

wppi

THE MIRAGE, LAS VEGAS
CONFERENCE | SHOW
MARCH 5-9, 2023 | MARCH 7-9, 2023



EXHIBITOR MARKETING & SPONSORSHIP KIT

**CONTACT YOUR SALES REP
FOR MORE INFO**



JOE KOWALSKY
SHOW DIRECTOR
646.668.3694
joseph.kowalsky@emeraldtx.com
SCHEDULE A CALL
calendly.com/joe-kowalsky



DAN NERI
ACCOUNT EXECUTIVE
(Companies A-H)
646.668.3756
dan.neri@emeraldtx.com
SCHEDULE A CALL
calendly.com/dan-neri



DENNIS TYHACZ
ACCOUNT EXECUTIVE
(Companies R-Z)
646.668.3779
dennis.tyhacz@emeraldtx.com
SCHEDULE A CALL
calendly.com/dennis-tyhacz

wppli

2023
SNAPSHOT
PRICING

BOOTH PRICING

\$46 per square foot | \$420 per corner

10x10 \$4,600

10x20 \$9,200

10x30 \$13,800

20x20 (2) corner ... \$19,240

20x20 (4) corner ... \$23,600

NEW | ***NEW*** | ***NEW*** |
NEW | ***NEW*** | ***NEW*** |

Expand Your Reach & Build Anticipation with RF

Custom RF packages available at **30% discount** when purchased with your WPPI booth space! Packages include dedicated email, Native Advertising, Social Targeting Extension Programs and more!



wppli

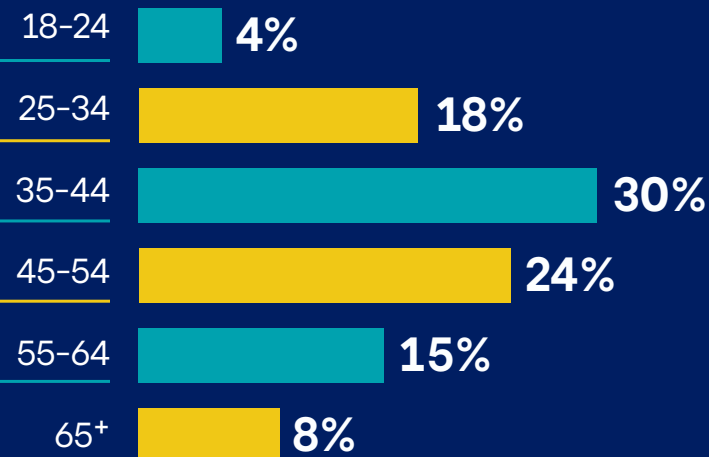
POST
SHOW
REPORT

Get your gear in the hands of an actively buying audience, all while networking with people who share your passion for everything photography. **WPPI** is your place to experience, explore and exchange with top industry professionals and give your brand the attention it deserves.

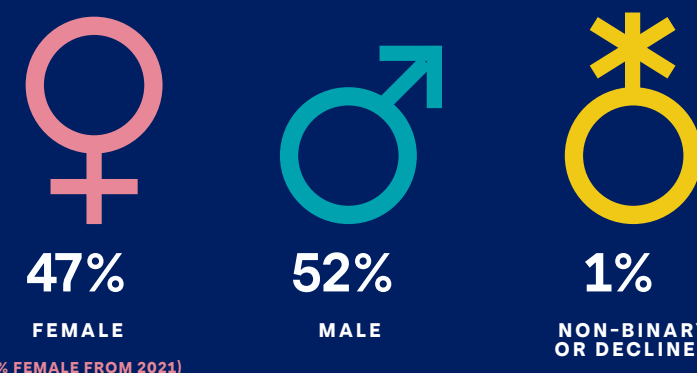
32%

OF ATTENDEES OFFER BOTH
PHOTO + VIDEO
SERVICES

AGE OF ATTENDEES



GENDER OF ATTENDEES



OUR ATTENDEES HAVE
\$ 12.4M
IN PURCHASING POWER

42%

OF ATTENDEES IN
2022 WERE THERE
FOR THE FIRST TIME

70% PLAN TO SPEND
MORE THAN
\$2,000
ON EQUIPMENT

TESTIMONIALS

“ We love exhibiting at WPPI because it is a great way to have our customers get hand-on experiences with our products. WPPI is an excellent way to help maintain our brand awareness across a range of our customer base. We are encouraged to see continued growth in turnout year after year.”

