's Most Influential Stage Awaits!

DISCOVER.



Be discovered by the people who are passionate about photography and eager to find the products, services, and solutions that will help them grow. Imaging USA brings together a vibrant community of photographers, creators, educators, and entrepreneurs, creating opportunities for your brand to spark curiosity, inspire confidence, and build lasting relationships with the people who matter most.

CONNECT.



Photography is built on relationships, and so is Imaging USA. Connect with photographers, studio owners, educators, and industry leaders through meaningful conversations, shared experiences, and authentic interactions. Your brand becomes more than a sponsor—it becomes part of a community united by creativity, passion, and the pursuit of excellence.

CREATE.



Help create the moments that attendees will remember long after the conference ends. From educational experiences and hands-on learning to inspiring conversations and breakthrough ideas, your sponsorship helps fuel creativity, elevate careers, and shape the future of photography. Together, we can create experiences that leave a lasting impact on both attendees and your brand.

HOW WILL YOU MAKE AN IMPACT?

At Imaging USA, sponsorship is more than visibility—it's an opportunity to connect with a passionate community, inspire creativity, and become part of the moments that shape the future of photography.

THE HUB pg. 6

Bring people together in The Hub.

Create memorable experiences that encourage attendees to connect, recharge and stay engaged in the heart of the Imaging USA Expo.

EXPERIENTIAL ENGAGEMENT pg. 11

Create moments that matter.

From exclusive events to interactive activations, connect with attendees in meaningful ways and become part of the experiences they'll remember long after the conference ends.

EDUCATION EMPOWERMENT pg. 28

Inspire growth and innovation.

Support the educational experiences that help photographers learn, grow, and thrive while positioning your brand as a trusted industry partner.

DIGITAL VISIBILITY SUITE pg. 32

Extend your story.

Reach attendees before, during, and after the event through dynamic digital opportunities that amplify your message and strengthen your connection with the community.

STRATEGIC VISIBILITY pg. 36

Be seen. Be remembered.

Put your brand in front of thousands of photographers and creators through high-impact placements designed to keep your message front and center throughout the event.

90%

of attendees said the expo was their reason for attending.

\$3.373 M

spent at the 2026 expo.

58% of attendees made expo purchases.

76%

of attendees are professional photographers or studio owners.

CHARLOTTE CONVENTION CENTER

IMAGING USA'S NEWEST LOCATION

Located in the heart of Uptown, the Charlotte Convention Center puts Imaging USA attendees steps from top dining, arts, and cultural attractions, including the NASCAR Hall of Fame. Thousands of photographers from across the country (and beyond) will gather to discover new resources for their businesses.

Beyond its vibrant Uptown setting, Charlotte also makes travel easy for attendees, whether they fly in or drive in.

CHARLOTTE
CONVENTION
CENTER

CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT

- 7th busiest airport in the world
- 750+ flights per day
- 170+ nonstop flight destinations

DRIVE UP TRAFFIC

55% of the U.S. population is within a 650-mile radius of Charlotte, making it a very drivable location.

Courtesy of charlottesgotalot.com

CHARLOTTE CONVENTION CENTER LAYOUT

MAP

LEVEL 3

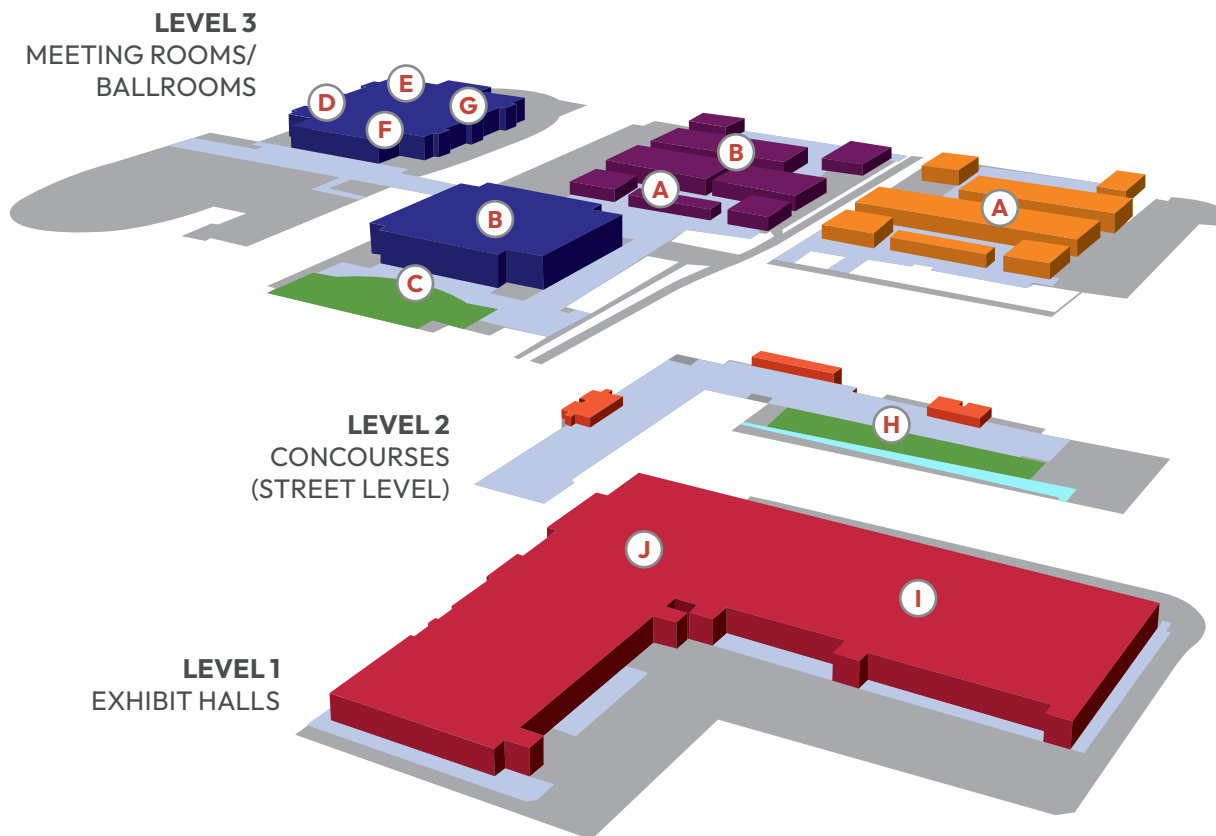
- (A) Pre-Con Classes
- (B) Classes
- (C) SSE Sideline
- (D) Opening Ceremonies
- (E) Welcome Party
- (F) IPC Finale
- (G) Award & Degree Ceremony

LEVEL 2

- (H) Registration & Badge Printing

LEVEL 1

- (I) Imaging USA Expo
- (J) The Hub





THE HUB

Bring people together in The Hub.

