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# IMAGINGUSA EXHIBITOR PROSPECTUS

NASHVILLE, TN • JAN 11-13, 2026

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**PPA**

## BUILD RELATIONSHIPS

# WANT TO CREATE LASTING RELATIONSHIPS WITH YOUR BEST CUSTOMERS?

**Mark your calendar for the best photographic event of the year!**

Imaging USA is the largest, most prestigious annual convention and expo organized by photographers, for photographers!

The conference takes place January 11-13, 2026, at the Gaylord Opryland Resort & Convention Center in Nashville, a premier, all-in-one destination featuring world-class amenities and stunning indoor gardens—all under one roof.



# MAKE CONNECTIONS

## CONNECT WITH PHOTOGRAPHERS AND STUDIO OWNERS

Imaging USA draws thousands of creative professionals annually, providing the perfect opportunity to engage with customers and showcase your company's products and services in person.



### ATTENDEES LOVE IMAGING USA!

90%

said they would recommend the show to other photographers

91%

said the expo was excellent / good

90%

said the expo was their reason for coming

### EXHIBITORS REAP THE BENEFITS

90%

overall satisfaction with Imaging USA

77%

reported excellent / good marketing & sponsorship opportunities

# NASHVILLE, TENNESSEE

## OUR MOST POPULAR LOCATION!

The Gaylord Opryland in Nashville is an attendee favorite. Thousands of photographers from across the country (and beyond) gather there to discover new resources for their business.

### **Nashville Airport:**

Position your business competitively and give your products the exposure they deserve with our customized sponsorship packages. Take advantage of a range of benefits, including:

- 542 average flights per day
- 75% of the U.S. market is within a 2-hour flight
- 97 non-stop flight destinations

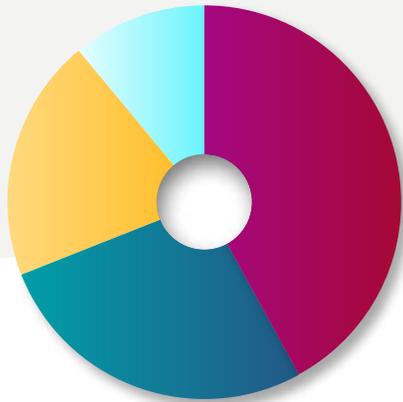
### **Drive up traffic:**

65% of the U.S. population is within a 650-mile radius Nashville, making it a very driveable location.



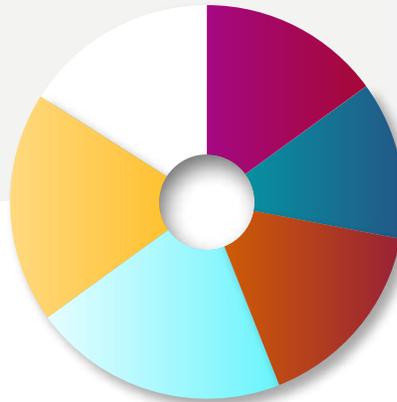
# 2025 ATTENDEE INFO

## PHOTOGRAPHER STATUS



- 42% Full Time
- 27% Part Time
- 20% Hobbyist/Enthusiast/Considering
- 11% Industry Adjacent/Other

## YEARS IN BUSINESS



- 15% Less than 3 years
- 13% 3 - 5 years
- 16% 6 - 10 years
- 21% 10 - 20 years
- 19% 20+ years

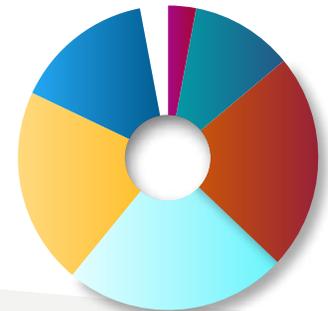
\* 11% NA

## ATTENDEES BY GENDER



- 43% Female
- 55% Male
- 2% Non-binary/Other/NA

## ATTENDEES BY AGE



- 3% 24 or under
- 11% 25 - 34
- 23% 35 - 44
- 24% 45 - 54
- 21% 55 - 64
- 15% 65+

\* 3% prefer not to answer

**62%**

of attendees purchased equipment or products at the expo

**78%**

of attendees are professional photographers or studio owners

**60%**

Attended Imaging USA for the first time

# 2025 DIGITAL IMPACT

## EXPAND YOUR REACH

Our extensive digital marketing efforts promote your brand far beyond Imaging USA. With social media, influencers, and dedicated email campaigns, we leverage the power of the web to amplify your message and reach a wider audience.