John Long, TOCAD USA

“ As a manufacturer, WPPI is an essential event to attend, as it allows photographers to have a tangible and community supported experience with our products. It's great to work with the photographers as they discover new tools and build confidence in their skills.”

Jeanine Frest,
Stella Pro Lights by
Light & Motion

68% OF ATTENDEES HAVE
BEEN IN BUSINESS
6+ YEARS
(UP 2% FROM 2021)



THE WPPI WRAP PARTY

WEDNESDAY, MARCH 8

One of the most popular events of the conference. Customize your sponsorship package. With branding on all pre- and on-site marketing promotions, logos on drink tickets or entry passes, photo booth space, swag and more!

CALL FOR PRICING

*AVAILABLE TO ONLY ONE BRAND PER PRODUCT CATEGORY.



RANGEFINDER + WPPI LOUNGE

TUESDAY, MARCH 7 - THURSDAY, MARCH 9

Align your brand with the **Rangefinder + WPPI Lounge** on the expo floor, where attendees will be able to hang out, plug in, share their work and network with editors. Display your brand throughout the lounge space with signage and products, and your company will be included in all promotions of the **Rangefinder + WPPI Lounge**.

STARTING AT \$5,000*

*NON-EXCLUSIVE. COMMITMENT DEADLINE: JANUARY 20



WPPI IMAGE REVIEWS

TUESDAY, MARCH 7 - THURSDAY, MARCH 9

WPPI Image Reviews offer attendees the opportunity to receive a one-on-one review with a notable photographer or industry expert. This experience offers the opportunity to discuss visual trends, technique, and post-production. As a sponsor you have the opportunity to curate the reviewers for the day. In addition each day of the show will feature an exclusive happy hour with attendees.

INVESTMENT: \$7,500/DAY

\$22,500 FOR ALL 3 DAYS. COMMITMENT DEADLINE: JANUARY 20



STUDIO EXPERIENCE

TUESDAY, MARCH 7 - THURSDAY, MARCH 9

Let's get your gear into attendees' hands with a custom studio on the show floor. The studio will offer attendees the opportunity to test new gear and learn new techniques from your reps and ambassadors. The results of this 10'x20' studio will establish your brand as essential within a photographer's tool kit.

INVESTMENT: \$15,000

COMMITMENT DEADLINE: JANUARY 20

RANGEFINDER STAGE

TUESDAY, MARCH 7 - THURSDAY, MARCH 9

The Rangefinder Demo Stage will host and record education from the show floor featuring the industry's best and brightest. Through this multiplatform sponsorship, showcase your brand in a way that's never been done before and maximize your content's reach. Our team will promote it out through the app and on social, so WPPI attendees and our online audience won't miss the excitement.

EACH SESSION INCLUDES:

- One 20-min. live session on the demo stage
- One Instagram and Facebook Post (WPPI)
 - Story (day of session to RF+WPPI audience)
- One Facebook Reel (day of session to RF+WPPI audience)

GENERAL MARKETING OF DEMO STAGE TO INCLUDE:

- Dedicated landing page for WPPI Demo Stage speaker schedule
- Mention of speaker schedule and participating sponsor in emails, newsletter posts and social media to WPPI audience
- Push notifications on WPPI Mobile App announcing schedule throughout the show

INVESTMENT: \$3,000 PER SESSION

Sponsor to handle all speaker travel and fees directly.

BOOK A SESSION EVERY DAY!

\$7500 FOR 3 SESSIONS (\$1,500 IN SAVINGS)

SPONSORED SUMMITS

SUNDAY, MARCH 5

Through a full-day curated program by your brand we'll work with you to produce a themed summit that educates and engages WPPI attendees. Use this opportunity to surprise and delight attendees with exclusive giveaways. Each giveaway winner will be included in photo/video challenge. The challenge will require attendees to photograph/film using your brand's gear during the show, posted and hashtagged on social to be entered to win an exclusive ambassadorship and Rangefinder article. (Giveaway can be customized for each sponsor.)

