



WEDDING & PORTRAIT
PHOTOGRAPHY
CONFERENCE & EXPO

CONFERENCE: March 3-10, 2016
EXPO: March 7-9, 2016

2016 WPPI Sponsorship Menu

BEYOND THE BOOTH

THE WEDDING & PORTRAIT PHOTOGRAPHERS INTERNATIONAL CONFERENCE + EXPO (WPPI)

The Sponsorship Program is designed to highlight your brand within one of the largest photography events of 2016. Elevate your company's prestige by gaining exposure to over 12,500 photographers and filmmakers. The following are suggested sponsorship opportunities; if you have a custom idea that's not on the menu, please don't hesitate to reach out to our sales team.

SPECIAL EVENT OPPORTUNITIES

PHOTO WALKS

MONDAY, MARCH 7 - WEDNESDAY, MARCH 9

\$1,000/ SPONSORED WALK*

\$2,225/ SPONSORED WALK & ALL 25 TICKETS

This year, WPPI is revolutionizing Photo Walks. Introducing new gear or accessories? Place your products in photographers' hands as they journey through Las Vegas, capturing unique moments, led by some of the world's most visionary photographers. Sponsors will have the chance to totally customize their Walks — take a bus of photographers out to the desert to focus on your new lighting tools or plot a path in between Vegas's landmarks for photographers to traverse using your products!

Each of our 50 Photo Walks will be an intimate experience, limited to 25 people. Our WPPI Facebook page, with 59,000 followers, will feature photos from and of your Walkers during and after the conference. Just choose a hashtag and count the impressions!

Your company's logo will appear on all walk-related on-site as well as on all WPPI digital marketing. Sponsors can also choose to purchase all 25 tickets to distribute to customers or for promotions. Other options include a newsletter to Walkers, the chance to conduct a survey, and choice of speaker. Sponsors to provide gear & materials, branded bags (optional), and talking points for speaker (optional). Speaker honorarium (\$400), travel and accommodation costs not included.

Custom sponsorships available

THE OFFICIAL WPPI OPENING NIGHT PARTY AT HAKKASAN

SUNDAY, MARCH 6

CALL FOR PRICING

The Official WPPI party is one of the most popular events of the conference. Call your sales rep and customize your sponsorship package. In addition to branding on all pre- and onsite marketing promotions, opportunities may include logos on drink tickets or entry passes, photo booth space, swag distribution, and more!

Custom sponsorships available

EXPO SHOW FLOOR FOOD & BEVERAGE

MARCH 7-9

CALL FOR PRICING

New this year, make your company stand out to attendees by sponsoring coffee stations in the morning, happy hour stations in the afternoon, or just about anything else you can imagine. F&B

stations can be set up around the expo show floor to fit your objectives - think about your company, product name or your show special as part of a custom beverage, or gain brand recognition with custom cups or napkins. Custom sponsorships available.

THE UNIVERSITY FOR SCHOOL AND SPORTS PHOTOGRAPHER

SATURDAY, MARCH 5 | 9:30 - 5:30 PM

\$5,000

This year's University will be a one day intensive for both school and sports photographers focused on building businesses, expanding client services, streamlining workflow, and techniques for marketing.

Take advantage of this opportunity to connect with a brand new audience; attendees will be looking for business solutions and purchasing advice at this event, a day before the show opens!

Custom sponsorships available

WPPI AWARDS CEREMONY

WEDNESDAY, MARCH 9 | 6:00PM-9:00 PM

PACKAGES START AT \$5,000

Be a part of an amazing evening as WPPI recognizes the winners of the Honors of Excellence: Print, Album & Filmmaking Competition, along with other winners of the International Photography Competitions. Customize your sponsorship package and elevate your brand in front of over 1,000 photographers and industry leaders by participating in or sponsoring our most prestigious event.

Custom sponsorships available

WPPI PRINT, ALBUM & FILMMAKING COMPETITION

SATURDAY, MARCH 5 - SUNDAY, MARCH 6

PACKAGES START AT \$3,000

In 2015, WPPI received over 3,000 entries for the 16 x 20 Print, Album & Filmmaking Com-



PHOTO © JASON WALKER



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petition. Each entry is critiqued and judged by renowned photographers in front of our attendees, an element of our dedication to continued education. Sponsors will have custom branding throughout the venue, in pre-show communications regarding the competition, as well as on the competition and conference's website. *Custom sponsorships available*

**KEYNOTE SPONSORSHIP:
SUE BRYCE**

TUESDAY, MARCH 8
CALL FOR PRICING

This year's keynote will be delivered by Sue Bryce. Choose to host a wine and desserts night to accompany this WPPI highlight or another theme that pertains to your 2016 marketing campaign.

