

spe

2016

Sponsor & Exhibitor Prospectus

Society for Photographic Education (SPE)

53rd National Conference

Constructed Realities

in Las Vegas at the Red Rock Resort

Conference: March 10 – 13

Exhibits Fair: March 11 & 12

Exhibitor Move-in & Set-up:

Thursday, March 10, 1:00 – 5:00 pm

Exhibits Fair Dates & Hours:

Friday, March 11, 9:00 am – 4:30 pm

Saturday, March 12, 10:00 am – 4:30 pm

Hours are subject to change



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www.spenational.org

welcome!

SPE has become the largest association devoted to photography and related media as it applies to education, practice, and scholarship. Our membership is primarily in the educational sector—**artists, educators, scholars, entrepreneurs, and students**—and closely connected to your business initiatives. From its beginnings at a teaching conference in 1962,

SPE has grown into a mature professional organization, 2,300 members strong and growing. SPE maintains its dedication to the educational advancement of its members and the institutions they represent.

Our vibrant annual national conference is the keystone of our programming and provides a great opportunity for you to meet face to face with representatives from this market. Each spring approximately 1,500 attendees gather at SPE's four-day symposium.

Filled with plenary sessions, featured speakers, gallery walks, workshops, portfolio reviews, and social events, the conference also hosts an Exhibits Fair situated in the center hub of conference activities. The fair features the latest and greatest equipment, supplies, books, and opportunities in the field.

SPE members and their contacts represent a huge market share. Educators not only make individual purchases, but they also make substantial departmental purchases, and influence the buying decisions of thousands of students every year.

**This is an exciting and effective way to reach out to the education market.
Don't miss your opportunity!**

SPE will help you meet your primary business objectives:

- Make new contacts.
- Generate new sales leads.
- Build brand awareness for products and services.
- Announce, showcase, and demonstrate, your newest products.
- Demonstrate your support for the photographic community and commitment to education.

The many advantages of SPE's unique exhibits fair:

- The **ONLY** exhibits fair for the photographic education sector.
- Reach over 1,500 potential customers in one place.
- Free and open to the public so an even greater audience can be reached!
- Choose from a complete menu of sponsorship options to help achieve your sales and marketing goals.
- Get your message out before, during, and after the show—SPE offers postal and email lists of conference attendees and members.
- Meet face-to-face with current and existing customers, as well as create new relationships with prospects.
- Direct Sales opportunity—attendees look to place orders directly on the show floor.
- By featuring SPE's Silent Auction & Raffle, a presentation space, coffee service, and other receptions and programming on the exhibits floor, SPE has designed a program to optimize your booth traffic.
- Make an impact with a small, manageable budget.



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2016 SPE Sponsor & Exhibitor Opportunities

Sponsor & Exhibitor Benefits	SPONSOR		EXHIBITOR	
	Gold Level Sponsor \$5,000	Silver Level Sponsor \$3,800	Booth Package \$1,500	Tabletop \$600 Tabletop Nonprofit* \$500
Opportunity to Sponsor a Major Speaker (see next page, exclusive marketing opportunities)	X			
Hyperlinked logo on all the electronic conference invitations, reminders, and follow-up emails	X			
Option to add from EXCLUSIVE Sponsorship Opportunities (see next page)	X			
Hyperlinked logo on SPE's website conference sponsor page	X	X		
Option to add from PREMIER Sponsorship Opportunities (see next page)	X	X		
Logo on onsite signage, including key visibility on the exhibits entrance graphics as well as signage by registration**	X	X		
Logo projection before Thursday, Friday and Saturday evening plenary sessions**	X	X		
V.I.P / Sponsor Reception	X	X		
Ad in the 2015 Conference Program Guide	Full page	Half page		
Inclusion of insert in the conference attendee bags (quantity 1,500)	1	1		
Complimentary tickets to the attend conference programming***	4	2	1	
Listing in Conference Program Guide	X	X	X	X
Option to add from EXHIBITOR Marketing Opportunities (see next page)	X	X	X	X
Exhibiting package****	PRIME LOCATION 2 Booths - 8'x20' 2 - 6' draped tables 4 chairs wastebasket & signage	1 Booth - 8'x10' 1 - 6' draped table 2 chairs wastebasket & signage	1 Booth - 8'x10' 1 - 6' draped table 2 chairs wastebasket & signage	Display on table only. No banners/easel displays***** 1 - 6' draped table 2 chairs wastebasket & signage

*Proof of nonprofit status (W-9 or IRS Determination Letter) must be included when submitting reservation forms to receive nonprofit rate.