PAST THEMES HAVE INCLUDED:

- Boudoir
- Baby/Newborn/Maternity
- Wedding
- Rising Stars: First five years of business
- Post-Production

SPONSORSHIP INCLUDES:

- Setup of conference, tech and AV
- Amplification of sessions and giveaways with video clips posted during summits on Rf/WPPI social
- (1) Native ad on Rangefinder 's website and a social ad to promote the article
- Coffee break networking opportunity

INVESTMENT: \$15,000

Sponsor to handle all speaker travel and fees directly.

**CUSTOM
SPONSORSHIPS
AVAILABLE**

Contact your sales
rep for more info.

SPECIAL FEATURES & SHOW EVENTS



WPPI WELCOME RECEPTION

SUNDAY, MARCH 5

Let's welcome attendees to WPPI! Whether they are new to WPPI or a regular, this networking event is your opportunity to build new relationships that will make their WPPI experience even more meaningful. The event will include speed dating, ice breakers and refreshments.

LET'S DISCUSS WAYS TO INCORPORATE YOUR BRAND INTO THE EXPERIENCE:

- Provide a presenter to host an icebreaker game
- Surprise and delight with product or experience giveaways
- Sponsor a welcome gift bag

INVESTMENT: CALL FOR PRICING



EVENING SHOOTOUT

MONDAY, MARCH 6

In this exciting event four ambassadors will be challenged like never before!

With only a few minutes each photographer will create unique work tethered with your gear system on stage using the same model, equipment and props! Attendees are mesmerized as each ambassador interprets the same scene to create a unique portrait with no prior preparation. This 2-hour evening event is open to all conference pass holders and offers refreshments.

YOUR CURATED PRESENTATION INCLUDES:

- Branding during event and onsite signage
- Inclusion on WPPI special events page and special events pre-show marketing (social and email)
- Clips of the shootout will be published on WPPI and Rangefinder social
- Push Notifications during event will prompt attendees to "run not walk" to this interactive session

INVESTMENT: \$25,000

Sponsor to handle all speaker travel and fees directly.



WPPI SCAVENGER HUNT

TUESDAY, MARCH 7

WPPI pals will bond during this photo scavenger hunt! Attendees will be challenged to team up, solve clues and capture a variety of images/vids throughout The Mirage to unlock giveaways. Incorporate your brand into the journey and engage with them in this fun adventure.

INVESTMENT: CALL FOR PRICING

Conference Sponsorship

Be a part of WPPI’s core mission of the highest level of education and inspiration for our community by sponsoring powerful and meaningful speakers on the WPPI stage. Sponsorship gives you the opportunity to directly support a speakers’ involvement in the show through supporting their instructional events.

Steps to Sponsorship:

- 1 WPPI and sponsor discuss sponsorship level.
- 2 Sponsor confirms speakers and session details with WPPI.
- 3 WPPI to confirm timeslot and send speaker contract.
- 4 WPPI will verify sponsorship and speaker contract will be modified (if necessary) and resent to speaker for signature.
- 5 WPPI will contact sponsor for logo and social media post content.
- 6 Sponsor will pay speaker directly for agreed upon sponsorship.

HAVE QUESTIONS OR NEED MORE INFORMATION?
Email info@wppievents.com

* Speaker/Sponsor must request table by emailing operations@wppievents.com
** To be negotiated between speaker and sponsor and paid directly to speaker by sponsor. We highly recommend speakers book their hotel within the WPPI Room Blocks. Speaker/Sponsor are responsible for any additional costs that are not outlined in speaker contract including transportation and meals.



GOLD LEVEL EXCLUSIVE SPONSORSHIP

- Sponsor logo will be included in online class description on wppiexpo.com
- Sponsor Logo inclusion in Session Signage and Conference Sponsor Meter Board
- Sponsor table in session room available on request*
- Brief introduction by sponsor at beginning of session (if agreed to by speaker)

INVESTMENT:
Sponsor pays speaker directly for their Airfare, Hotel and Honorarium**



SILVER LEVEL NON-EXCLUSIVE SPONSORSHIP (2 SPONSORS MAXIMUM)

- Sponsor logo will be included in online class description on wppiexpo.com
- Sponsor Logo inclusion in Session Signage

INVESTMENT:
Sponsor pays speaker directly for their Airfare and Hotel **or** Honorarium**

NON-EXHIBITOR RATE

INVESTMENT:
\$5,000



REGISTRATION SPONSORSHIP

Welcome each **WPPI** attendee as soon as they walk in the door. Your company logo will be strategically placed at the top of our Registration design ensuring attendees are surrounded by your brand. Logo will also be placed in the confirmation email.