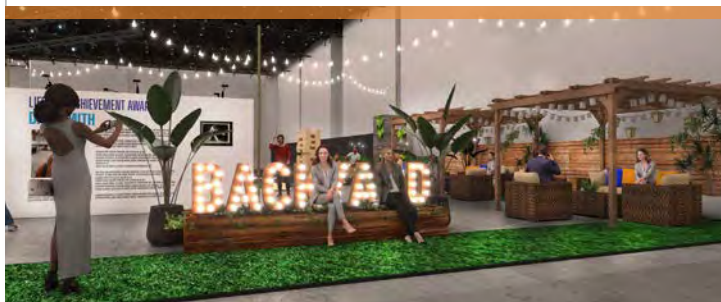
Position your brand within Imaging USA's new social destination—a welcoming expo-floor space where attendees, speakers and exhibitors can relax, recharge, share ideas, and build meaningful relationships throughout the day.

THE HUB

THE HUB



The Hub is the heart of the Imaging USA experience—a vibrant, high-traffic destination where attendees gather to connect, recharge, and engage throughout the event. Conveniently located at the center of the convention, The Hub is active outside of exhibit hall hours, providing sponsors with extended visibility and meaningful opportunities to connect with photography professionals in a relaxed, community-focused setting.



FEATURED EXPERIENCES:

- **Concessions & Refreshments** – A popular gathering point where attendees take a break, recharge, and spend more time engaging with peers and sponsors.
- **Table Topics** – Facilitated discussions covering industry trends, business growth, marketing strategies, and creative techniques that encourage collaboration and conversation.
- **Community Stage** – A dynamic venue featuring live demonstrations, educational presentations, interviews, entertainment, and live music that draws attendees throughout the day.
- **Happy Hours** – Casual networking events designed to bring attendees and exhibitors together in an inviting social atmosphere.
- **Stadium Club** – An exclusive networking lounge for high-volume photographers and industry partners to build valuable business relationships.
- **Networking Lounges** – Comfortable seating areas and open gathering spaces designed to foster spontaneous conversations, collaboration, and lasting connections.
- **Yard Games** – Interactive games that create a fun, engaging environment where attendees can relax, socialize, and naturally interact with sponsoring brands.

Designed as a central, high-traffic destination at Imaging USA, The Hub offers sponsors exceptional visibility and meaningful opportunities to connect with thousands of photography professionals throughout the event.

THE HUB

PERGOLA

3 AVAILABLE - \$10,000 EACH FOR ALL THREE DAYS



Put your brand at the center of the conversation. Located in The Hub, the Pergola offers a welcoming space where attendees can relax, recharge, and connect—keeping your company visible in a high-traffic gathering area throughout the event.



COMMUNITY STAGE

CONTACT PPA SALES FOR PRICING INFORMATION



Take center stage in The Hub. The Community Stage hosts presentations, demonstrations, and attendee gatherings, giving your brand prominent visibility where education and engagement come together.



HAPPY HOUR



CONTACT PPA SALES FOR
PRICING INFORMATION

Bring attendees together by sponsoring one of the event's most popular networking experiences. Happy Hour offers the perfect setting for meaningful conversations, new connections, and a relaxed atmosphere after a full day of learning.

As a sponsor, your brand will be prominently featured throughout this high-energy gathering, creating memorable interactions and leaving a lasting impression with attendees.

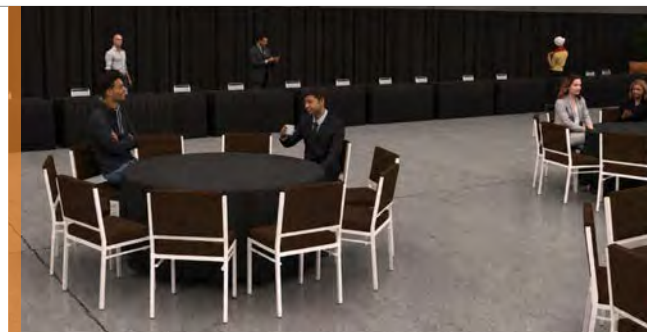
Raise a glass to connections. Put your brand at the center of the conversation.

TABLE TOPICS

\$2,500 EACH WITH SIGNAGE



Be part of the conversation in The Hub. Table Topics bring attendees together for interactive discussions and networking, giving your brand visibility in a space designed for connection and idea sharing.



STADIUM CLUB

CONTACT PPA SALES FOR PRICING INFORMATION



Stadium Club, located in The Hub, is the central networking space for school, sports, and volume photographers at Imaging USA. Designed as a comfortable space to recharge, connect, and collaborate, it will attract a highly engaged audience throughout the event. Sponsoring Stadium Club positions your brand at the center of industry conversations and provides repeated visibility with photographers actively seeking products, services, and business solutions.

KEY SPONSORSHIP BENEFITS MAY INCLUDE:

- Prominent branding throughout Stadium Club
- Recognition in the event app, website, and on-site signage
- Opportunity to host a networking meetup or reception
- Pre-event promotional mentions in PPA marketing channels
- Direct exposure to school, sports, and volume photography professionals
- High-frequency brand impressions throughout the event





EXPERIENTIAL ENGAGEMENT

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

EXPERIENTIAL ENGAGEMENT

Elevate Your Brand
with the International
Photographic Competition



INTERNATIONAL PHOTOGRAPHIC COMPETITION

COMPETE FOR
\$26,000
IN PRIZES!



© Alex The Photo Guy

INTERNATIONAL PHOTOGRAPHIC COMPETITION (IPC) SPONSORSHIP

CONTACT PPA SALES FOR PRICING INFORMATION

Align your brand with one of the most prestigious and anticipated events at Imaging USA—the International Photographic Competition (IPC). This premier sponsorship places your company at the center of an experience that celebrates photographic excellence, creativity, and achievement.

As photographers, judges, and industry professionals gather to witness the competition and honor outstanding work, your brand will enjoy significant visibility throughout the event. From live judging on Saturday to the IPC Finale on Monday, this sponsorship offers meaningful exposure to a highly engaged audience passionate about the art and business of photography.

SPONSORSHIP INCLUDES:

- Prominent logo placement on IPC signage throughout the convention
- Brand visibility on screens during live competition events and the Grand Imaging Awards
- Opportunity for product placement or video integration during the competition
- Opportunity to provide a branded gift or giveaway at judging and award events
- Logo placement on IPC promotional emails, the Imaging USA website, official event app, and select social media promotions
- Brand recognition in IPC-related social media posts and stories
- First right of refusal for the 2028 IPC sponsorship

LIVE JUDGING DATES

Saturday, January 30

Monday, February 1

EXPERIENTIAL ENGAGEMENT

**Be Where Conversations Happen!
Sponsor Networking Avenue.**



© Rebecca J Stone



© Alex The Photo Guy



© Alex The Photo Guy

NETWORKING AVENUE SPONSORSHIP

\$8,500

Position your brand at the center of one of Imaging USA's most engaging networking experiences. Celebrating its fifth year, Networking Avenue brings together photography professionals who are eager to connect, share ideas, and build meaningful industry relationships.

