

# IMAGINGUSA EXHIBITOR SERVICE MANUAL

February 2-4, 2025  
Dallas, Texas



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# WELCOME TO IMAGING USA!

This exhibitor service manual will help you get what you need, when, and where you need it.

## WHY IS THIS IMPORTANT?

This manual is filled with information from PPA and Shepard, the official service contractor and other suppliers for Imaging USA. You will need to review and familiarize yourself with this material so you can get what you need. If you need assistance, Shepard is available 24-hours a day. You can order all Shepard services at [shepardes.com](http://shepardes.com). Their website is both secure and user-friendly!

It's our goal to help you make the most of your time at Imaging USA. Keep an eye on your email inbox for more info regarding online entry for exhibitor badges, how to submit product categories, and customizing your online exhibitor profile for the interactive floor plan.

Thank you again for choosing to exhibit at Imaging USA!

If you have questions, please contact Lakisha English, Imaging USA Exhibits Manager, at **404.522.8600, ext. 238**, or [exhibit@imagingusa.com](mailto:exhibit@imagingusa.com). For questions about Shepard services, please call or email Shepard's Exhibitor Services Department at **404.720.8600** or [orders@shepardes.com](mailto:orders@shepardes.com).

# DEADLINE DATES

## OCTOBER 4, 2024

- Final booth contract payment

## NOVEMBER 1, 2024

- Lumens AV early order discount

## NOVEMBER 29, 2024

- Deadline to update your Imaging USA exhibitor profile and product categories

## JANUARY 3, 2025

- Exhibitor badge registration
- Insurance certificates due
- Exhibitor appointed contractor (EAC) form
- Discount deadline for custom Shepard rentals

## JANUARY 3–JANUARY 24, 2025

- Shepard advance warehouse open for shipments
- \* First day for warehouse deliveries without a surcharge: Friday, January 3, 2025.
- Last day for warehouse deliveries without a surcharge: Friday, January 24, 2025

Please note: Holiday observance is December 23–26 and January 1 and 15. No shipments accepted. Please notify your carrier.

## January 7, 2025

- Exhibitor catering orders due

## QUESTIONS? CONTACT

LAKISHA ENGLISH  
Events Exhibits Manager, PPA  
404.522.8600 ext. 238  
[exhibit@imagingusa.com](mailto:exhibit@imagingusa.com)

## JANUARY 9, 2025

- Rigging order early discount rate

## JANUARY 13, 2025

- Discounted price deadline for standard Shepard orders

## JANUARY 16, 2025

- Lead retrieval early discount rate

## JANUARY 19, 2025

- Advance rate deadline for Gaylord Texan utilities and information technology services

## January 20, 2025

- Lumens AV order deadline

## January 23, 2025

- Lead retrieval advanced order deadline

## JANUARY 28, 2025

- Last day for advance warehouse deliveries
- \* Last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

## JANUARY 31, 2025

- Direct shipping to convention center for Imaging USA begins

SHEPARD  
404.720.8600  
[orders@shepardes.com](mailto:orders@shepardes.com)  
[shepardes.com](http://shepardes.com)

## MORE RESOURCES

[ImagingUSA.com/exhibitor-rsc](http://ImagingUSA.com/exhibitor-rsc)

## ACCESS TO PROGRAMMING

As an exhibitor, you are allowed two complimentary, All-Access Pass registrations for your first 10'x10' booth and one registration for each additional 10'x10' booth that you have purchased. For example, if your company has reserved two 10'x10's, you are entitled to three exhibitor, all-access badges at no charge. Any additional staff may register for Expo Plus passes at no charge. Pre-convention classes are an additional fee, even with your complimentary, all-access registrations. Additional all-access registrations can be purchased at [ImagingUSA.com](https://www.imagingusa.com), or by calling PPA Customer Care at 800.786.6277.

## ACCESSIBLE STORAGE

Accessible storage service is available on-site for exhibitors to easily access their product samples and literature during show days only. All accessible storage arrangements must be placed on-site at the Shepard Service Center. The charge for Accessible Storage consists of a daily storage fee plus labor to place materials and remove from storage. When you are ready for your stored materials to be delivered to and/or from your booth, please notify Shepard at the Service Center. A charge is included for the labor necessary to deliver materials to and from your booth. **Please note that no products are allowed to be stored behind your booth.**

## AUDIO VISUAL

Lumens AV is the audio-visual company at Imaging USA 2025. Order forms can be found in the Shepard Exhibitor Kit or [ImagingUSA.com/expo/exhibitor-rsc](https://www.imagingusa.com/expo/exhibitor-rsc).