INVESTMENT: \$15,000

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



BADGE STOCK SPONSOR

Your logo will be printed prominently at the top of the badge holder and be given to every attendee at registration. Sponsorship includes production of 2-color screen print and distribution of 10,000 badges.

INVESTMENT: \$15,000

COMMITMENT DEADLINE: NOVEMBER 20



LANYARD SPONSOR

The Lanyard will include your company's logo or URL. Your company name goes everywhere badge-wearing attendees go! Sponsor to provide 10,000 double-clipped lanyards.

INVESTMENT: \$15,000

COMMITMENT DEADLINE: JANUARY 20



AISLE SIGN SPONSOR*

Aisle signs guide attendees through the floor as the main visual road map. Your company logo and booth number will be seen in a prominent location all day long by attendees—a great way to drive more traffic with your logo and booth number.

INVESTMENT: \$20,000

***2-YEAR SPONSORSHIP**
COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27

EXCLUSIVE

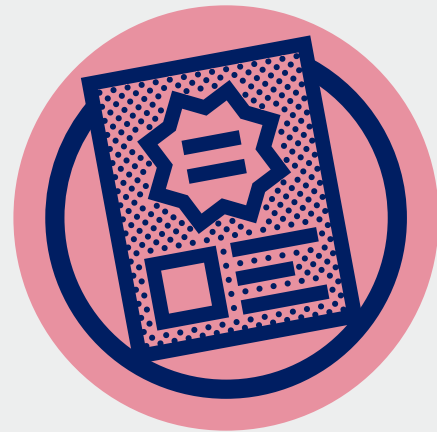


SHOW BAGS

Have your logo travel the Mirage on attendees' arms and the Las Vegas streets afterwards. Each of our attendees will get a sponsor-provided bag that will be branded with your company's name and logo. Catch your audience's attention and ensure you stay with them throughout the show and beyond.

INVESTMENT: \$15,000

COMMITMENT DEADLINE:
JANUARY 6



SHOW BAG INSERT*

WPPI's 2023 show bag offers the opportunity to place information on your show specials, coupons and small swag into attendees' hands right away! Include your literature to drive traffic and increase your exposure at WPPI!

**Opportunity pending show bag sponsor.*

INVESTMENT: \$1,500

DELIVERY DEADLINE:
JANUARY 20



BRANDED PEN + NOTEPAD

Be notable at WPPI by sponsoring branded pens and notepads for over 4,000 conference attendees! Photographers engage with esteemed educators in seminars and workshops, and they'll need something to write their notes with. Support education at WPPI in an easy and highly visible way.

CALL FOR PRICING

COMMITMENT DEADLINE:
JANUARY 20



COFFEE STATION

Be considered the "local hero" by supplying FREE coffee in the mornings for WPPI attendees at the Mirage. On-site signage will be provided.

**\$7,500 to be 1/5 sponsors
\$35,000 for exclusive sponsorship.*

INVESTMENT: \$7,500*

COMMITMENT DEADLINE:
JANUARY 20



WI-FI SPONSOR MONDAY, MARCH 6 - THURSDAY, MARCH 9

All attendees will access Wi-Fi with your customized username, logo and landing page. Your logo and customized banner (that clicks through to your site) will appear on the homepage when attendees log in. Additionally, your sponsorship will be advertised in all pre-show attendee newsletters and on-site meter board signs.

INVESTMENT: \$10,000

COMMITMENT DEADLINE:
JANUARY 20



LIMITED AVAILABILITY

HANGING BANNERS

Take advantage of this premium, exclusive positioning and make an impact on attendees. Production, rigging, and labor included.

CALL FOR PRICING

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



EXCLUSIVE

FLOOR DECALS

Place your brand in strategic locations throughout the show floor so every attendee sees your brand's logo and message as they journey through the show.

Quantity: 15 max
Size: 5 x 5 sq. ft.

*Pricing includes production, installation and dismantling.
**Pricing can be adjusted based on number of decals and size. Location can also impact cost.

INVESTMENT: STARTING AT \$2,500

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



LIMITED AVAILABILITY

LIGHT BOXES

This opportunity provides exposure to thousands of attendees in multiple locations to promote your brand, messaging, or conference promotions!

