



© Rebecca J Stone

IMAGINGUSA EXHIBITOR PROSPECTUS

CHARLOTTE, NC · JAN 31-FEB 2, 2027

IMAGINGUSA

Questions? Contact us today! Sales@ppa.com

Brought to you by



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 31-February 2, 2027 at the Charlotte Convention Center in the Queen City's beautiful, walkable Uptown district—the city's culinary, cultural, and entertainment hub.



2026 ATTENDEE INFO

PHOTOGRAPHER STATUS



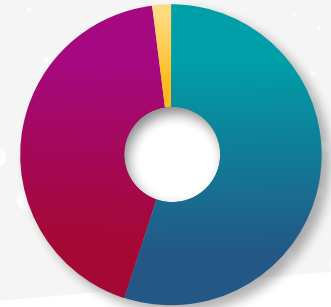
- 42% Full Time
- 28% Part Time
- 20% Hobbyist/Enthusiast/Considering
- 6% Industry Adjacent/Other

YEARS IN BUSINESS



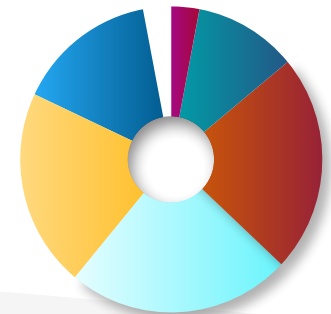
- 14% Less than 3 years
 - 14% 3 - 5 years
 - 14% 6 - 10 years
 - 21% 10 - 20 years
 - 18% 20+ years
- * 20% NA

ATTENDEES BY GENDER



- 43% Female
- 56% Male
- 1% Non-binary/Other/NA

ATTENDEES BY AGE



- 4% 24 or under
 - 11% 25 - 34
 - 20% 35 - 44
 - 22% 45 - 54
 - 23% 55 - 64
 - 18% 65+
- * 2% prefer not to answer

PURCHASED EQUIPMENT

58%

of attendees purchased equipment or products at the expo

PHOTO PROFESSIONALS

76%

of attendees are professional photographers or studio owners

NEW ATTENDEES

46%

Attended Imaging USA for the first time

CHARLOTTE, NC - 2027

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 Douglas International Airport:

- 6th busiest airport in the world
- 1,400 average flights per day
- 188 non-stop flight destinations

Drive up traffic:

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



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!

89%

said they would recommend the show to other photographers

83%

said the expo was excellent / good

90%

said the expo was their reason for coming

EXHIBITORS REAP THE BENEFITS

85%

overall satisfaction with Imaging USA

85%

reported excellent / good marketing & sponsorship opportunities

2026 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

IMAGING USA APP

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

SOCIAL MEDIA

IMAGING USA
61,867 FOLLOWERS
5,179,200 IMPRESSIONS

PPA
261,378 FOLLOWERS
15,893,188 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 4, 2026 (\$500 for a 10' x 10' 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 5, 2026. No exceptions.
- Payment/deposit is due within 30 days if a booth application is submitted after May 4 and before the final October 5, 2026 deadline. Applications submitted after October 5, 2026 must be accompanied by payment in full.

All confirmed 2027 exhibitors will receive an Exhibitor Service Manual in September 2026. Companies wishing to rent additional equipment—including furniture, hard-wall displays, carpet, showcases, and more—may do so by submitting the appropriate order forms to the official general service contractor.

The Exhibitor Service Manual will also include order forms for essential services such as electricity, internet, lead retrieval, audio-visual support, and other show services.

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.

**TAP INTO
THOUSANDS**
OF QUALIFIED LEADS!

SPONSOR BENEFITS

- **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.**

Imaging USA

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, unique customer experiences, and live demo interactions 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 93,498 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 our Sales Department for more details to help get your desired results!

2026 LEVELED SPONSORS & EXHIBITORS

PLATINUM SPONSORS



GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



17hats

Acronis International GmbH

Adobe Systems Inc.

Adorama

AfterShoot Inc.

Alaskan Coastal Excursions

Allied Powers LLC

America Ugreen Limited

APS Labs

ASP - American Society of Photographers

B & H Photo Video Pro Audio

Believe in Boudoir

Camera Exchange

Candid Color Systems Inc.

