

# spe

# 2024

## Sponsor & Exhibitor Prospectus

### **Society for Photographic Education (SPE)**

61st Annual Conference

Theme: New Realities

March 21-23, 2024 | Marriott St. Louis Grand | St. Louis, MO

**EXHIBITS SCHEDULE TBD: We are working with our events firm and hotel on the exhibits schedule for 2024!**

Contact: Toni Roberts

SPE Administrative Director, [admin@spenational.org](mailto:admin@spenational.org)

SPE | ph 216-622-2733 | [www.spenational.org](http://www.spenational.org)

# New Realities

St. Louis, Missouri, known as the Gateway to the West, is the perfect place to inspire, discuss, and envision our photographic futures. SPE's 2024 Annual Conference will be held at the Marriott St Louis Grand. Centrally located, St. Louis is a convenient trip for conference attendees from across the nation. We want you to meet us in St. Louis!

SPE is the largest association devoted to photography and related media as it applies to education, practice, and scholarship, with our membership primarily in the educational sector. 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 the photo education field as approximately 1,000 attendees will gather in St. Louis.

The Exhibits Fair will be located in a more traditional, but convenient location to all conference activities. The exhibits location will provide vendors and sponsors the opportunity to engage with conference attendees throughout the length of the conference.

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

***SPE will continue to program virtual events throughout the calendar year and invite you to take advantage of increased visibility and SPE membership engagement outside of the national conference.***

## **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 approximately 1,000 potential customers in one place, including photography educators and students.
- Free and open to the public so an even greater audience can be reached!
- Choose from a compete menu of sponsorship options to help achieve your sales and marketing goals.
- Get your message out before, during, and after the conference – 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.
- Direct Sales opportunity – attendees look to place orders directly on the show floor.
- The exhibits floor will be centrally located in the Marriott St. Louis Grand, maximizing the number of attendees that will interact with your organization.
- Make an impact with a small, manageable budget.
- 

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

2024 SPE Sponsor & Exhibitors	SPONSOR		EXHIBITOR	
Sponsor & Exhibitor Benefits	Gold Level Sponsor (2 booths) \$5,000	Silver Level Sponsor (1 booth) \$4,000	Booth Package \$1,500	Tabletop \$600 Tabletop for Nonprofit* or SPE Member \$500
Select one Gold Sponsorship Opportunity (see next page)	X			
Select one Silver Sponsorship Opportunity (see next page)		X		
Designated SPE social media post. Highlight your company/institution prior to the annual conference	X			
One-time use of SPE post-conference attendee mailing list (either postal or email)	X	X		
Hyperlinked logo on all the electronic conference invitations, reminders, and follow-up emails	X	X		
Hyperlinked logo on SPE's conference website sponsor page	X	X		
Logo on onsite signage**	X	X		
Logo projection before evening sessions**	X	X		
Tickets to Board of Directors Reception	X	X		
Ad in the Conference Program Guide	Full page	Half page		
Opportunity to include flyer or handout at the conference registration (quantity 1,000)	X			
Complimentary passes to attend conference programming***	4	3	2	1
Listing in Conference Program Guide	X	X	X	X
Option to include Add-On Opportunities (see next page)	X	X	X	X
Exhibiting package****	<b>PRIME LOCATION</b> 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

SPE sponsorship packages can be customized upon request and we welcome a conversation to craft a package that fits your marketing goals. Certain sponsor benefits are time sensitive. Booth and table assignments are made in January 2024 at the discretion of SPE; however, every attempt will be made to satisfy an exhibitor's requests.

\*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 pass is needed to attend conference programming, including evening plenary sessions. Sponsors can purchase additional weekend passes at a 50% discount.

\*\*\*\*Exhibiting packages do NOT include booth furnishings, exhibitor meals, electricity, internet access, 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.

**Important Information & Deadlines:**

- Conference Program Guide ads due by **December 15, 2023**.
- Conference Program Guide listing: reservation due by **January 1, 2024**.
- 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 by **March 3, 2024**.
- For cancellations, written notification must be received by **December 15, 2024**, for Gold and Silver Level Conference Sponsors and **February 1, 2024**, for booth and tabletop exhibitors in order to receive a refund less 25% for administrative costs. There will be no refunds for cancellations received after **December 15, 2023**, for sponsors and **February 1, 2024** for non-sponsoring exhibitors.
- Late registrations received after **February 15, 2024** will receive a 5% surcharge. All payments must be received by **March 3, 2024**.