Held on opening night before the Welcome Party, this well-attended event offers sponsors an opportunity to make an early and lasting impression. With dedicated topic-focused networking areas and interactive shooting bays, attendees are already in a mindset of learning, collaboration, and discovery.

As the exclusive sponsor, your brand will be integrated into the experience, connecting with attendees as they explore new ideas, test equipment, and engage with fellow professionals. Align your company with the creativity, innovation, and community that make Imaging USA a must-attend event.

NETWORKING AVENUE SPONSORSHIP INCLUDES:

- Logo and link featured on the Networking Avenue page on ImagingUSA.com
- Recognition in event-related emails and social media promotions
- Logo placement on Networking Avenue signage
- Prominent brand visibility throughout the event space
- Opportunity to showcase products in one of three interactive shooting bays
- Opportunity to provide equipment for attendee use during hands-on experiences

EXPERIENTIAL ENGAGEMENT



SURVEY ROOM – EXCLUSIVE OPPORTUNITY

\$10,000

Gain valuable insights directly from photography professionals in a dedicated private meeting space designed for research, feedback, and engagement. Whether you're evaluating new products, testing marketing concepts, or gathering industry perspectives, the Survey Room provides an ideal environment for meaningful conversations and real-time feedback.

The sponsor has full control over the experience and is encouraged to collect attendee feedback and leads. The room includes tables, chairs, signage, and limited electrical access. Wi-Fi is available for an additional fee, or sponsor may provide their own hotspot.

AVAILABILITY
Sunday–Tuesday

EXPERIENTIAL ENGAGEMENT

NEW MEMBER MEET & GREET

CONTACT PPA SALES FOR PRICING INFORMATION

Every great connection starts with a warm welcome. As the sponsor of the New Member Meet & Greet in The Hub, your brand will help create an inviting first experience for new PPA members attending Imaging USA.

This welcoming networking event offers a meaningful opportunity to introduce your company, spark conversations, and build relationships with photographers as they begin their journey within the PPA community.



EXPERIENTIAL ENGAGEMENT

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



WELCOME PARTY

\$20,000

Sponsor one of the most anticipated and well-attended events at Imaging USA. The Welcome Party brings together thousands of photography professionals for an evening of networking, celebration, and connection, making it a must-attend experience.

As the presenting sponsor, your brand will be at the center of the excitement from the moment the conference begins. This high-profile opportunity delivers exceptional visibility, meaningful engagement, and a memorable association with one of Imaging USA's signature events.

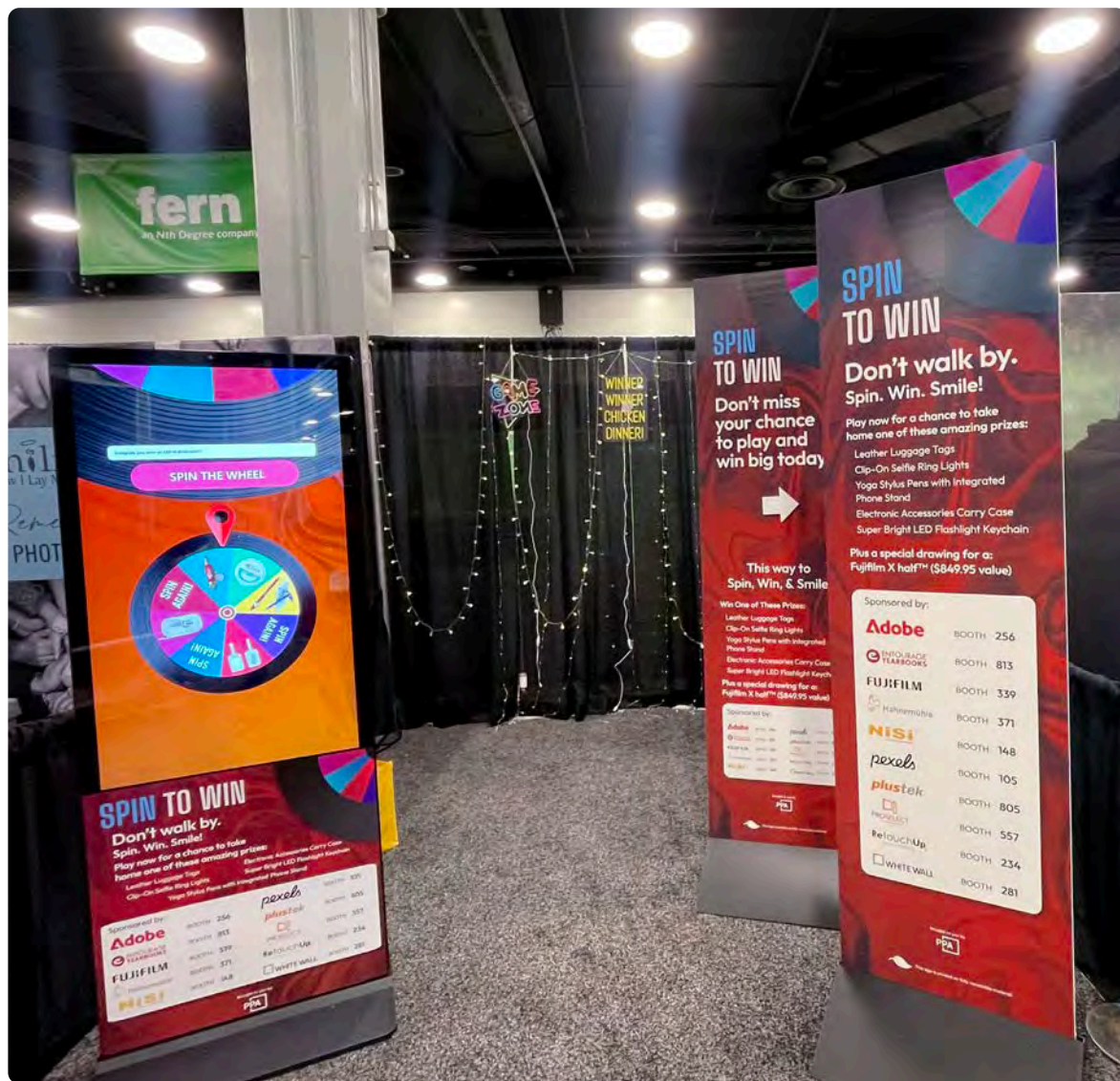
CLOSING PARTY

\$20,000

End Imaging USA in unforgettable fashion as the exclusive sponsor of the conference's can't-miss finale at the iconic NASCAR Hall of Fame. The Closing Party is where attendees come together one last time to celebrate, connect, and reflect on three incredible days of inspiration, education, and industry networking.