A customized package, this sponsorship opportunity can include your company's name and logo on the stage's backdrop, your logo on napkins, promotional materials on attendee chairs, and even the ability to introduce Bryce. Call your sales rep today to discuss your options.

EXCLUSIVE OPPORTUNITIES

SHOW COUNTDOWN SPONSOR

RUNS TO MARCH 2016 | \$3,500

Take advantage of our show's 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. Gain maximum exposure and traffic before the show and on-site!

BADGE HOLDER SPONSOR

COMMITMENT DEADLINE: DECEMBER 21
\$15,000

Sponsor the one item attendees can't enter the show without—their badges! 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 13,000 badges.

LANYARD SPONSOR

COMMITMENT DEADLINE: DECEMBER 21
\$15,000

Stay close to our attendees' hearts! The Lanyard Sponsor may have their company's logo or URL printed on the lanyard. Your company name goes everywhere badge-wearing attendees go! Sponsor to provide 13,000 double-clipped lanyards.

SHOW BAGS

COMMITMENT DEADLINE: JANUARY 22
\$15,000

Have your logo travel the MGM Hotel on attendees' arms and the Las Vegas streets afterwards. Each of our 12,500 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 afterwards.

REGISTRATION SPONSORSHIP

COMMITMENT DEADLINE: JANUARY 22
\$15,000 (LATE ARTWORK INCURS A 30% SURCHARGE)

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 Desk and all side panels, ensuring attendees are surrounded by your brand. Sponsor can also stock one piece of literature at the desk to drive traffic to their booth.

AISLE SIGN SPONSOR

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)

(3 options available)

- \$10,000 for the Grand Ballroom (10 Aisle Signs)
- \$7,000 for the Marquee Ballroom (7 Aisle Signs)
- \$15,000 for all 17 Aisle Signs

Aisle signs guide attendees through the floor as the main visual road map. Your company logo 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. Signs measure 4 x 2 feet, are double-sided and offer double-sided exposure.

WPPI CONCIERGE DESK

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)
\$8,000

Attendees are grateful to have a place to recharge themselves and their phones! The Concierge Desk will be branded with your designs or logo. You'll also have a WPPI representative to manage the area and answer questions, a large screen



PHOTO © JASON WALKER



monitor to display show information, charging station, and a computer set to the online WPPI Planner for your attendees' convenience. In addition, roaming staff members, carrying iPads, will sport your brand's t-shirts, and help direct attendees throughout the expo.

SPONSORSHIP

HIGH ENGAGEMENT LOUNGE

CALL FOR PRICING

Be the center of attention as our attendees, our most prominent speakers, and exhibitors network with each other. Our High Engagement Lounge will have several tables, chairs, and sofas to encourage conversation or provide a spot for making business deals. This 900 square foot space will be named after your company, adorned in your signage and messaging, and contain the promotional materials of your choice. Our WPPI Show Directory, website, and all pre-show marketing will advertise your sponsorship. Refreshments may be ordered and provided at sponsor's expense; electrical, installation and dismantling included.

OUTDOOR FLOOR GRAPHICS

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$13,500

Display your prominence in the photography and filmmaking markets with outdoor floor decals that guide attendees from the main entrance of the Convention Center to the Marquee Ballroom. Your eye-popping logos can promote your brand, product, booth number or distinct message. Sponsorship includes 10 (2 x 3 foot) decals. Production and placement included.

PREMIUM OUTDOOR BANNER

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$13,500

Take advantage of this premium, exclusive positioning and make an impact on attendees as they enter the convention center. This 50 x 2 foot banner is the largest available at the show. Production, rigging, and labor included.

Click here for more information

WINDOW CLING – GRAND STAIRCASE

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$14,500

Captivate WPPI attendees as they make their way down the MGM escalator leading to the Convention Center walkway, eager to visit booths and test out new products. Customize your cling to advertise your brand, booth number, or show promotions. Production, installation, and labor included.