*Per light box.

INVESTMENT: \$5,500

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



GUEST ROOM ELEVATOR WRAPS*

Raise awareness while keeping your message top-of-mind with attendees during your event. Opportunity includes (1) elevator in each bank for a total of (4) elevator wraps

*2 Opportunities available

INVESTMENT: \$25,000

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



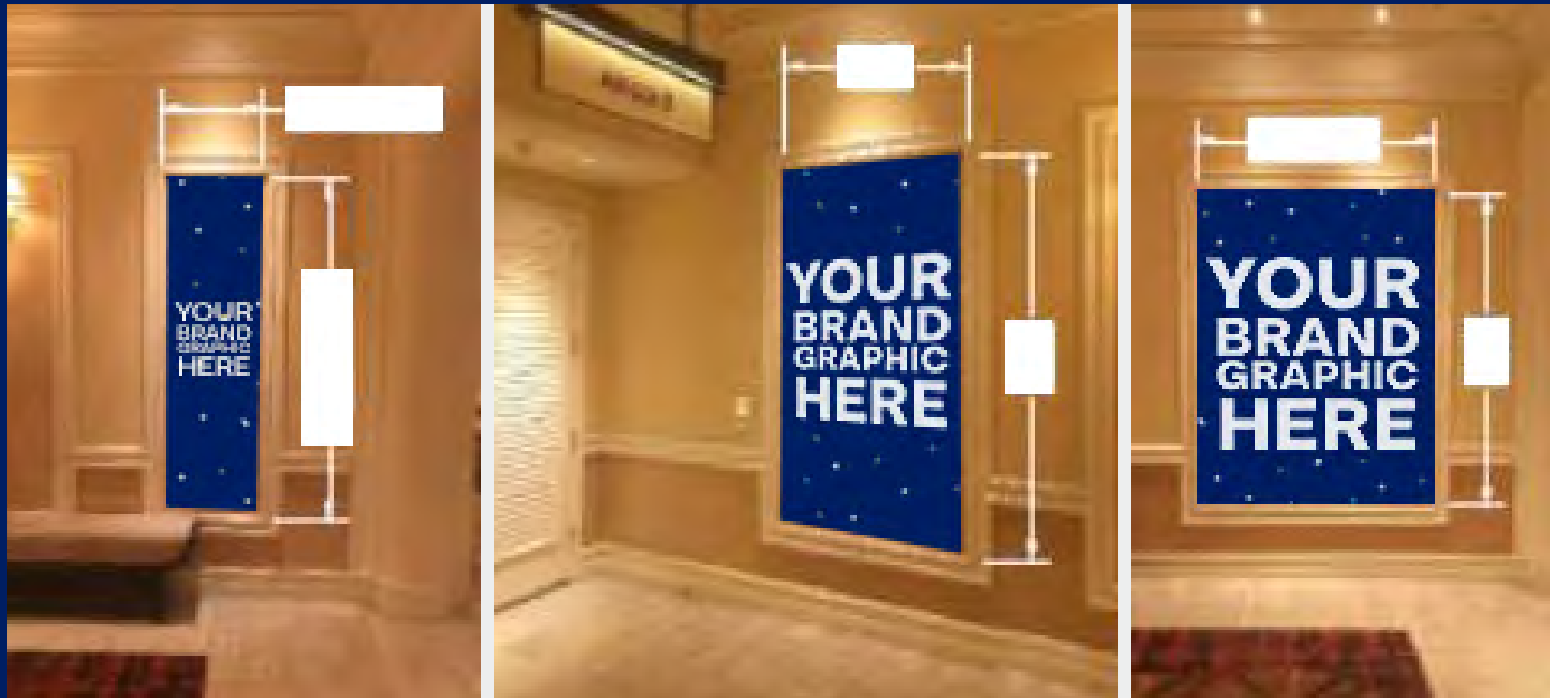
MIRROR WALLS*

Spread your message across mirror walls that line the walkways through the convention area.

*4 Locations available
**Pricing varies by location

INVESTMENT: \$5,000

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



WALL FRAMES

Get attendees excited before they hit the show floor with strategically placed wall frames. Showcase your company or product as attendees walk from the show floor to the conference!

*Pricing varies based on number of signage and size.
Location can also impact cost.