As the exclusive sponsor, your brand will take center stage at one of the conference's most anticipated social events. Set against the dynamic backdrop of the NASCAR Hall of Fame, this memorable evening offers the perfect opportunity to create lasting impressions, build meaningful connections with photography professionals, and align your company with the energy and excitement of the event's grand finale.

EXPERIENTIAL ENGAGEMENT



SPIN TO WIN

10 SLOTS - \$1,000 EACH

Turn booth visits into an interactive adventure. The Spin to Win show-floor game encourages attendees to explore participating exhibitor booths, collect stamps, and earn a chance to spin a giant LED prize wheel.

This popular activation creates excitement throughout the expo hall while helping exhibitors attract new visitors, increase brand visibility, and engage attendees in a memorable way. With added promotion through event marketing channels, your company benefits from exposure both before and during Imaging USA.

Minimum participation required.



EXPERIENTIAL ENGAGEMENT



360 BOOTH

\$5,000

Put your brand at the center of one of the event's most interactive attractions. The 360 Booth delivers a fun, immersive experience that encourages attendees to create and share dynamic video content while engaging with your brand.

This high-visibility sponsorship combines attendee participation, social engagement, and memorable brand exposure in a unique and exciting format.



ROAMER PHOTO BOOTH

\$5,000

Keep your brand moving with a roaming photo experience that meets attendees where the action is. The Roamer Photo Booth travels throughout the event, capturing shareable photos, GIFs, and boomerangs that attendees can instantly access and enjoy.

A nearby sharing station allows guests to send content directly to their devices and print photos on demand, creating a memorable branded experience that extends beyond the moment.

EXPERIENTIAL ENGAGEMENT

LED DANCER SPONSORSHIP

\$18,000

NEW!

Light up the event with an unforgettable LED Dancer experience. This high-energy performance captivates attendees, creates photo-worthy moments, and generates excitement from start to finish.

Your brand will be recognized as the exclusive sponsor of this dazzling entertainment feature, placing your company at the center of one of the event's most memorable and shareable experiences.

Sponsor the moment that lights up the room.



CAROLINA PANTHERS PERCUSSION DRUMLINE SPONSORSHIP

\$7,500

NEW!

Bring the beat, energy, and excitement of the Carolina Panthers Percussion Drumline to the event. This dynamic performance will create a powerful atmosphere, draw attendees in, and deliver a memorable entertainment moment full of rhythm and impact.

As the exclusive sponsor, your brand will be connected to one of the event's most exciting and high-energy experiences, helping you stand out, spark engagement, and leave a lasting impression.

Own the rhythm. Energize the crowd. Put your brand in the spotlight.

Due to sports schedule, availability cannot be confirmed until 1-2 months before the event.

EXPERIENTIAL ENGAGEMENT

SOLO CUP INSTALLATION SPONSORSHIP

\$16,000

Make a bold first impression with a creative Solo Cup Installation that brings color, energy, and a fun visual moment to the event. This eye-catching feature creates a unique photo opportunity while giving attendees a memorable experience they'll want to stop, see, and share.

As the exclusive sponsor, your brand will be connected to a playful and highly visible installation that helps drive engagement and keeps your company top of mind.

Turn a creative moment into a brand moment.



EXPERIENTIAL ENGAGEMENT

COFFEE STATION SPONSORSHIP

\$12,000 PER DAY

Be the brand that powers Imaging USA. This high-traffic coffee station offers prime visibility as attendees gather, connect, and recharge throughout the day. Sponsor a single day, or keep the coffee flowing for all three days while creating a welcoming destination that keeps your brand front and center.

Includes custom sponsor signage.



© Alex The Photo Guy

EXPERIENTIAL ENGAGEMENT

PHOTO OP #1 - BLOOM & GLOW

\$5,000

A captivating floral photo experience that invites attendees to capture and share memorable moments while highlighting your brand.



EXPERIENTIAL ENGAGEMENT

PHOTO OP #2 - QUEEN CITY THRONE EXPERIENCE

\$5,000

An elegant, interactive photo destination inspired by the Queen City, creating shareable moments and high-impact brand visibility.



EXPERIENTIAL ENGAGEMENT

PHOTO OP #3 - INSTAMOMENT

\$5,000

Encourage attendees to stop, snap, and share with an eye-catching photo activation that keeps your brand front and center.



EXPERIENTIAL ENGAGEMENT

PHOTO OP #4 - PICTURE-PERFECT BLOOMS

\$5,000

An immersive 4' x 8' floral backdrop featuring 10 12-foot cascading floral pieces and oversized blooms, creating a stunning photo destination that draws guests in while beautifully showcasing your brand.



EXPERIENTIAL ENGAGEMENT

PHOTO OP #5 - PICTURE-PERFECT POP

\$5,000

Give attendees their moment to shine with an interactive photo opportunity that delivers shareable content and high-impact sponsor exposure.





EDUCATION EMPOWERMENT

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

EDUCATION EMPOWERMENT

EXPRESS TALKS

\$700 EACH (ONE PER DAY PER VENDOR)

Share your expertise and connect directly with photography professionals through Express Talks, a dedicated presentation space located just off the main show floor aisle. These 30-minute sessions provide an opportunity to showcase your products, services, industry insights, and practical solutions to an engaged audience actively seeking new ideas and innovations.

Designed for education and discovery, Express Talks offer valuable face-to-face interaction while positioning your brand as a trusted industry resource. Sponsors also benefit from promotional exposure through the Imaging USA website, mobile app, attendee communications, and on-site event signage.

AVAILABLE TIME SLOTS:

- Sunday, January 31: 12–4pm (5 sessions available)
- Monday, February 1: 12–4pm (5 sessions available)
- Tuesday, February 2: 12–3pm (4 sessions available)



EDUCATION EMPOWERMENT

SPONSOR A PRE-CONVENTION CLASS

CONTACT PPA SALES FOR PRICING INFORMATION

Position your brand alongside one of Imaging USA's most immersive educational experiences. Classes feature expert-led instruction on topics including marketing, technique, workflow, and business growth. As a premium-fee pre-convention program, these sessions attract highly engaged photographers seeking advanced education and meaningful industry connections.

This sponsorship aligns your brand with focused learning, exclusive content, and valuable networking opportunities in an intimate classroom setting.

MAIN TAKEAWAYS

- 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

You must have a booth or a sponsorship to qualify.