**Proportional scaling applied to logo representation related to sponsor level

***A conference ticket is needed to attend conference programming, including evening plenary sessions. Starting November 2015, tickets can be purchased online at spenational.org. If you do not purchase a ticket, you will ONLY have access to the exhibits fair.

****Exhibiting packages do NOT include booth furnishings, exhibitor meals, electricity, internet access (unless sponsored), and lead-retrieval devices.

*****Tabletops do NOT include additional space behind or around the table (no banners/easel display). If you require additional space, please consider purchasing a booth package.

SPE welcomes your ideas for alternative sponsorship ideas. Custom sponsorships are available upon request. Certain sponsor benefits are time sensitive. Booth assignments are made in early January 2016 at the discretion of the Exhibits Fair Coordinator, however every attempt is made to satisfy the exhibitor's requests.

Important Information & Deadlines:

- Conference flyer listing, reservation due by **September 25**.
- Conference Program Guide listing, reservation due by **November 20**. Ads due by **December 1**.
- Payment options: 1.) Pay invoice in full by net 30 days. 2.) Installment plan: make a 10% deposit to confirm reservation (due net 30). The balance of bill will be divided by three and billed each month after your first deposit until invoice is paid in full.
- For cancellations, written notification must be received by **December 1, 2015** for Gold and Silver Level Conference Sponsors and **January 29, 2016** for booth, tabletop, and group publisher table exhibitors in order to receive a refund less 25% for administrative costs. There will be no refunds for cancellations received after December 1, 2015 for sponsors and **January 29, 2016** for non sponsoring exhibitors.
- Late registrations received after **February 10, 2016** will receive a 5% surcharge. All payments must be received by **February 22, 2016**.

2016 SPE Sponsor & Exhibitor Opportunities

EXCLUSIVE Sponsorship Opportunities (open to Gold sponsors only)

- **\$1,000 Main Event Evening Speaker** (*Friday or Saturday evening*) Sponsoring an SPE major speaker offers you a unique opportunity to reach the entire audience of 1,500+ attendees. The major speaker presentations feature leading artists in photography discussing their work and process. Please provide a banner with your name and logo for display during the presentation. Speakers are selected by SPE's conference committee and currently TBD.
- **\$1,000 WiFi in the Exhibits Fair** (*Friday & Saturday*) Create traffic and connect with attendees by sponsoring free WiFi in the exhibits fair. Please provide a banner with your name and logo to be displayed in the exhibits hall during all hours.

PREMIER Sponsorship Opportunities (open to Gold & Silver Sponsors)

- **\$500 General Session Room** (*4 available*) Sponsor a room where presentations will take place all day Friday & Saturday. Includes sponsor signage as well as digital projection logo before each presentation.
- **\$500 Curator Portfolio Walkthrough** (*Date and time TBD, evening event*) Sponsor one of the conferences largest and most attended event. Hundreds of attendees display their work while invited curators, gallerists, and conference attendees prowl through to see what looks interesting! Includes sponsor signage.
- **\$500 Portfolio Critiques & Reviews** (*Student Critiques on Friday and Professional Reviews on Saturday*) This two-day event becomes a central meeting point for students, educators, gallery owners, curators, collectors and publishers representing small, mid-sized and major venues and institutions from all over the U.S. and abroad. Over 85% of conference attendees participate in portfolio critiques & reviews. Make your company present at this event! Includes sponsor signage.
- **\$500 Thursday Industry Seminar** (*per 1 hr 15 mins time slot, 10 slots available*) Create a dynamic and energetic seminar designed to immerse participants in activities and experiences to inspire, inform, and reframe how one thinks and makes work. Present innovative tools and strategies, and introduce new technologies and trends in the industry. Choose from the following (*two seminars run concurrently*): 10:30 – 11:45 am | 12:00 – 1:15 pm | 1:30 – 2:45 pm | 3:00 – 4:15 pm | 4:30 – 5:45 pm. Inquire for available time slots. One complimentary conference pass included for eminar presenter.
- **\$500 Industry & Education Forum including Breakfast** (*Date and time TBD, morning event*) Greet attendees Saturday morning with a continental breakfast. This forum has become a great clearing house for information about how representatives from the photo industry and the education community can work together to accomplish common goals while helping students and each other.
- **\$500 Student Seminar** (*Thursday, March 12, 9:00 am – 12:00 pm*) Open to student scholarship winners and volunteers. This seminar, created and presented by Mary Virginia Swanson and Susan kae Grant, provides insight into careers in photography which emphasize education, networking, career choices, opportunities for artists, activism, and professional practices. Your logo will be printed on all Resource Guides distributed at the seminar.
- **\$200 Attendee Lanyard** – Attendees come to the SPE conference to network and their key presentation tool for this interaction is their name badge. Brand the lanyards and gain continual recognition throughout the conference. Sponsor provides lanyards for attendees (quantity of 1,500).
- **\$200 Attendee Bag Sponsor** – Brand the attendee bags with your logo. Sponsor provides bags for attendees (quantity of 1,500).