INVESTMENT: \$7,500-\$15,000

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



DIGITAL ADVERTISING/ VIDEO WALLS

Capture the attention of every WPPI attendee all day, every day by placing your messaging and branding at the Event Center and/or Convention Center Video Walls.

*Pricing varies based on number of signage and size.
Location can also impact cos

CALL FOR PRICING

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



IN-ROOM DIGITAL OPTIONS

Choose between In Room Digital Branding to broadcast your content to WPPI attendees in their hotel room or an In-Room TV Channel Takeover to Broadcast your custom content to all hotel guests.

CALL FOR PRICING

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



DOOR CLINGS

Instant branding – before attendees even set foot inside. Be the first brand attendees see as they arrive at WPPI! This sponsorship includes 10 single sided door clings.

*Pricing can be adjusted based on number of decals and size.
Location can also impact cost.

INVESTMENT: \$2,500 STARTING AT

COMMITMENT DEADLINE: JANUARY 20
GRAPHICS DEADLINE: JANUARY 27



MOBILE APP TITLE SPONSORSHIP & OPPORTUNITIES

Engage with our attendees as your logo appears on the opening splash page of the app and up to three rotating bottom screen banners throughout the app. You also receive an exclusive outbound email declaring your sponsorship of the app and your logo on any app-related emails or promotion on-site. You will also be listed as the ‘Title Sponsor’ on the WPPI website and dedicated meter boards encouraging attendees to download the app.

INVESTMENT OPTIONS:

Headline Sponsor: **\$10,000** (Exclusive)

A-LA-CARTE:

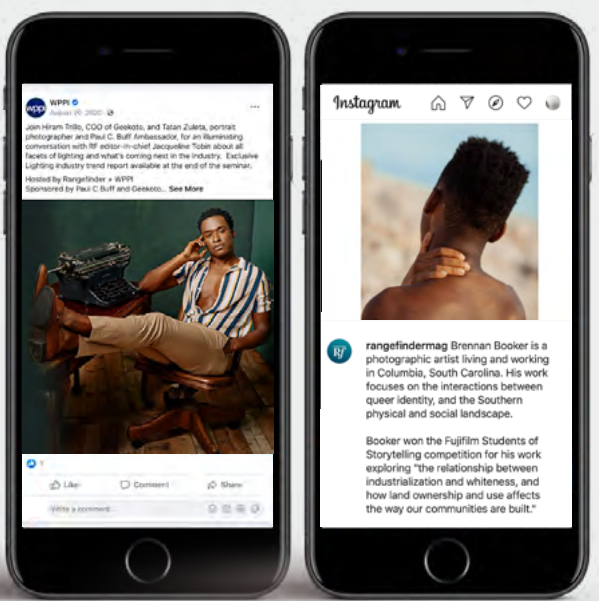
Customized Push Notifications: **\$1,000**

Rotating Banner Ad: **\$1,000**

Featured Exhibitor Listing: **\$350**

INVESTMENT: \$10,000

COMMITMENT DEADLINE: JANUARY 20



RANGEFINDER/WPPI INSTAGRAM TAKEOVERS

Get exposure to over 85,000 of our avid followers with our Instagram takeover opportunities. Option to sponsor our Instagram account pre or post-show daily or multiple days. Limited to a month pre- and post show.