EDUCATION EMPOWERMENT



© Barrett Ross Creative

PHOTO WALKS

CONTACT PPA SALES FOR PRICING INFORMATION

Be part of one of Imaging USA's most engaging hands-on experiences. With 30 Photo Walk sponsorship opportunities available, brands can connect with photographers as they learn, create, and explore in a real-world setting.

As a sponsor, your brand will be featured in event promotions, social media, attendee communications, and on-site signage, creating visibility before and during the conference. PPA will manage all on-site registrations at Imaging USA for each Photo Walk experience.

This sponsorship offers a unique opportunity to showcase your products or services in action, engage directly with attendees, and benefit from authentic user-generated content created throughout the Photo Walk.



© Rebecca J Stone



© Alex The Photo Guy

SHOW YOUR CONVENTION BADGE FOR A \$22 TICKET

TAKE THE ESCALATOR ABOVE DELISH FOOD
COURT AND CROSS THE BRIDGE

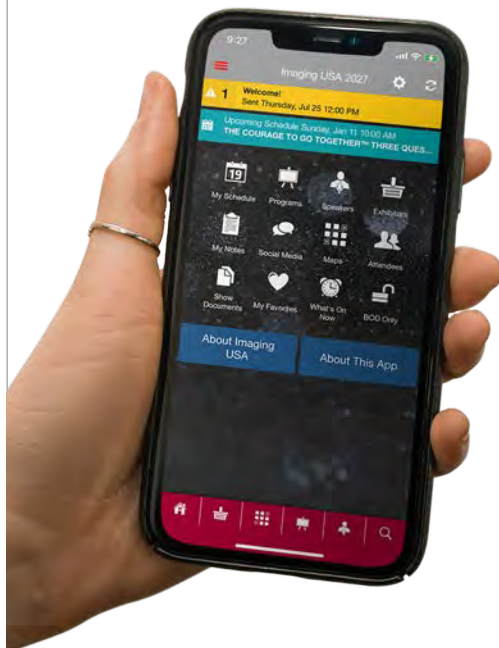
SHOW US
YOUR
BADGE



DIGITAL VISIBILITY SUITE

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



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

2026 APP STATS

3,061 unique users

19,371 exhibitor profile views

249,318 ad impressions

PREMIER MOBILE APP SPONSOR

\$8,500 (Only 1 available)

MOBILE APP OPPORTUNITIES

\$2,500

✓	—	Logo on launch screen of app — this is a benefit for the premier sponsor only.
✓	—	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.
✓	—	Video — bring your profile to life with embedded video content.
3	1	Push Notifications — numbers represent totals, not per day.
✓	—	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 the dashboard.
✓	✓	Post-Show Analytics Report.

DIGITAL VISIBILITY SUITE

DIGITAL SIGNAGE SPONSORSHIP

CONTACT PPA SALES FOR PRICING INFORMATION

Put your brand in front of attendees throughout their Imaging USA experience with strategically placed digital signage across the convention center. Located in high-traffic areas, these eye-catching displays deliver repeated exposure as attendees move between education sessions, networking events, and the expo hall.

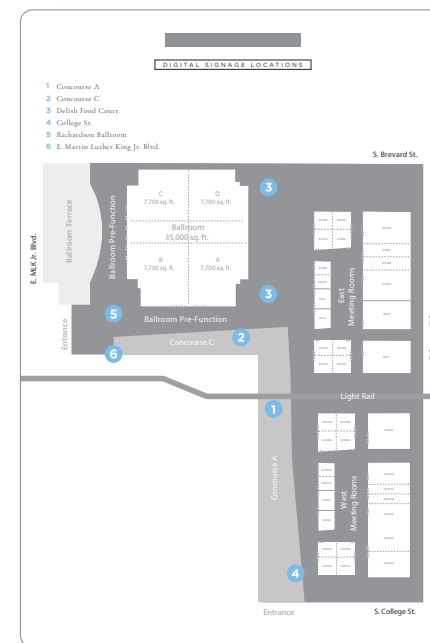
Digital signage offers a dynamic platform to showcase your brand, products, promotions, or key messaging in a highly visible format throughout the conference.

DIGITAL SIGNAGE LOCATIONS:

- Concourse A
- Concourse C
- Delish Food Court
- College Street Corridor
- Richardson Ballroom
- East Martin Luther King Jr. Boulevard Entrance

This sponsorship opportunity provides continuous brand visibility and helps keep your company top of mind during one of the photography industry's premier events.

Minimum participation required.



DIGITAL VISIBILITY SUITE

LED WRISTBANDS



\$15,000

Illuminate the audience with custom-branded LED wristbands, creating an interactive experience while maximizing your brand's visibility throughout the event.





STRATEGIC VISIBILITY

Be seen. Be remembered.
Put your brand in front of thousands of photographers and creators through high-impact placements designed to keep your message front and center throughout the event.

STRATEGIC VISIBILITY



© Rebecca J Stone

ATTENDEE BAG SPONSORSHIP

\$16,000

SOLD OUT

As the exclusive attendee bag sponsor, your company will have sole branding and messaging rights on one side of the bag distributed to all Imaging USA attendees.

BADGE SPONSORSHIP

\$15,000

Make your brand a constant presence at Imaging USA by featuring your logo on every attendee badge. This high-impact opportunity is exclusively available to one sponsor.

LANYARD SPONSORSHIP

\$13,000

Gain unmatched event-wide visibility with exclusive branding on the lanyards distributed to all Imaging USA attendees. This premium sponsorship opportunity is available to one company.

ATTENDEE NOTEBOOK SPONSORSHIP

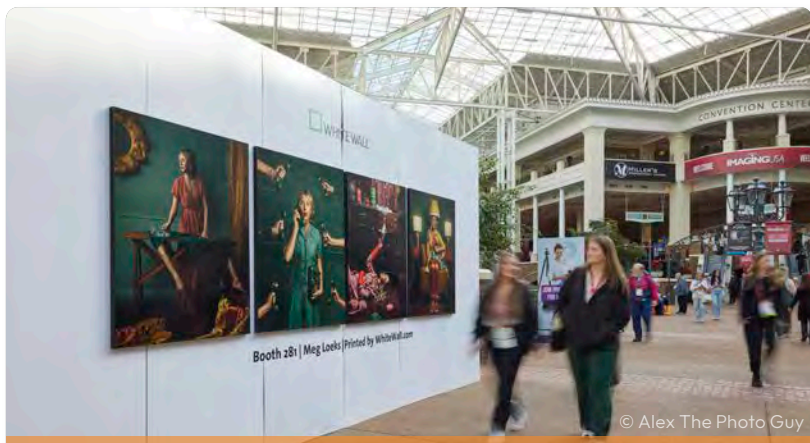
\$16,000

Keep your brand in front of attendees from the opening session through post-event planning. Featured on every page of the official Imaging USA notebook, your logo receives continuous exposure during note-taking, networking, and content review—delivering lasting visibility throughout the event and beyond.