EXHIBITOR Marketing Opportunities (open to ALL Sponsors & Exhibitors)

- **\$800 Additional 8'x10' Booth** – add to booth package, includes 1 draped table and 2 chairs
- **\$500 Attendee Goodie Bag Insert** – Great opportunity to reach all attendees and give them something special. Get creative! Due to weight constrictions, SPE reserves the right to limit the sales of this insert option.
- **\$350 SPE Member Mailing List** (*choice of postal or email list*) – All mailing list requests have to follow guidelines and be approved by SPE. Contact membership@spenational.org for the Mailing List Rental Agreement form and current list quantities.
- **\$200 Post Conference Attendee List** (*choice of postal or email list, available in April 2016*) See SPE Member Mailing List description above
- **Conference Program Guide Advertising** Due December 1, 2015 (*press quality PDF, no crop marks or bleeds*)

Back Cover (outside)	7 3/4" x 5 1/8" (full color)	\$2,000
Front Cover (inside)	7 3/4" x 10 1/2" (full color)	\$1,200
Back Cover (inside)	7 3/4" x 10 1/2" (full color)	\$1,200
Full Page	7 3/4" x 10 1/2" (BW)	\$600
Half Page	7 3/4" x 5 1/8" (BW)	\$400
Quarter Page	3 3/4" x 5 1/8" (BW)	\$300

New SPE website coming and new mobile app being piloted now!

Stay tuned for additional advertising opportunities in the Fall!

All opportunities are subject to availability.



2016 Sponsor & Exhibitor Order Form

Conference Theme: *Constructed Realities*

Conference: March 10-13 | Exhibits Fair: March 11-12 | Las Vegas, NV | Red Rock Resort

Company Name: _____

National Conference Exhibits Fair & Sponsorship	Amount
Gold Level Sponsor <input type="checkbox"/> \$5,000 w/ booths <input type="checkbox"/> \$4,200 w/o booths	\$
Silver Level Sponsor <input type="checkbox"/> \$3,800 w/ booth <input type="checkbox"/> \$3,000 w/o booth	\$
Booth Package <input type="checkbox"/> \$1,500	\$
Tabletop <input type="checkbox"/> \$600 Tabletop Nonprofit* <input type="checkbox"/> \$500 (proof of status required when submitting forms)	\$
Group Publisher Table <input type="checkbox"/> Single Book \$100 <input type="checkbox"/> Six Books \$350	\$