### EMAIL CAMPAIGN

**101,942** SUBSCRIBERS  
**57,145** UNIQUE CLICK-THROUGHS  
**4,976,491** UNIQUE OPENS

### FACEBOOK

IMAGING USA	PPA
<b>39,232</b> FOLLOWERS	<b>222,880</b> FOLLOWERS
<b>4,525,998</b> IMPRESSIONS	<b>17,751,060</b> IMPRESSIONS

### IMAGING USA APP

**3,375** UNIQUE USERS  
**21,612** EXHIBITOR PROFILE VIEWS  
**433,671** AD IMPRESSIONS

### INSTAGRAM

IMAGING USA	PPA
<b>19,965</b> FOLLOWERS	<b>35,869</b> FOLLOWERS
<b>648,791</b> IMPRESSIONS	<b>1,442,417</b> IMPRESSIONS

### 10 PPA INFLUENCER PARTNERSHIPS

**1,177,519**  
total followers

**39,147**  
total engagement during Imaging USA

**676,114**  
total reach during Imaging USA

# BOOTH PRICING

## Booth price per 10ft x 10ft

- \$3,400
- Add \$500 per corner

## Included with the booth:

- Black 8' high backwall drape, 3' high side rail drape and (1) booth ID Sign
- Company listing on the mobile app and ImagingUSA.com
- 15 hours to sell products and services directly on the tradeshow floor
- Two All-Access Passes for the first 10'x10' booth, and one All-Access Pass for each additional 10'x10' booth
- Unlimited Free Expo Plus Passes
- Opportunity to earn priority points for next year's booth location in the expo

# RESERVE YOUR BOOTH

Initial space assignments are based on the PPA Priority Points System. Priority points are assigned to exhibitors based on their level of past participation. Companies qualifying for priority placement will be the first to be notified of available booth space.

- Space will be assigned on a first-come, first-served basis after priority exhibitors have selected their booth location.
- Booth deposits are due by May 5, 2025 (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths).
- Applications submitted after May 5, 2025, must include a deposit (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths). Applications received without payment WILL NOT be processed. The remaining balance is due October 6, 2025. No exceptions.
- Applications submitted after October 6, 2025, must be accompanied by payment in full.

All confirmed 2026 exhibitors will receive an Exhibitor Service Manual in September 2025. Companies wishing to rent additional equipment (furniture, hard-wall displays, carpet, showcases, etc.) may order these from the PPA service contractor by completing the appropriate forms in the Exhibitor Service Manual (must be ordered and paid for by the exhibitor).

Order forms will be included for services such as electricity, telephone service, labor, floral, audio-visual, material handling, etc. Exhibitors may avoid excess charges by placing all service or equipment orders by the early discount deadline.

## CORPORATE MEMBERSHIP MAKES SENSE

- Place your brand in the spotlight by leveraging PPA's online reach.
- Exhibit at the Imaging USA Expo and save money while connecting with new and loyal customers!
- Enjoy priority placement and receive a discount of \$200 per booth for up to 20 booths.

# MAXIMIZE YOUR EXPOSURE

PPA's comprehensive marketing and exhibitor promotional opportunities work in tandem with your company's efforts to attract attendees and buyers to your booth.

This extensive campaign includes:

- Complimentary listing of your company and booth number on the Imaging USA website and mobile app.
- Comprehensive show promotion to both PPA members and non-members, which includes print ads in *Professional Photographer magazine*, digital ads across the web, newsletters, email campaigns, and promotions through PPA and Imaging USA's social media channels.
- Free Expo Plus Passes to distribute to key prospects and customers, giving them an added incentive to visit your booth.

## Extra Traffic-Building Features

Imaging USA is uniquely designed to attract your ideal audience by catering to professional photographers' desires for more inspirational, supportive, and profitable relationships.

As the largest event of its kind, Imaging USA draws potential clients directly to your booth, providing you with unparalleled exposure. Our world-class educational programs are designed to attract even more buyers, which means your business will receive maximum visibility during the event.

# SPONSORSHIP

Elevate your impact and brand recognition at the start of the year by taking advantage of sponsorship opportunities at Imaging USA. Achieve more at the event with a custom sponsorship package that will expand your message, enhance your promotions, and:

- Align your brand with one of the most successful and longest-running shows in the industry.
- Drive additional traffic to your booth.
- Add additional exposure by reaching 130,100+ professional photographers.

## Grab Their Attention

Position your business competitively and give your products the exposure they deserve with our customized sponsorship packages. Take advantage of a range of benefits, including:

- Inclusion as a sponsor in all event promotional materials and websites.
- Recognition on specialty banners and signage throughout the event location.
- Delivery of your marketing message directly to attendees through the Imaging USA mobile app.
- Opportunity to stand out as the exclusive sponsor of a speaker.
- Prominent visibility by sponsoring one of our special events.

## Sponsorship Opportunity Guide coming soon.

Contact your sales rep for more details to help get your desired results!