© Alex The Photo Guy

STRATEGIC VISIBILITY



PRINT GALLERY WALL 10'X20'

\$3,500

Showcase your products and services with a stunning image display that captures attendees' attention throughout the event. Sponsors are responsible for display installation and removal. Lighting can be provided upon request.

FOAMCORE GRAPHIC WALL 8'X10'

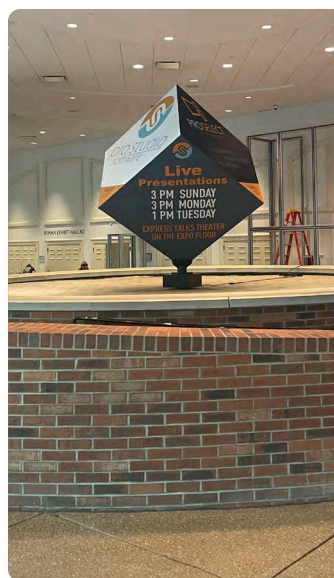
\$3,000

Elevate your presence with a large-format branded display strategically placed in a high-traffic area. This impactful sponsorship offers a striking platform to highlight your products, campaigns, or visual storytelling.

LENTICULAR WALL SIGN

\$5,500

Showcase your brand with a striking lenticular display that changes as attendees walk by. This large-format installation uses motion and depth effects to reveal multiple messages or visuals, creating an engaging and memorable experience that draws attention throughout the event.



ROTATING 3D CUBE

\$5,500

Make a bold statement with a striking 3D cube display designed to capture attention from every angle. Each side can be fully customized with your branding, messaging, product imagery, or campaign visuals, creating a dynamic presence on the show floor.

Modern, eye-catching, and highly visible, this unique display delivers exceptional brand exposure in a compact footprint.

STRATEGIC VISIBILITY



STACKABLE 3-TIER CUBE

\$3,500

Stand tall and get noticed with a striking multi-sided cube tower display. Featuring full-color branding opportunities on all sides, this eye-catching structure delivers exceptional visibility in a high-traffic area while maintaining a compact footprint.

Perfect for showcasing logos, product imagery, campaign messaging, taglines, or QR codes, your brand will be featured across three stacked, four-sided cubes, creating a dynamic display that rises approximately 9–10 feet above the show floor.



LIGHT BOXES

8'X2' – \$4,000

8'X4' – \$6,000

8'X10' – \$8,000

Showcase your brand with a vibrant, attention-grabbing display. This exclusive branding opportunity provides prominent visibility and allows your message to stand out throughout the event.

One sponsor per display unit.

CHARGING STATION

\$10,000

Keep attendees connected while putting your brand at the center of the experience. The Charging Station provides a welcoming space for guests to recharge their devices, relax, and take a break between sessions.

Featuring custom signage, branded tables, and seating, this high-traffic destination offers extended attendee engagement and prominent brand visibility throughout the event.



STRATEGIC VISIBILITY



© Rebecca J. Stone

FLOOR CLINGS

2'X2' - \$500

3'X3' - \$650

4'X4' - \$750

5'X5' - \$900

Put your brand directly in attendees' path with strategically placed floor clings throughout key convention and expo areas. This high-visibility sponsorship keeps your message front and center as thousands of photography professionals move throughout the event, delivering repeated brand exposure at every turn.



© Gabe Wolf

EXPO AISLE DIE-CUT SIGN

\$12,000

Put your brand in a highly visible location with a custom die-cut sign attached to official aisle signs. This sponsorship delivers repeated exposure throughout the expo hall and helps your message stand out above the crowd.

Includes full-color graphics, custom die-cut production, and premium aisle sign placement.

STRATEGIC VISIBILITY

GRAND STAIRCASE SPONSORSHIP

GRAND STAIRCASE – 24 STAIRS

\$8,500

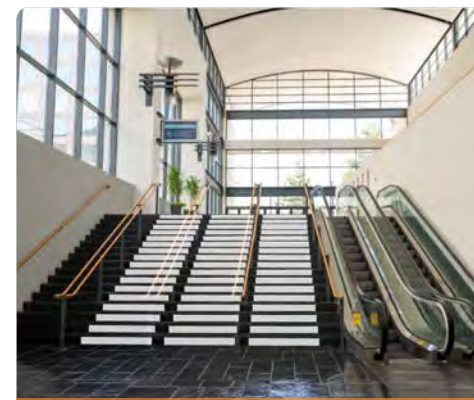
Transform the full 24-step Grand Staircase into a high-impact brand display. Positioned along a major attendee route, this expansive installation delivers repeated visibility as guests move between key event spaces.



GRAND STAIRCASE – 8 STAIRS

\$5,000

Transform a highly traveled convention center landmark into a powerful branding opportunity. This exclusive sponsorship provides premium visibility in a key attendee corridor, allowing your brand to make a bold visual statement and connect with attendees throughout their Imaging USA experience.



EAST MARTIN LUTHER KING JR. STAIRCASE

\$8,500

Turn every step into a brand experience. Located along a major attendee pathway, this high-impact staircase sponsorship transforms a highly visible entrance route into a bold showcase for your brand, delivering continuous exposure throughout Imaging USA.

STRATEGIC VISIBILITY



EAST MARTIN LUTHER KING JR. ESCALATORS

SIDE PANELS - \$9,000 EACH

MIDDLE RUNNER - \$3,000

Take your brand to the next level with custom escalator graphics in a busy convention center corridor. This eye-catching sponsorship keeps your message front and center as attendees travel between key event spaces, creating memorable visibility throughout the conference.



EXHIBIT HALL A, B, & C1 ESCALATORS

SIDE PANELS - \$15,000 EACH

MIDDLE RUNNERS - \$5,000 EACH

Make a bold impression with custom-branded escalator graphics at the entrances to Exhibit Halls A & B, and C. Positioned along one of the show's busiest attendee pathways, this high-visibility sponsorship creates a striking visual experience as guests enter and exit the expo hall.

EAST & WEST MEETING ROOM ESCALATORS

SIDE PANELS - \$9,000 EACH

MIDDLE RUNNER - \$3,000 EACH

Put your brand in motion with a standout presence along a major attendee pathway. This high-impact location captures attention as guests travel between key conference destinations, delivering continuous visibility and memorable exposure throughout Imaging USA.