Canon USA Inc.

Canva Germany GmbH

Capture One

Charles Beseler Company

Cheetah Stand

Click Backdrops

Community Network Schools

CPQ Professional Imaging

Curator Live

CYME

Denny Manufacturing Co. Inc.

Entourage Yearbooks

E-pulse

EverPine Albums

Evoto.ai

Excire

Express Talks

FineArt Albums

FOREVER

Frames for Portraits

Fujifilm North America Corporation

Giraffe360 Inc.

Glyph Production Technologies

Godox Photo Equipment Co. Ltd.

GotPhoto Inc.

Graphistudio

Guangdong Nanguang Photo & Video Systems Co. Ltd.

Guild Canvas Co.

2026 EXHIBITORS CONT.

H&H Color Lab Inc.

H&H Total Schools and Sports

Hahnemuehle USA Inc.

Henka LLC

Hill & Usher LLC

ImagenAI

Imaging Brands / Tether Tools

KEH Camera

Konpoli-USA

Lensrentals.com

Lockton Affinity LLC

Luxe Photographic
Experiences

Marathon Press Inc.

MARS

McKenna Professional Imaging

Michael The MAVEN LLC

Miller's Professional Imaging

Narrative

Nations Photo Lab

Neewer

Neil Enterprises Inc.

Newborn Nerds

NiSi Filters USA Inc.

Nomatic

Novachips

Now I Lay Me Down To Sleep

N-Vu

OmniMed CT LLC

Operation Lifesaver Inc. (OLI)

Other World Computing Inc.

Otto Trading Inc.

PATONA International S.L.U.

Pelican Products Inc.

PGYTECH Co, Ltd.

Photoday

PhotoVision

Pic - Time

Picture Perfect Props

Pixel Connection

Plustek Technology Inc.

Portraits for Patriots

Pro Photographer's Insurance
by RVNA

Pro Studio Software Inc.

Professional Photographers
of North Carolina

ProGrade Digital

Proinstyle LLC

ProMaster

QNAP Inc.

RetouchUp.com

Ricoh Imaging
Americas Corporation

Rocky Nook Inc.

RTV Inc.

SanDisk

Seven Rubies

Shenzhen Fantasy View
Technology Co. Ltd.

ShootProof

Sigma Corp of America

Sood Studio PVT Ltd.

Spider Camera Holster

SpotMyPhotos

Spring Distribution

Studio Source Yearbooks

Tamron USA Inc.

Team Health Network

Tenba - Shimoda Designs

Tennessee Community
Networks

Texas School
of Professional Photography

Tiffen

TogDrop Solutions

Tyndell Photographic & Art
Supplies Inc.

United Industries
MountingBoards.com

UsedPhotoPro.com

Viltrox

Vision Art Inc.

Visual Supply Company
(VSCO)

Vivid Metal Prints

Waldo Photos

Wandr

White House Custom Colour

WhiteWall USA Inc.

World Travel and Events

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 5, 2026.

Exhibitor Deadlines

- Monday, May 4, 2026—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- Monday, October 5, 2026—Full booth payment required.
- September 2026—Exhibitor Service Manual distributed.
- Friday, December 4, 2026—Deadline for exhibitor badge registration.

Important Times*

Exhibitor Move-In

Friday, January 29	8am–5pm
Saturday, January 30	8am–5pm
Sunday, January 31	8am–10am

Imaging USA Expo Hours

Sunday, January 31	11:30am–5pm
Monday, February 1	11:30am–5pm
Tuesday, February 2	11:30am–3:30pm

Exhibitor Move-Out

Tuesday, February 2	3:30pm–8pm
Wednesday, February 3	8am–noon

*Times are subject to change.

HOTEL INFORMATION

A variety of hotel options are available for exhibitors, with room blocks secured at 14 properties—all conveniently located within walking distance of the convention center. Rates, availability, and booking deadlines vary by hotel.

We encourage you to review options and reserve early to secure your preferred accommodations:

[ImagingUSA.com/Travel/Hotel](https://imagingusa.com/Travel/Hotel)



Courtesy of charlottesgotalot.com