# 2024 SPE Sponsor & Exhibitor Opportunities

All opportunities are subject to availability. Contact [admin@spenational.org](mailto:admin@spenational.org) for availability. Event sponsorship includes logo and listing on SPE conference website, Conference Program Guide, and listing on conference app.

Please provide a stand-up banner for display in meeting space.

## GOLD SPONSOR COMPLIMENTARY SPONSORSHIP OPPORTUNITY (please select one opportunity, no additional cost)

- **Industry Seminar** - 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. One complimentary conference pass included for seminar presenter.
- **Portfolio Walkthrough** - Sponsor one of the conference's largest and most attended events. Hundreds of attendees display their work while invited curators, gallerists, and conference attendees walkthrough the displayed artwork and converse with artists.
- **Student Portfolio Review** - Sponsor an event provides a platform for students to present their work to leading experts in the field of photography, art, and media and receive valuable feedback and guidance.
- **Awards and Recognition Presentation** - Sponsor SPE's annual awards presentation, including the Honored Educator and Imagemaker Awards.
- **General Session Room** - Sponsor a room where presentations will take place all day Friday & Saturday. Includes digital projection logo before each presentation.
- **Featured Speaker** - Sponsoring an SPE Featured Speaker offers you a unique opportunity to reach the entire SPE audience. These presentations feature leading artists in photography discussing their work and process. Speakers are selected by SPE's conference committee.
- **Media Festival** - SPE's annual media festival showcasing innovative and provocative short documentaries, animation and fiction by, for, and about women and minorities since 1995.
- **Dance Party** - Sponsor one of SPE's most cherished traditions! Each annual conference is capped off with a DJ, cash bar, and festive atmosphere that celebrates SPE community.

## SILVER SPONSOR COMPLIMENTARY SPONSORSHIP OPPORTUNITY (please select one opportunity, no additional cost)

- **General Session Room** - Sponsor a room where presentations will take place all day Friday and Saturday. Includes verbal recognition before each session and logo recognition in printed and digital material.
- **Industry Seminar** - 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. One complimentary conference pass included for seminar presenter.

## ADD-ON GOLD AND SILVER LEVEL SPONSOR OPPORTUNITIES

- \$1,000 **Additional 8x10 Booth - (Gold Sponsor only)** - Expand your footprint in the Exhibits Fair
- \$1,000 **Industry Seminar** - 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. One complimentary conference pass included for seminar presenter.
- \$500 **General Session Room** - Sponsor a room where presentations will take place all day Friday and Saturday. Includes verbal recognition before each session and logo recognition in printed and digital material

## ADD-ON OPPORTUNITIES (open to ALL Sponsors & Exhibitors)

- \$1000 **Sponsored Email** - SPE will send a sponsored email to the organization's active email list.  
(Images, content, and copy provided by the sponsor).
- \$500 **Coffee Station** - Sponsor one of SPE's all-day coffee stations for the duration of the conference.
- \$400 **Flyers/Handouts at SPE Registration** - Great opportunity to reach all attendees.  
(Quantity of 1,000, Insert provided by Sponsor/Exhibitor)
- \$375 **SPE Member Mailing List** - (choice of postal or email list) All mailing list requests have to follow guidelines and be approved by SPE. Contact [admin@spenational.org](mailto:admin@spenational.org) for the Mailing List Rental Agreement form and current list quantities.
- \$250 **General Session** - Sponsor a single General Session during the Annual Conference. Includes verbal recognition before the session and recognition in printed and digital materials.
- \$250 **Newsletter Highlight** - Be featured in our weekly newsletter! Sponsor will receive a hyperlinked blurb in SPE's weekly e-newsletter. (Images, content, and copy provided by the sponsor)
- \$225 **Post Conference Attendee List** - (choice of postal or email list, available April 2023) See SPE Mailing List description above.