STRATEGIC VISIBILITY

MEETING ROOM PRE-FUNCTION WALL CLINGS

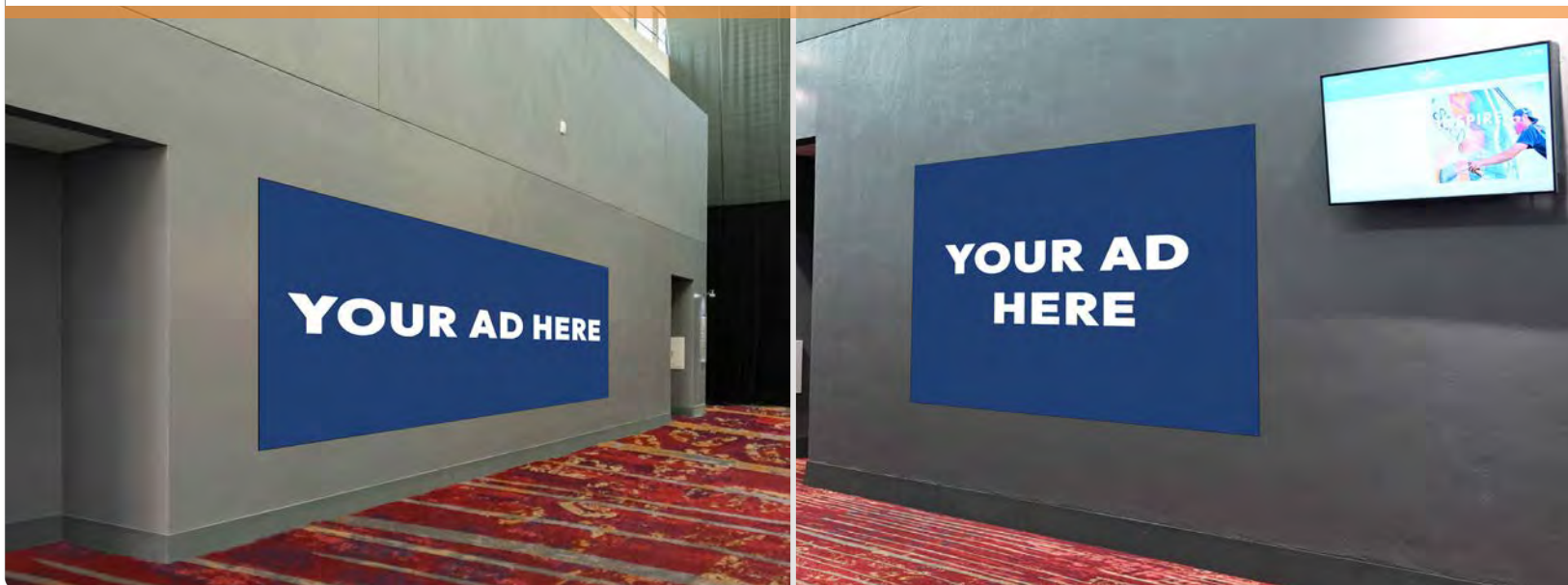
E213 - \$5,800

E215B - \$5,800

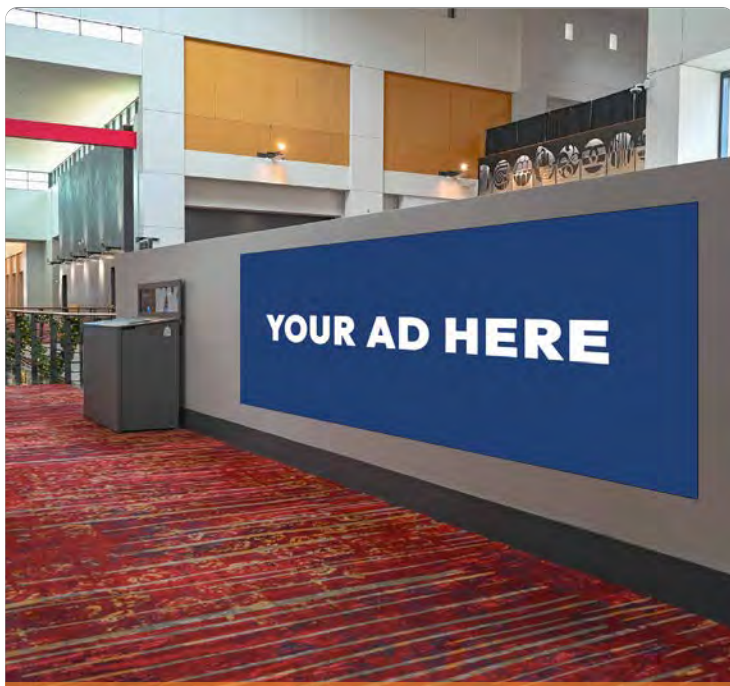
E212BD - \$11,800

E216AC - \$11,800

Stand tall and get noticed with custom branding on a meeting room pre-function wall. Positioned in a busy attendee gathering area, this sponsorship delivers strong visibility and repeated impressions as guests connect, network, and move between conference activities. It's a unique opportunity to put your brand front and center at Imaging USA.



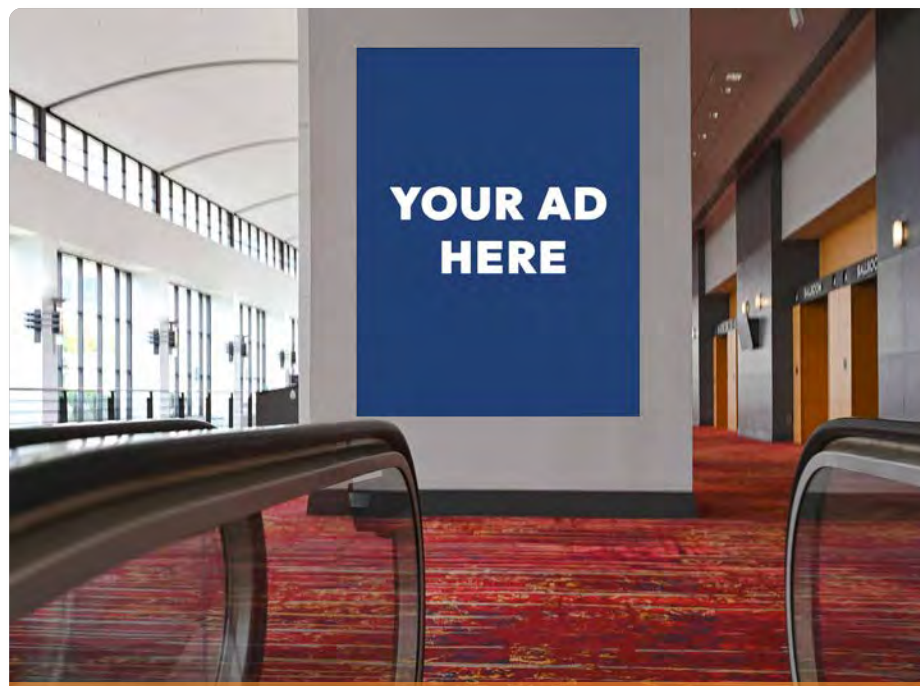
STRATEGIC VISIBILITY



FOOD COURT WALL CLING

\$6,500

Put your brand at the center of the action with a prominent wall display in the Food Court. This high-traffic location offers repeated exposure as attendees gather, connect, and take breaks between conference activities, making it an impactful way to increase brand visibility throughout Imaging USA.