## BOOTH EQUIPMENT

Standard booth size is 10'x10'. Your inline booth comes with a pipe and drape to separate you from your neighboring exhibitors and a 7"x44" identification sign. Booth drapes are black. All extra services and equipment such as furniture, booth carpet, electricity, labor, etc., must be ordered and paid for by the exhibitor. Order forms can be found in the Shepard exhibitor kit. **Floor covering is mandatory for the show.**

## BOOTH PAYMENTS

Please ensure your company has paid for its booth in full. No exhibiting company will be given badges, or be allowed to enter the exhibit hall to set up if there is a balance due on their booth space. Acceptable methods of payment are cash, certified or cashier's check, MasterCard, VISA, or American Express. No personal or company checks will be accepted on-site. The deadline is October 4, 2024.

## BOOTH SALES OFFICE

PPA will be pre-selling booth space for Imaging USA 2026, which will take place at the Gaylord Opryland Resort & Convention Center, Jan 11-13, 2026. Based on a priority point order, each exhibitor will be notified of their specific time and date to choose their space for the following year. Look out for more information in December 2024.

## **BUSINESS CENTER**

The FedEx Office Print & Ship Center is located in the Gaylord on the center bridge walkway. For more information, refer to the Additional Services section in the online Exhibitor Services Manual or contact FedEx at **817.722.2182** or by email at [usa5518@fedex.com](mailto:usa5518@fedex.com).

## **CARPET/FLOORING OF BOOTHS**

Please note that all booths must include flooring. The convention center has concrete floors that must be covered. You may bring your own flooring or rent carpet from Shepard. Exhibitors without carpet/acceptable flooring will incur additional costs as carpet will be forced prior to show opening. Forced carpet will start at 9:30am on Sunday, February 2, 2025. Order forms can be found in the Shepard Exhibitor Kit.

## **CHILDREN IN HALL**

No children are allowed in hall during move-in or move-out.

## **COMPUTER & OFFICE EQUIPMENT RENTALS**

Lumens AV is the computer and office-equipment provider at Imaging USA. Order form can be found in the Shepard Exhibitor Kit.

## **DISPLAY RULES & REGULATIONS**

Imaging USA uses the International Association of Exhibition and Events (IAEE) Guidelines for Display Rules & Regulations. These can be found in the Shepard Exhibitor Kit.

## **ELECTRICAL**

The Gaylord Texan Resort & Convention Center is the official electrical provider at Imaging USA. If you have questions, call or email Utilities [texanexhibithall@gaylordhotels.com](mailto:texanexhibithall@gaylordhotels.com) **817.778.3680**.

Electric services are available ONLY through online ordering using the following link: <https://gaylordtexan.boomerecommerce.com>

## **ADVANCE PRICE DEADLINE**

Sunday, January 19, 2025

## **HALL ACCESS**

All individuals, whether employed by an exhibitor or in charge of a booth, must be registered and have an official exhibitor badge for admission to the exhibit hall. Security officers will be stationed at the entrance and exit doors to enforce this regulation. If you have a last-minute staffing addition to your team, you can sign them up for a badge at the Exhibitor Services desk in registration; a registered person from your booth must be present to authorize the addition.

## INSTALLATION / MOVE-IN HOURS

Friday, January 31	8am–5pm
Saturday, February 1	8am–5pm
Sunday, February 2	8–10am

Exhibitors may remain in the hall for setup as late as they wish under a few conditions. You must pick up your exhibitor badge before the exhibitor registration desk closes. You must also be in the hall by the close of the exhibitor set on Saturday, February 1 at 5pm. Please note: there will be no in & out privileges allowed after 5pm, and you **MUST** wear a proper exhibitor badge for admission to the hall.