Click here for more information

ESCALATOR LANDING GRAPHIC

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$5,000

Place your logo on a 3 x 3 foot floor graphic at the top or bottom of the escalators leading to/from the registration foyer to the conference level. This is a cost-effective way to get great coverage at WPPI. Production, installation and dismantling included; sponsor to provide artwork. For multiple graphics, contact your Sales Rep to discuss a customized package.

REGISTRATION FOYER COLUMN WRAP

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$6,000

Your company graphics will be placed on the column in the registration foyer next to the escalator leading attendees up to the conference level. This opportunity provides exposure to thousands of attendees in the perfect location to promote your brand, messaging, or conference promotions! Production, installation and dismantling included; sponsor to provide artwork.

Click here for more information

WPPI SHOW BAG INSERT

DELIVERY DEADLINE: FEBRUARY 1

\$1,500

WPPI's 2016 show bag offers companies 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).



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LITERATURE BINS

COMMITMENT DEADLINE: JANUARY 22

(LATE ARTWORK INCURS A 30% SURCHARGE)

\$2,500

Your brand will headline the 3 literature bins where over 12,500 attendees will come to pick up their WPPI Show Guide. Put your logo front and center at the very beginning of the show! Production included.

MAXIMUM EXPOSURE OPPORTUNITIES

WINDOW CLINGS SPONSOR

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)
\$2,500 / PANEL

All attendees entering the WPPI 2016 expo and conference walk the same footpath. Capture their attention through window clings and drive traffic to your booth by featuring your logo, special promotion, and booth number. Production, installation and dismantling included.

Click here for more information

GOBO LIGHTS

ARTWORK DEADLINE: FEBRUARY 19
\$4,000 / GOBO

Display your company's logo through a custom lighting lens for everyone to see! Your logo will be prominently projected via a "Gobo" projection light onto a wall in the conference halls or onto the expo floor entrance. Locations subject to availability; production, equipment rental, labor, and electric included.

LIGHT BOX SPONSOR

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)
\$3,500 / LIGHT BOX

Light up the floor with a 25 square-foot sign covered with your graphics to draw additional attention to your booth at the show. These illuminated boxes are sure to catch the eyes of attendees. Locations are selected with show management and are on a first-come basis. One printed panel, electric, installation and dismantling included.

ROTATING KIOSK

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)
\$5,000

Rotating kiosks at WPPI act as landmarks in the lobby, an area with incomparable amounts of attendee foot traffic. Place your logo, messaging, and promo specials on all three panels of these units and be seen by everyone! Sponsorship includes electric, production, installation, and dismantling.

Click here for more information

OUTDOOR METER BOARD

COMMITMENT DEADLINE: JANUARY 22
(LATE ARTWORK INCURS A 30% SURCHARGE)
\$2,500 / METER PANEL (3 AVAILABLE)

Create your own 3 x 8 foot double-sided billboard to make announcements about giveaways, advertise new products, and drive attendees to your booth. Location of the meter board will be determined by availability and show management. Production, installation, and dismantling included.

PLATFORM CLASS & EVENING EVENT BANNERS

\$7,500 / BANNER

Remind attendees of your brand and booth number as they walk to conference classes or evening social events by placing a banner on the third floor of the conference area for attendees to view while working their way through the crowd. All banners are 4-color, 4 x 20 feet, and single-sided. Production, rigging, and labor included.

BOOTH LOCATOR SPONSOR

ARTWORK DEADLINE: FEBRUARY 12
\$2,500 (UP TO 5 AVAILABLE)

The Booth Locator includes a complete exhibitor listing by company name and booth number, as well as an exhibit hall floor plan. Not only are your company and booth highlighted, but you will also receive a 3-3/4 x 5-inch ad

in the locator. This is a great place to list your speaker schedule, show specials, or coupon for giveaways. The ad will be spot color to match the show's design.

OFFICIAL WI-FI SPONSOR

COMMITMENT DEADLINE: JANUARY 22
EXPO & CONFERENCE: \$25,000
EXPO HALLS ONLY: \$17,000
CONFERENCE CENTER ONLY: \$17,000

Make everyone smile and get them connected as the official WPPI 2016 Wi-Fi sponsor. All attendees will access Wi-Fi with your customized username and password. Your logo and customized banner (that clicks through to your site) will appear on the homepage when attendees log on. Additionally, your sponsorship will be advertised in all pre-show attendee newsletters and on all projector screens within the conference seminars, Master Classes, and Print Competition judging rooms.