RICHARDSON BALLROOM A WALL CLING

\$5,500

Turn a major attendee pathway into a powerful branding opportunity. Located between the Food Court and Richardson Ballroom A, this large-format wall placement delivers exceptional visibility and puts your message front and center as attendees move between networking, dining, and educational experiences. A standout location for making a memorable impression at Imaging USA.

STRATEGIC VISIBILITY

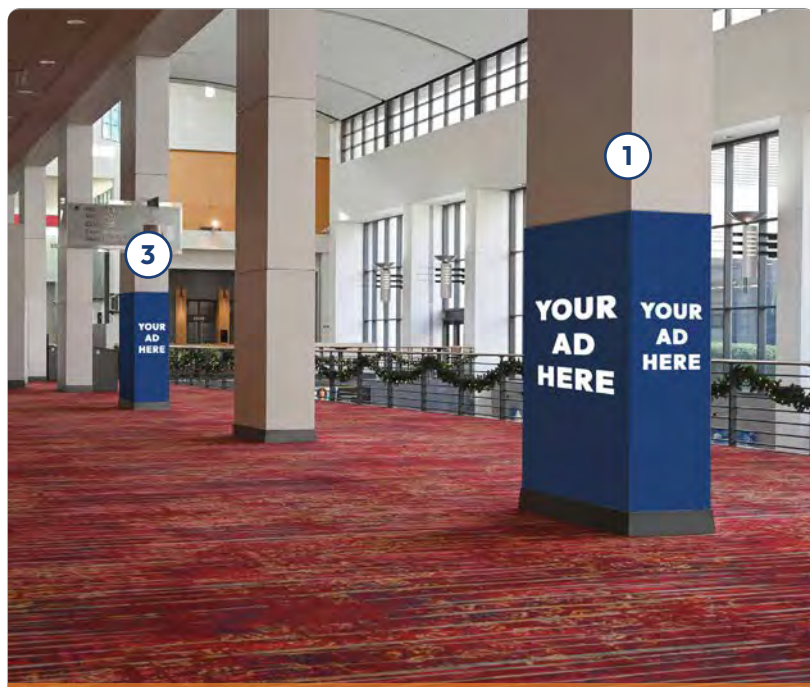


CROWN BALLROOM PRE-FUNCTION WALL CLING

CONTACT PPA SALES FOR PRICING INFORMATION

Command attention with a custom-branded wall graphic in the Crown Ballroom pre-function area. Positioned in a high-traffic space where attendees gather, network, and transition between sessions, this prominent sponsorship opportunity provides continuous brand visibility throughout the event. The large-scale display creates a polished, memorable presence while keeping your company top of mind during key moments of the attendee journey.

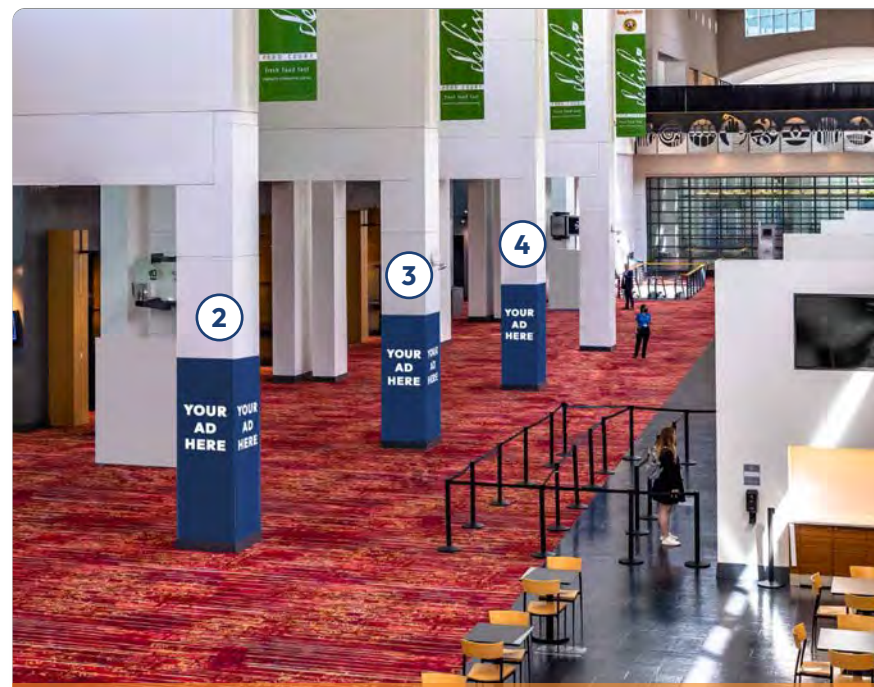
STRATEGIC VISIBILITY



RICHARDSON BALLROOM PRE-FUNCTION COLUMNS 1 & 3

\$6,300 EACH

Showcase your brand in a high-traffic area with custom signage on the Richardson Ballroom pre-function columns. Positioned along a key attendee pathway, this sponsorship delivers strong visibility as guests move between sessions, networking events, and ballroom activities.



FOOD COURT COLUMNS 2, 3, & 4

\$6,000 EACH

Capture attention in one of the convention center's most popular gathering spots. Positioned throughout the Food Court, these branded columns place your message in front of attendees as they take a break, network with peers, and refuel between sessions. This high-traffic location delivers strong visibility and repeated brand exposure throughout the event.

STRATEGIC VISIBILITY

SOUTH COLLEGE STREET RIGHT ENTRANCE INTERIOR WINDOW CLINGS

\$10,000

Own a memorable attendee touchpoint with branding on the South College Street Entrance interior windows. This premium sponsorship keeps your brand front and center as attendees arrive, depart, and reflect on their Imaging USA experience.



EAST MARTIN LUTHER KING JR. BOULEVARD ENTRANCE INTERIOR WINDOW CLINGS

\$16,000

Extend your brand presence beyond the show floor with prominent window branding at the East Martin Luther King Jr. Boulevard Entrance. This sponsorship delivers impactful visibility and memorable attendee impressions throughout the event.

EXHIBIT HALLS B & C1 WINDOW CLINGS

\$6,000 EACH

Make a bold statement with large-format window branding overlooking the Imaging USA exhibit halls. This high-impact sponsorship provides exceptional visibility and keeps your brand front and center as attendees explore the expo floor.