## EXPO HOURS

Sunday, February 2	11:30am–5pm
Monday, February 3	11:30am–5pm
Tuesday, February 4	11:30am–3:30pm

## DISMANTLE / MOVE-OUT HOURS

Tuesday, February 4	3:30–8pm
Wednesday, February 5	8am–12pm

All booths must remain intact until the show closes and move-out begins at 3:30pm on Tuesday, February 4. Crates will be delivered to the floor after aisle carpet has been rolled up. If you are wearing your exhibitor badge, you may remain in the hall for move-out as long as you wish on Tuesday, but please keep in mind that the Shepard service desk closes at 8pm that night. Move-out continues on Wednesday, February 5 at 8am and must be completed by 12pm.

Material handling agreements for outbound shipments must be turned in to the Shepard service desk and your carrier checked in for freight pick up no later than 11am on February 5. Security will not be available after 12pm on February 5 or when the hall is empty of product, whichever comes first.



In order to expedite the removal of exhibitor materials, Shepard has the authority to change the exhibitor's designated carriers without further clearance from the exhibitor, if the exhibitor's carrier does not pick up on time. If it is necessary to reroute shipments via car loading companies, trucking charges will be made to exhibitors, and Shepard is relieved of all responsibility for taking such action.

Where no disposition is made, materials will be taken to the Shepard warehouse to await exhibitor's shipping instructions. The exhibitor will be charged accordingly.

### EXHIBITOR APPOINTED CONTRACTOR (EAC)

In the best interest of the exhibitors, PPA has selected certain companies (at rates considered equitable and normal for the area) as Official Contractors for various convention services. If you, the exhibitor, have contracted with any company other than those appointed by PPA, you must complete and return an Exhibitor Appointed Contractor form no later than January 3, 2025. In addition, it is your responsibility to inform your contractors with reference to providing proof of liability/compensation insurance to PPA. The EAC form can be found in the Shepard exhibitor services kit or on the [Exhibitor's Resource Page](#).

### EXHIBITOR LISTING & PRODUCT DIRECTORY

Update your Imaging USA Exhibitor profile and product categories at [ImagingUSA.com/exhibitor/login](https://ImagingUSA.com/exhibitor/login). Your company contact information and profile will appear in the mobile app and on [ImagingUSA.com](https://ImagingUSA.com).

Please review your information to ensure its accuracy. PPA is not responsible for outdated information.

### EXHIBITOR APPRECIATION RECEPTION

Sunday, February 2, 2025, 5:00–6:00pm in the Yellow Rose Ballroom

Thank you for making Imaging USA a success! Please join us for the Exhibitor Appreciation Reception on Sunday. This is a great opportunity to ask our staff questions, offer suggestions, and relax. Please wear your exhibitor badge for admission.

### EXHIBITOR LOUNGE

Located in the Expo Hall, the Exhibitor Lounge is exclusive to exhibitors and the perfect place to relax and catch your breath. Beverages will be available with limited service beginning at 10am and will be replenished at 1pm daily.

Sunday, February 2	8am–4:30pm
Monday, February 3	8am–4:30pm
Tuesday, February 4	8am–3pm



## EXHIBITOR MARKETING

Exhibitors or exhibitor representatives must conduct all marketing and promotional activity within their contracted exhibit space. Placement of signs, promotional materials, or canvassing in any part of the convention center outside of your booth is prohibited.

## EXHIBITOR REGISTRATION & BADGE PICKUP

Save time on-site by completing your online badge registration by January 3, 2025. Please login to the exhibitor portal to request badges for your booth staff. Additional all-access registrations can be purchased at [ImagingUSA.com](https://www.imagingusa.com), or by calling PPA's Customer Care at **800.786.6277**. All badges will be picked up onsite at Registration, located in the convention center.

Imaging USA Registration is located at Center Prefunction, Convention Center, Level 3 of the Gaylord Texan Resort and Convention Center.

Thursday, January 30	8am–5pm
Friday, January 31	8am–5pm
Saturday, February 1	8am–7pm*
Sunday, February 2	7am–7pm*
Monday, February 3	7am–7pm*
Tuesday, February 4	7am–3:30pm

\*Subject to change based on programs scheduled

## FOOD & BEVERAGE

The Gaylord Texan is the sole provider of food and beverages at the Gaylord Texan Resort & Conference Center. No one is allowed to bring food or beverages onto the premises to be sold, given away, or used without the consent of the Gaylord Texan. The catering order form can be found in the Shepard Exhibitor Kit. Catering orders are due by January 7, 2025. Direct all food & beverages questions to Rhonda Quinones at [rquinones@gaylordhotels.com](mailto:rquinones@gaylordhotels.com).