DIGITAL OPPORTUNITIES

WPPI CONFERENCE GUIDE OPPORTUNITIES

AD CLOSE: JANUARY 22
ARTWORK DUE: JANUARY 29
FULL PAGE: \$4,000
HALF PAGE: \$3,000
QUARTER PAGE: \$2,500

Handed out at the WPPI conference within the



PHOTO © JASON WALKER



PHOTO © JASON WALKER

March issue of Rangefinder, the Conference Guide reaches over 12,500 show attendees. The content of the Conference Guide will include information on Seminars, Master Classes, special events, keynote speakers, and registration information giving you the perfect opportunity to promote your show specials and sponsored events.

WPPI MOBILE APP TITLE SPONSORSHIP

***EXCLUSIVE: \$15,000**

Engage attendees with your logo as your marketing message appears on the loading page of the app, with a banner on the app's homepage, and an exclusive banner on the Floor Plan page. This opportunity also gives your company an exclusive outbound email declaring your sponsorship of the app and your logo on any app-related emails or promotion on-site. Your company will also be listed as the 'Title Sponsor' on the WPPI website landing page as well as a dedicated banner encouraging attendees to download the app.

WPPI Mobile App Opportunities

- PRODUCT CATEGORY BANNER **\$200**
- FEATURED EXHIBITOR LISTING **\$350**
- CUSTOMIZED PUSH NOTIFICATION **\$1,000**
- ROTATING BANNER **\$1,000**
- FULL SCREEN AD **\$1,000**
- HOME PAGE BANNER **\$1,500**
- MAP BANNER **\$1,500**
- (PENDING TITLE SPONSOR)

LIST RENTAL PACKAGE

\$1,500

Send a dedicated email, using your HTML creative message, to last year's WPPI attendees or exclusively to the WPPI 2016 pre-registered attendees just weeks before the show. The eBlast will be deployed through our third party vendor. Please provide HTML creative 7 business days prior to the requested deployment date.

OFFICIAL WPPI LIVESTREAM

BeTerrific is the official Livestream and live continuing coverage partner of WPPI 2016. BeTerrific will stream live coverage of the show to and estimated 2 million viewers this year and up to 1 million viewers (depending on advertising package selected) on our wall to wall live continuing coverage of PhotoPlus. There will be at least 6 hours daily coverage during WPPI.

M SERIES SPONSORSHIP

\$5,000

- Entire show branded by "BeTerrific presented by..."
- Two on-Air live reads (plugs) every hour during live show
- Product placement during live stream (2x day)
- NEW - Create 360 interactive Virtual Reality VR booth video
- Hold daily contests (Give Aways)
- Brand commercial (existing) runs once per hour (8x day)
- Brand Story: the team at Be Terrific!!! will create a two minute video story about your company that takes viewers behind the scenes and acts as content to run up to four times a day. This is similar to an advertorial and is also able to be repurposed.
- Additional and custom opportunities available

TYPE S SPONSORSHIP

\$3,500

- On-Air live read (Placement plug) every hour during live show
- Product placement during live stream (2x day)
- Brand commercial (existing) runs once per hour (6x day)
- Brand Story

TYPE R SPONSORSHIP

\$2,500

- On-Air live read (plug) 4 times per day during live show
- Product Placement during live stream (1x day)
- Interview a representative from your company on the live broadcast (1 segment)
- Brand commercial (existing) runs once per hour (6x day)

PRODUCT SPONSORSHIP

\$1,500

- Brand commercial (existing) runs once per hour (8x day)
- On Air live Plug per day (1)

NEWSLETTERS

LEADERBOARD BANNER

***ONLY 5 AVAILABLE**

\$1,000/NEWSLETTER

Exclusive banner ad spot at the top of the newsletter that will link back to your WPPI Planner profile. *Launch dates: February 9, 16, 23 and March 1 and 17, 2016*

PRODUCT SHOWCASE

\$150/NEWSLETTER; \$550 FOR ALL 5

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 5 we are sending out on the dates listed above. Must also purchase an Online Product Showcase (\$499) in order to take advantage of the Newsletter opportunity.