Additional Marketing Opportunities		
EXCLUSIVE (open to Gold sponsors ONLY)	PREMIER (open to Gold & Silver sponsors)	EXHIBITOR (open to ALL sponsors and exhibitors)
<input type="checkbox"/> \$1,000 Main Event Evening Speaker <input type="checkbox"/> \$1,000 WiFi in the Exhibits Fair	<input type="checkbox"/> \$500 General Session Room <input type="checkbox"/> \$500 Curator Portfolio Walkthrough <input type="checkbox"/> \$500 Portfolio Critiques & Reviews <input type="checkbox"/> \$500 Thursday Industry Seminar <input type="checkbox"/> \$500 Industry & Education Forum <input type="checkbox"/> \$500 Student Seminar <input type="checkbox"/> \$200 Attendee Lanyards <input type="checkbox"/> \$200 Attendee Bags	<input type="checkbox"/> \$800 Additional 8'x10' Booth <input type="checkbox"/> \$500 Attendee Goodie Bag Insert <input type="checkbox"/> SPE Member Mailing List (select below) <input type="checkbox"/> SPE Post Conference Attendee List (select below) <input type="checkbox"/> Conference Program Guide Advertising (select below)

Add'l Marketing Opps Total \$

Advertising Opportunities with SPE

New SPE website coming and new mobile app being piloted now!
Stay tuned for additional advertising opportunities in the Fall.

	Amount
Exposure journal (all advertisements in color) <input type="checkbox"/> Fall (Oct 2015) <input type="checkbox"/> Back Cover, outside \$1,500 <input type="checkbox"/> Back Cover, inside \$1,000 <input type="checkbox"/> Front Cover, inside \$1,000 <input type="checkbox"/> Full Page \$600 <input type="checkbox"/> 1/2 Page \$400 <input type="checkbox"/> 1/4 Page \$300 <input type="checkbox"/> Spring (March 2016) <input type="checkbox"/> Back Cover, outside \$1,500 <input type="checkbox"/> Back Cover, inside \$1,000 <input type="checkbox"/> Front Cover, inside \$1,000 <input type="checkbox"/> Full Page \$600 <input type="checkbox"/> 1/2 Page \$400 <input type="checkbox"/> 1/4 Page \$300	\$
2016 National Conference Program Guide <input type="checkbox"/> Back Cover, color \$2,000 <input type="checkbox"/> Inside Back Cover, color \$1,200 <input type="checkbox"/> Inside Front Cover, color \$1,200 <input type="checkbox"/> Full Page (B&W) \$600 <input type="checkbox"/> 1/2 Page (B&W) \$400 <input type="checkbox"/> 1/4 Page (B&W) \$300	\$
SPE Member Mailing List* choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Corporate Rate \$350 <input type="checkbox"/> Nonprofit Rate \$250	\$
SPE Post Conference Attendee List* (available in mid April 2016) choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Organization/Member Rate \$300 <input type="checkbox"/> Conference Exhibitor Rate \$200	\$

Total \$

*Proof of nonprofit status (W-9 or IRS Determination Letter) must be included when submitting reservation forms to receive nonprofit rate.

**All mailing list requests have to follow guidelines and be approved by SPE. Contact membership@spenational.org for the Mailing List Rental Agreement form and current list quantities.



2016 Sponsor & Exhibitor Order Form

Conference Theme: *Constructed Realities*

Conference: March 10-13 | Exhibits Fair: March 11-12 | Las Vegas, NV | Red Rock Resort

Exhibitor Information: (applies for billing and exhibits info sent from SPE)

Company Name _____
 Address _____

 City _____ State _____ Zip _____ Country _____
 Contact Name _____
 Phone _____ Fax _____
 Email _____ Website _____

The following info will appear in the 2016 Las Vegas Conference Program Guide:

SAME AS ABOVE Company Name _____
 Address _____

 City _____ State _____ Zip _____ Country _____
 Contact Name _____
 Phone _____ Fax _____
 Email _____ Website _____

Onsite Representatives

Name _____ Email _____
 Name _____ Email _____
 Name _____ Email _____
 Name _____ Email _____

Payment Information/Options: All payments due February 26, 2016

Please select one: Pay invoice in full by net 30 days.
 Installment plan: make a 10% deposit to confirm reservation (due net 30). The balance of the bill will be divided by three and billed each month after your first deposit until invoice is paid in full. If credit card information is provided, payments will automatically be charged monthly.

Please Invoice Me Check Enclosed Visa Mastercard Discover (SPE does not accept AMEX)

Card# _____ Exp ____ / ____ CVV2# _____ Name on card _____
(please print)

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Red Rock Resort Liability Clause: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Resort, its owners or managers, which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Resort or any part thereof.

I have read and understand the policies described above.

Signature _____ Date _____

Comments: _____