INVESTMENT: \$15,000



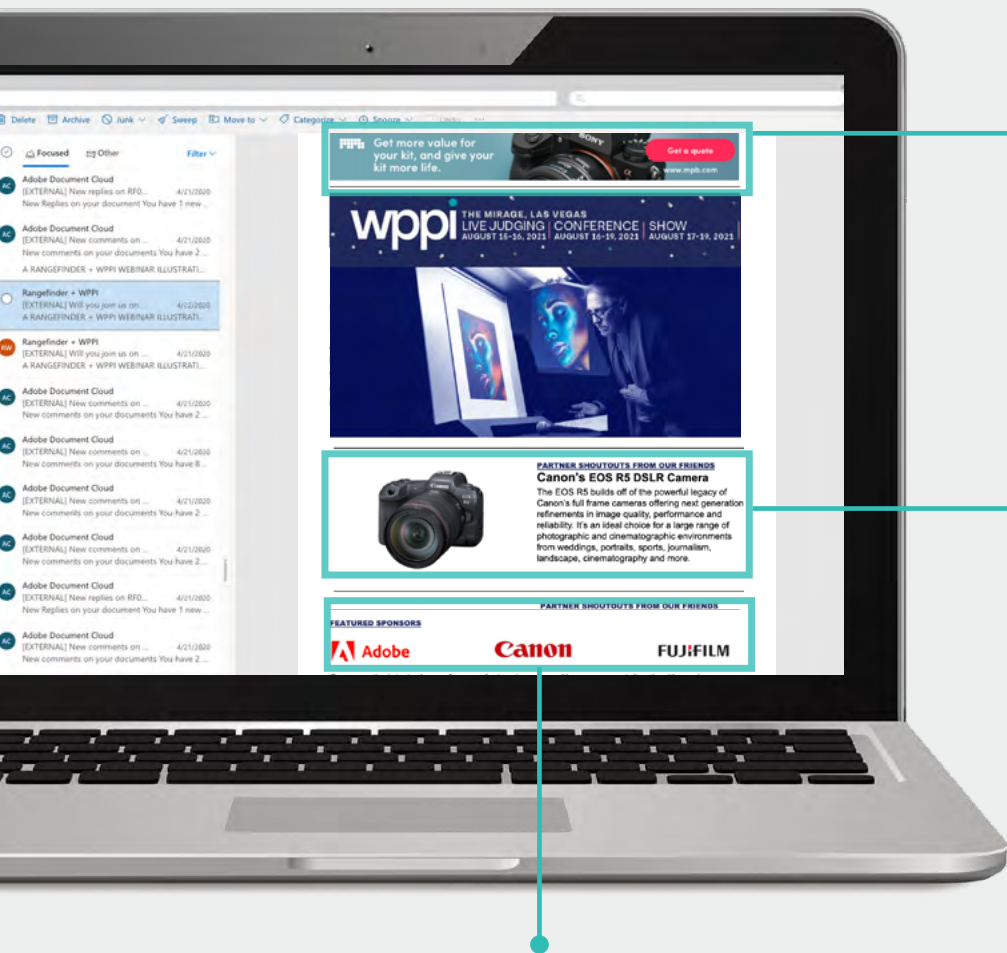
SHOW COUNTDOWN SPONSOR

Take advantage of the show's 170K web traffic. Put your logo front and center on the WPPI website next to the countdown clock! Your company name and booth number will be on the homepage near the top of the show website, where each visitor can click through directly to the page of your choice.

*Runs to March 5, 2023

INVESTMENT: \$5,000

NEWSLETTER OPPORTUNITIES



LOGO INCLUSION*

Add your brand logo to the newsletter for instant recognition. Logo will be hyperlinked to your online WPPI Planner profile.

***Per Newsletter. 5 AVAILABLE.**

INVESTMENT: \$150

LEADERBOARD BANNER*

Exclusive banner ad spot at the top of the newsletter that will link back to your WPPI Planner profile.

***Per Newsletter. 5 AVAILABLE.**

INVESTMENT: \$1,000

PRODUCT SHOWCASE*

Get an image of your product in front of thousands of photo enthusiasts in our highly-visible newsletters. Includes your logo on the right rail, near the top, as well as links to your Product Showcase in the Exhibitor News section. Be featured in a single newsletter or in each of the five newsletters.

***Per Newsletter. \$550 FOR ALL 5.**

INVESTMENT: \$150

SHOW SPECIALS & ANNOUNCEMENTS*

Make sure everyone is aware of the specials you are featuring at the show. Broadcast your show specials and announcements to WPPI pre-registered attendees in the Exhibitor News section of the Attendee Newsletter.

***Per item per Newsletter.**

INVESTMENT: \$99

2023 NEWSLETTER SEND DATES:

FEB. 15	FEB. 22	
MAR. 1	MAR. 8	MAR. 15

Custom Opportunities

Launching a new product? Looking for feedback or doing market research? **WPPI** is the perfect place to get the pulse of the industry and to directly engage with the target audience you aim to reach all year.

Call our sales team to discuss custom options.

- COORDINATE A NETWORKING EVENT
- RUN A FOCUS GROUP
- ORGANIZE A MEETUP
- CREATE A BRAND STORY
- SPONSOR A LOUNGE OR GALLERY
- PROVIDE ONSITE GIVEAWAYS - PHOTO WALK PROGRAM

ADDITIONAL MEDIA OPPORTUNITIES



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