## HOTEL RESERVATIONS

Please check [ImagingUSA.com/travel/hotel](https://www.imagingusa.com/travel/hotel) for information on discounted hotel room blocks and how to book your hotel room at the Gaylord Texan Resort & Convention Center. For multiple room bookings, please use the room block request at [Book.Passkey.com/Go/PPAExhibitor](https://www.book.passkey.com/Go/PPAExhibitor). For additional assistance, call reservations booking at **877.491.5138** which is open 24/7.

## INSURANCE CERTIFICATES

Exhibitors and its contractor(s) must and shall maintain comprehensive general liability insurance, fire, and extended coverage insurance, at their sole cost and expense, for all of its activities and property at Imaging USA during the term of their contract, including move-in and move-out days.

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Evidence of insurance coverage, in the form of a valid certificate of insurance specifying the coverage includes activities at the show, must be provided to show management by January 3, 2025. PPA and Imaging USA assume NO responsibility whatsoever pursuant to such insurance claims.

### **Insurance certificate should include the following information:**

Professional Photographers of America, Shepard, Gaylord Texan Resort & Convention Center and its officers, agents, and employees are named as additional insured as respects in general liability regarding Imaging USA 2025 in Dallas, TX, on February 2-4, 2025.

### **Certificate holder should be listed as follows:**

ATTN: Lakisha English  
Professional Photographers of America  
229 Peachtree Street, NE, Suite 2300  
Atlanta, GA 30303

### **All insurance certificates must be sent to:**

Lakisha English, Exhibits Manager at [exhibit@imagingusa.com](mailto:exhibit@imagingusa.com).

## INTERNET & TELECOMMUNICATIONS

Gaylord Texan Resort & Convention Center is the official internet and telecommunications provider at the convention center. If you have questions, call or email I.T. Solutions [texanitsales@gaylordhotels.com](mailto:texanitsales@gaylordhotels.com) 817.778.3600.

Internet services are available ONLY through online ordering using the following link:  
[GaylordTexan.boomerecommerce.com](http://GaylordTexan.boomerecommerce.com).

## ADVANCE PRICE DEADLINE

Sunday, January 19, 2025

## LEAD RETRIEVAL

SMARTSOURCE is the official lead retrieval provider at Imaging USA. Order forms can be found in the Shepard Exhibitor Kit or <https://mysmartsourcesite.com/site/367>. The early rate discount deadline is January 16, 2025. All advance orders must be placed by Jan 23, 2025.

## MATERIAL HANDLING

### ADVANCE SHIPPING:

Pay close attention to the shipping instructions and material handling order form in the Shepard section of this manual. Exhibitors are strongly urged to ship all freight to the advance warehouse on or between Friday, Jan 3, 2025–Friday, January 24, 2025. Shipments received at the advance warehouse after Friday, January 24, 2025 are subject to late fees. Tuesday, January 28, 2025 is the last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.

Exhibiting Co. Name & Booth Number

### **Imaging USA**

LinkEx c/o SAIA c/o Shepard Exposition Services

3535 N Houston School Road Suite 200

Lancaster, TX 75134

Warehouse hours: Monday - Friday, 8am - 4pm

**Please note! Shepard will be closed on December 23–26 and January 1 & 15 in observance of the holidays. No shipments will be accepted. Please notify your carrier.**

### SHIPPING TO SHOW SITE:

Shepard will receive shipments at the exhibit facility beginning Friday, January 31, 2025, 8am. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility is the responsibility of the Exhibitor.

Please use the following address and label format when shipping to the show site:

c/o Shepard Exposition Services

Exhibiting Co. Name & Booth Number

### **IMAGING USA**

Gaylord Texan Resort and Convention Center

1501 Gaylord Trail

Grapevine, TX 76051

Exhibit personnel in charge of setting up your booth should be aware of how and when all freight was shipped, tracking/pro numbers, and the carrier. This information is extremely important when trying to locate missing freight. Tracking numbers will be the best/most timely way to locate shipments that have not been delivered to your booth. Any freight accepted during show hours will not be delivered until after the show closes for the day.

## MUSIC LICENSE

Exhibitors who intend to use copyrighted music in their booth during expo hours must obtain a music license. For more information, contact Lakisha English, Exhibits Manager, at [exhibit@imagingusa.com](mailto:exhibit@imagingusa.com).

## OFFICIAL SERVICE CONTRACTOR & ORDER FORMS

Shepard is the official service contractor for Imaging USA. Shepard must perform all on-site material handling.

In order to properly service the exhibition, Shepard must receive your orders by January 3, 2025, for you to receive the early order discount (unless indicated otherwise on the form). Quick facts and order forms can be found in the online Shepard Exhibitor Service Manual at [shepardes.com](http://shepardes.com).

## PROMOTE IMAGING USA TO YOUR CUSTOMERS

Encourage users and prospective buyers of your products to attend Imaging USA and visit your booth! Several promotional items are available to exhibitors at no charge. Free Expo Plus passes, Imaging USA 2025 logo, social graphics, a press release about your participation at Imaging USA, and more are available at [ImagingUSA.com/About/Share](http://ImagingUSA.com/About/Share).

## RIGGING & HANGING SIGNS

Encore is the official rigging contractor. NOTE: Ceiling height in the exhibit hall is 24 feet and maximum height for an island booth is 16 feet. Rigging should be ordered online via [EncoreGlobal.com/rigging-request](http://EncoreGlobal.com/rigging-request)

Questions? Call: 817.778.3298

## SECURITY

Each exhibitor is responsible for safeguarding one's own goods, materials, equipment, and exhibit at all times. PPA provides 24-hour security service for the perimeter of the exhibit hall; however, neither PPA, the contracted security service, nor their corporate entities will be responsible for loss or damage to any property. If you need to order additional security for your booth, please reach out to [exhibit@imagingusa.com](mailto:exhibit@imagingusa.com) with your request. They will connect you with the Security & Safety services team at the Gaylord Texan Resort & Convention Center to assist you further.

## SHOW LOCATION

Imaging USA 2025 will be held at the Gaylord Texan Resort & Convention Center, 1501 Gaylord Trail, Grapevine, TX 76051.  
Phone: 817.778.1000

## SPONSORSHIP OPPORTUNITIES

As an official sponsor, you have the unique opportunity to increase the visibility of your company, products, and services through the Imaging USA Sponsorship Opportunities Packet. Make this a part of your marketing strategy and reach thousands of photographers with a variety of products to suit your budget. Deadlines apply. For information on available sponsorships, please contact your sales representative.

## SPECIAL EVENTS

All special events are free of charge to Imaging USA exhibitors with All-Access convention badges. If exhibitors with “Expo Plus” badges wish to attend the Welcome Party or Closing Party, the charge is \$65 per event. Tickets will be sold on-site at registration and directly outside the party venues.

### International Photographic Competition Judging

Texas Ballroom 5,  
Convention Center, Level 3  
Saturday, February 1 • 8am–6pm  
(Subject to change. Schedule not yet confirmed.)  
Open to all

### Networking Avenue

Tate Prefunction, Vineyard Tower, Level 2  
Sunday, Feb 2nd • 6:30–8pm  
Open to all

### Keynote

Tate Ballroom, Vineyard Tower, Level 2  
Sunday, February 2 • 10–11:15am  
Open to all

### Imaging USA Welcome Party

Tate Ballroom, Vineyard Tower, Level 2  
Sunday, February 2 • 8–10pm  
All-Access Passes or party-ticket holders only

### PPA Award & Degree Ceremony

Tate Ballroom, Vineyard Tower, Level 2  
Tuesday, February 4 • 5–6:30pm  
Open to all

### Grand Imaging Awards

Tate Ballroom, Vineyard Tower, Level 2  
Monday, February 3 • 6:30–8pm  
Open to all

### Imaging USA Closing Night Party

Lonestar Atrium  
Tuesday, February 4 • 6:30–9:30pm  
All-access pass or party-ticket holders only