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## ADD-ON OPPORTUNITIES CONTINUED (Open to ALL Sponsors & Exhibitors)

### ■ Conference Program Guide Advertising - Due December 15, 2023 (press quality PDF, no crop marks or bleeds)

Back Cover (outside)	7 3/4" x 5 1/8" (full color CMYK)	\$1,500
Front Cover (inside)	7 3/4" x 10 1/2" (BW Greyscale)	\$900
Back Cover (inside)	7 3/4" x 10 1/2" (BW Greyscale)	\$900
Full Page	7 3/4" x 10 1/2" (BW Greyscale)	\$600
Half Page	7 3/4" x 5 1/8" (BW Greyscale)	\$400
Quarter Page	3 3/4" x 5 1/8" (BW Greyscale)	\$300

### ■ Social Media Highlights -

Instagram	1-Image Post	\$200
	3-Image Carousel	\$250
	30-Minute Video	\$500
	1-day takeover	\$1000
Facebook	1-Image Post	\$150
	3-Image Carousel	\$200
	30-Minute Video	\$600
Across Platforms	1-Image Post	\$250
	3-Image Carousel	\$350
	30-Minute Video	\$650

## ANALYTICS (Media Kit available upon request.)

<b>Newsletter</b>	7.1K (MAILING LIST)	5.7K (SUBSCRIBERS)	44% (OPEN RATE)
<b>Website</b>	4.1K (VIEWS PER WEEK)	3.1K (UNIQUE VIEWS PER WEEK)	44.2% (BOUNCE RATE)
<b>Instagram</b>	5.1K (FOLLOWERS)	13.4K (IMPRESSIONS)	9.9K (REACH)
<b>Facebook</b>	15.4K (FOLLOWERS)	8.1K (IMPRESSIONS)	6.5K (REACH)

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*Please provide a stand-up banner for display in meeting space.*

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES FOR 2024

### SPE AWARDS

- \$2000 **Honored Educator Award** - Sponsorship includes verbal recognition before the awards and recognition reception, inclusion in printed and digital materials, an invitation to our Board of Directors Reception, Introduction of Award Winner for their presentation.
  
- \$2000 **Insight Award** - Sponsorship includes verbal recognition before the awards and recognition reception, inclusion in printed and digital materials, an invitation to our Board of Directors Reception, Introduction of Award Winner for their presentation.
  
- \$2000 **Imagemaker Award** - Sponsorship includes verbal recognition before the awards and recognition reception, inclusion in printed and digital materials, an invitation to our Board of Directors Reception, Introduction of Award Winner for their presentation.
  
- \$2000 **Student Awards** - Sponsorship includes verbal recognition before the awards and recognition reception, inclusion in printed and digital materials.

**VIRTUAL SPONSORSHIP OPPORTUNITIES:** SPE is committed to enriching its members throughout the year and will continue to offer virtual programming outside of its annual in-person conference. These opportunities will allow your brand and products to be seen by SPE's members throughout the year.

<b>2023/2024 SPE Virtual Sponsor Opportunities</b>			
<b>Sponsor Benefits</b>	<b>Platinum Palladium \$2,000</b>	<b>Tintype \$1,000</b>	<b>Silver Gelatin \$500</b>
Logo included in the weekly SPE e-newsletter for 1 (one) calendar year	X	X	X
Logo and verbal recognition at the beginning of each virtual event	X		
Logo on SPE National website for 1 (one) calendar year	X	X	X
Recognition on all virtual programming promotion	X		
One solo webinar included in the 2023 or 2024 virtual programming calendar	X	X	
One dedicated e-newsletter to SPE's active e-newsletter list	X		
One special highlight in the weekly e-newsletter		X	X
One social media highlight or Instagram Live in 2023 or 2024	X	X	X
One-time use of SPE's postal or email list	X	X	

*\*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.*

*\*\*\*Images, content, and copy provided by the sponsor.*

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# 2024 Sponsor & Exhibitor Order Form