**TAP INTO  
THOUSANDS  
OF QUALIFIED LEADS!**

# 2025 EXHIBITORS

17hats	Capture One	Focal	Imaging Brands / Tether Tools
3XM & DMR	Charles Beseler Company	Forever Inc.	International Society of Animal Photographers
Acronis International GmbH	Cheetah Stand	Fort Worth Camera + The Print Refinery	Inter-State Studio Franchise
Adobe Systems Inc.	Click Backdrops	Frames for Portraits	KEH Camera
Adorama	Cloudspot.io	Fujifilm North America Corporation	Kiss Books
AfterShoot Inc.	Community Network Schools	Geekoto Technology Co.	Konpoli-USA
Allied Powers LLC	Competitive Cameras	Godox Photo Equipment Co. Ltd.	LexJet
Aperturent	Curator Live	GoShelter LLC	Lockton Affinity LLC
APS Labs	CYME	GotPhoto Inc.	MAPP
Arlington Camera Inc.	Dallas Professional Photographers of America	Graphistudio	Marathon Press Inc.
Artpoint Albums	Denny Manufacturing Co. Inc.	H&H Color Lab Inc.	Master Your Mind & Money with Karinda K.
ASP - American Society of Photographers	Disruptor Marketing	H&H Total Schools and Sports	Matthews Studio Equipment Inc.
B & H Photo Video Pro Audio	DNP Imagingcomm America Corp	Harlowe	McKenna Professional Imaging
Baby Dream Backdrops	Done.Photos	Henka LLC	Mementopix
Backdrops Gallery	Dorado Graphix	Hidow Int. Inc dba Chirxllc	Miller's Professional Imaging
Bay Photo Lab	EASIFRAME	Hill & Usher LLC	Modern Tech
Believe in Boudoir	Entourage Yearbooks	Homespun Heart LLC	Nanlite
BWC Print Makers	EverPine Albums	iGUIDE	Neewer
Caminus	Evoto.ai	ImagenAI	
Candid Color Systems Inc.			
Canon USA Inc.			

# 2025 EXHIBITORS CONT.

Neil Enterprises Inc.  
Neurapix GmbH  
Newell Technology Ltd.  
Nikon Inc.  
NiSi Filters USA Inc.  
Nomatic  
Now I Lay Me  
Down To Sleep  
nPhoto / MPP Sp. z o. o  
Omnimed  
ON1  
Ontrack Data Recovery  
Operation Lifesaver Inc.  
(OLI)  
Otto Trading Inc.  
Pacific Mount Inc.  
PATONA International S.L.U.  
Pattern Recognition  
Company GmbH  
Pelican Products Inc.  
Peter Hurley's  
Headshot Crew

PGYTECH Co Ltd.  
Photogenic Supply  
Pixel Connection  
Platypod Pro LLC  
PPA Book Signing  
Pro Photographer's  
Insurance by RVNA  
Pro Studio Software Inc.  
ProGrade Digital  
ProMaster  
QNAP Inc.  
QtAlbums  
Red River Paper  
RedTree Albums  
RetouchUp.com  
Rocky Nook Inc.  
RTV Inc.  
SanDisk  
ShootProof  
Sigma Corp of America  
Silhouette & Grace

Digital Backgrounds  
Simply Tec  
SKPRINT  
Skylum Software USA Inc.  
Social Templates Co  
Sony Electronics  
Sood Studio Pvt. Ltd.  
Spider Camera Holster  
SpotMyPhotos  
STEPHANIE MCNEIL  
CORPORATION  
Stonewood Lodge /  
Northwest Marine  
Studio Ninja  
Studio Style  
Sturdavinci Art Tools  
Tamron USA Inc.  
Tave Creative Corp  
Texas Professional  
Photographer Assoc. Inc.  
Texas School  
of Professional Photography

The Album Master  
The Gilman Brothers  
Company  
Thypoch  
Tiffen  
TogDrop Solutions  
Treering Corporation  
Tyndell Photographic  
& Art Supplies Inc.  
United States Copyright  
Office  
UsedPhotoPro.com  
Vision Art Inc.  
Vivid Metal Prints  
Waldo Photos  
White House Custom Colour  
Zenfolio Inc.  
Zno

# IMPORTANT DATES & TIMES

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED, NOR WILL SPACE ASSIGNMENTS BE RESERVED. NO REFUNDS WILL BE MADE AFTER October 6, 2025.

## Exhibitor Deadlines

- Monday, May 5, 2025—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- Monday, October 6, 2025—Full booth payment required.
- September 2025—Exhibitor Service Manual distributed.
- Friday, December 5, 2025—Deadline for exhibitor badge registration.

## Important Times\*

### Exhibitor Move-In

Friday, January 9	8am–5pm
Saturday, January 10	8am–5pm
Sunday, January 11	8am–10am

### Imaging USA Expo Hours

Sunday, January 11	11:30am–5pm
Monday, January 12	11:30am–5pm
Tuesday, January 13	11:30am–3:30pm

### Exhibitor Move-Out

Tuesday, January 13	3:30pm–8pm
Wednesday, January 14	8am–noon

\*Times are subject to change.

# HOTEL INFORMATION

## [Exhibitor Housing Link](#)

- This link can accommodate up to 9 bookings at once.
- For larger bookings, contact your PPA sales rep.

## Imaging USA Discounted Group Room Rate: \$219++

(Currently 9.75% State Tax, 7% Occupancy Tax, and \$2.50 City Tax + \$25 Resort Fee Per Night)

## Cutoff Date: Thursday, December 11, 2025

Discounted self-parking: \$17/day with in/out privileges for all attendees