Theme: *New Realities*

March 21-23, 2024 | Marriott St. Louis Grand | St. Louis, MO

Company Name: \_\_\_\_\_

Annual Conference Exhibits Fair & Sponsorship		Amount
Gold Level Sponsor <input type="checkbox"/> \$5,000		\$
Silver Level Sponsor <input type="checkbox"/> \$4,000		\$
SPE Award Sponsor <input type="checkbox"/> \$2,000 - Pick one: Honored Educator, Insight, or Imagemaker		\$
Student Award Sponsor <input type="checkbox"/> \$2,000		
Booth Package <input type="checkbox"/> \$1,500		\$
Sponsorship Complimentary		
GOLD SPONSOR COMPLIMENTARY ADD-ON (Select one. Open to Gold Sponsors ONLY.)		SILVER SPONSOR COMPLIMENTARY ADD-ON (Select one. Open to Silver Sponsors ONLY.)
<input type="checkbox"/> Industry Seminar <input type="checkbox"/> Portfolio Walkthrough <input type="checkbox"/> Student Portfolio Review <input type="checkbox"/> Awards and Recognition Presentation <input type="checkbox"/> General Session <input type="checkbox"/> Featured Speaker <input type="checkbox"/> Media Festival <input type="checkbox"/> Dance Party		<input type="checkbox"/> General Session Room <input type="checkbox"/> Industry Seminar
2023/2024 Virtual Sponsorship		Amount
Platinum/Palladium Sponsor <input type="checkbox"/> \$2,000		\$
Tintype Sponsor <input type="checkbox"/> \$1,000		\$
Silver Gelatin Sponsor <input type="checkbox"/> \$500		\$
		\$

\*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 [admin@spenational.org](mailto:admin@spenational.org) for the Mailing List Rental Agreement form and current list quantities.





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Company Name: \_\_\_\_\_

Add-on Opportunities	
GOLD AND SILVER ADD-ON (Open to Gold & Silver sponsors)	ADD-ON (open to ALL sponsors and exhibitors)
<input type="checkbox"/> \$1,000 Industry Seminar <input type="checkbox"/> \$500 General Session Room <input type="checkbox"/> \$1000 Additional 8'x10' Booth ( <i>Gold Only</i> )	<input type="checkbox"/> \$1000 Sponsored Email <input type="checkbox"/> \$500 Coffee Station <input type="checkbox"/> \$400 Conference Attendee Bag Insert <input type="checkbox"/> \$250 General Session <input type="checkbox"/> \$250 Newsletter Highlight <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) <input type="checkbox"/> Social Media Highlights (select below)
\$	

Advertising Opportunities	Amount
<b>2024 Annual Conference Program Guide</b> (Ads due December 15, 2023) <input type="checkbox"/> Back Cover (color) \$1,500 <input type="checkbox"/> Inside Back Cover (B&W) \$900 <input type="checkbox"/> Inside Front Cover (B&W) \$900 <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	\$
<b>SPE Member Mailing List**</b> choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Corporate Rate \$375 <input type="checkbox"/> Nonprofit Rate \$275	\$
<b>SPE Post Conference Attendee List**</b> (available in mid April 2024) choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Organization/Member Rate \$325 <input type="checkbox"/> Conference Exhibitor Rate \$225	
<b>Social Media Highlights</b> <input type="checkbox"/> 1-day Takeover: <input type="checkbox"/> Instagram \$1000 <input type="checkbox"/> 30-Minute Video (choose): <input type="checkbox"/> Across Platforms \$650 <input type="checkbox"/> Facebook \$600 or <input type="checkbox"/> Instagram \$500 <input type="checkbox"/> 3-Image Carousel (choose): <input type="checkbox"/> Across Platforms \$350 <input type="checkbox"/> Facebook \$200 or <input type="checkbox"/> Instagram \$250 <input type="checkbox"/> 1-Image post (choose): <input type="checkbox"/> Across Platforms \$250 <input type="checkbox"/> Facebook \$150 or <input type="checkbox"/> Instagram \$200	\$
<b>Total</b>	<b>\$</b>

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## 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 2024 St. Louis Conference Program Guide Listing:

**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 March 3, 2024

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 contact Toni Roberts, admin@spenational.org or 216.622.2733, for all payment options.**

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- I have read and understand the policies described above.**
- I have read and agree to SPE's Code of Conduct.** (<https://www.spenational.org/about/spe-code-of-conduct>)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Comments: