



**HYATT REGENCY MINNEAPOLIS
MARCH 11-13, 2027 | MN
EXHIBITOR PROSPECTUS**

SOCIETY FOR PHOTOGRAPHIC EDUCATION

“

This was my 3rd SPE and I really found time to connect with people, often impromptu, and really felt the community that gets talked about so much.

– 2026 Conference Attendee

”

“

Great conversations with attendees, especially students. Everyone is so excited about photography and sharing ideas and resources.

– 2026 Exhibitor

”

REACH THE NEXT GENERATION

Mark your calendar for the **ONLY** national exhibits fair for the photographic education sector.

This is an excellent opportunity to showcase your products and services to practicing photography professionals, students, and educators looking for the latest technologies and gear to enhance their practice and pedagogy.

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 photographic institutions and students each year.

96%

of 2026 attendees said they would recommend the meeting to their colleagues.

“

The programing was exceptional... the SCAD exhibition was great way to begin the conference, offering an opportunity to see friends in attendance. Book signing are a great opportunity for members as well.

– 2026 Conference Attendee

”

ATTENDEE ACTIVITIES

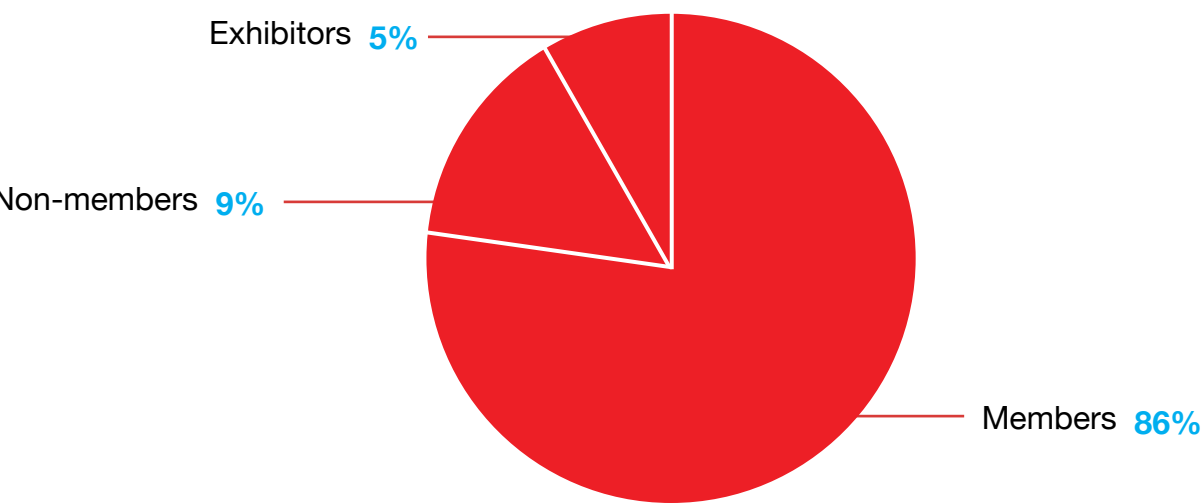
Data is reflected from November 1, 2025 until April 1, 2026 and is reflective of the 63rd Annual Conference in Atlanta, Georgia.

2025 ANNUAL CONFERENCE PAGE RECEIVED 13K VIEWS	THE CONFERENCE OVERVIEW RECEIVED 7,028 VISITORS AND WAS THE 4TH MOST VISITED PAGE.	AVERAGE TIME ON CONFERENCE PORTAL 3:05
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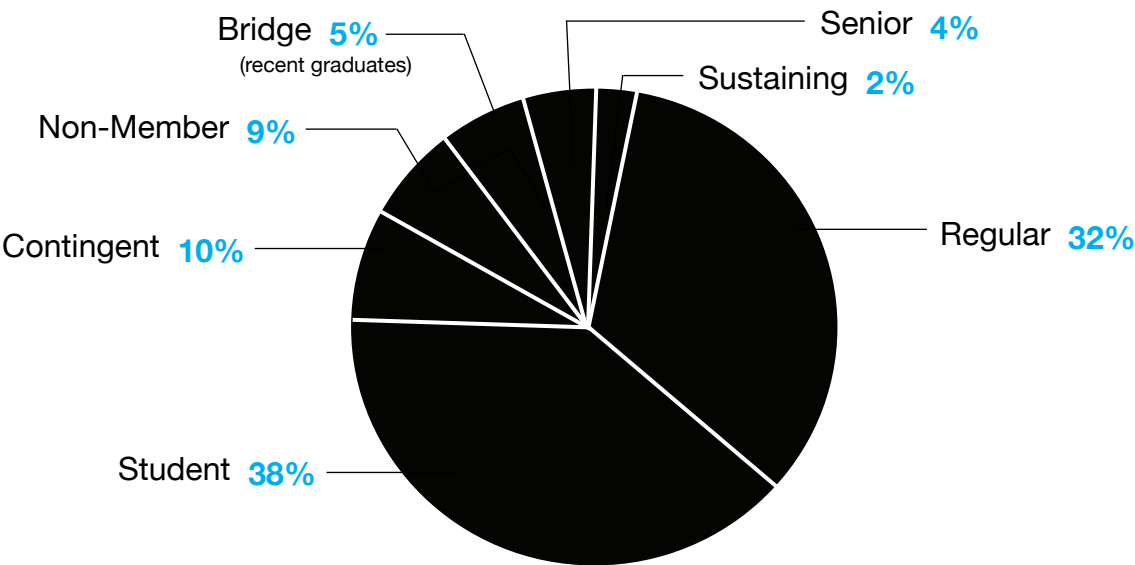
ATTENDEE PROFILE

Data is reflected from November 1, 2025 until April 1, 2026 and is reflective of the 63rd Annual Conference in Atlanta, Georgia.

2026 63rd ANNUAL CONFERENCE - REGISTRATION STATISTICS



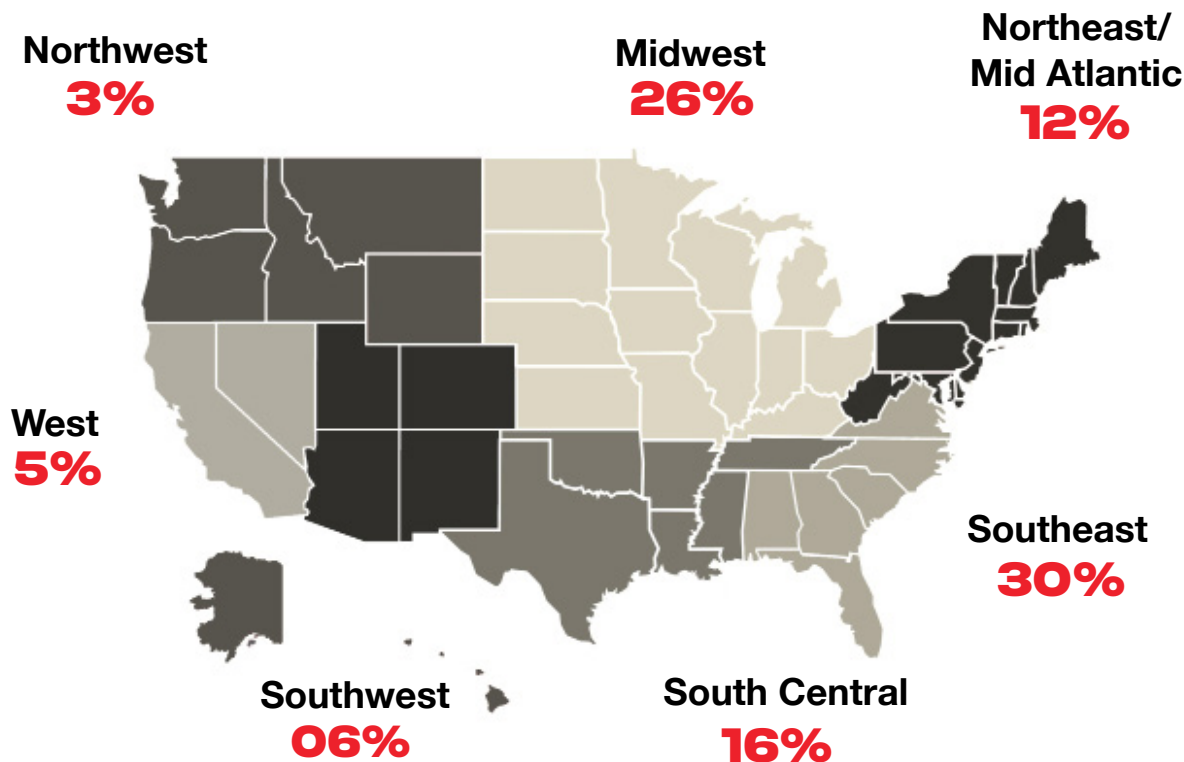
2026 ATTENDANCE BY MEMBERSHIP LEVEL



ATTENDEE PROFILE

Data is reflected from November 1, 2025 until April 1, 2026 and is reflective of the 63rd Annual Conference in Atlanta, Georgia.

SPE CHAPTER ATTENDANCE



Domestic (U.S. only) 99%
International 1%

INSTITUTIONS REPRESENTED

OVER 265 EDUCATIONAL INSTITUTIONS WERE PRESENT AT OUR 63RD ANNUAL CONFERENCE.

Including but not limited to:

Alfred University	Denver Public Library	Jacksonville State University
Appalachian State University	East Carolina University	Kansas State University
Arizona State University	Eastman Museum	Louisiana State University
Auburn University	Emory University	MICA
Baker University	Florida State University	MCAD
Ball State University	Foothill College	Montana State University
Barry University	Fort Hays State University	New World School of the Arts
Baylor University	Georgia State University	NYU Tisch School of the Arts
Black Hills State University	Great Neck South High School	Parsons School of Design
California State University	Hancock College	Swarthmore College
Churchill School and Center	Howard County Public Schools	The New School
Cranbrook Academy	Illinois State University	University of New Mexico
Dallas College	Indiana University	Virginia Commonwealth University

SPONSOR OPPORTUNITIES

SPONSORSHIP PACKAGES

Make the most of your Industry Partner experience through a sponsorship package!



GOLD SPONSORSHIP – \$6,000

- Two (2) Booths - 8' x 20' (PRIME LOCATION)
 - Two (2) 6' draped tables, Four (4) Chairs, Wastebasket, Signage
- Four (4) complimentary full-conference registrations
- Sponsorship of one (1) Conference Event
- Logo projection before featured sessions and onsite signage
- Name recognition in the Conference App
- Invitation to the Board of Directors Reception
- Advertisement - Conference App
- One time use of the SPE Post-Conference Mailing List (email or postal)
- Hyperlinked Logo on SPE conference website sponsors page
- Hyperlinked Logo on all electronic conference correspondence
- Designated SPE social media post across platforms and newsletter highlight
- Inclusion in 2027 Maker Space (Thursday) *2027 Exclusive*



SILVER SPONSORSHIP – \$5,000

- One Booth - 8' x 10'
 - One (1) 6' draped table, Two (2) Chairs, Wastebasket, Signage
- Two (2) complimentary full-conference registrations
- Sponsorship of one (1) General Session Room
- Logo projection before featured sessions and onsite signage
- Name recognition in Conference Mobile App
- Invitation to the Board of Directors Reception
- Advertisement - Conference App
- One time use of the SPE Post-Conference Mailing List (email or postal)
- Hyperlinked Logo on SPE conference website sponsors page
- Hyperlinked Logo on all electronic conference correspondence
- Inclusion in 2027 Maker Space (Thursday) *2027 Exclusive*



BRONZE SPONSORSHIP – \$4,000

- One Booth - 8' x 10'
 - One (1) 6' draped table, Two (2) Chairs, Wastebasket, Signage
- Logo projection before featured sessions and onsite signage
- Name recognition in Conference Mobile App
- Invitation to the Board of Directors Reception
- One time use of the SPE Post-Conference Mailing List (email or postal)
- Hyperlinked Logo on SPE conference website sponsors page
- Hyperlinked Logo on all electronic conference correspondence
- Inclusion in 2027 Maker Space (Thursday) *2027 Exclusive*

EXHIBITOR OPPORTUNITIES

EXHIBIT HALL

General Exhibit Fee*: \$1,750 Booth
\$700 Table
\$500 Table** (Member/Non-Profit)

Booth Exhibit Fee Includes:

- One Booth - 8' x 10', One 6' draped table, 2 Chairs, Wastebasket, Signage
- Two conference registrations
(Additional exhibitor registrations are available for purchase.)
- Listing in the Conference App
- Exhibitor Spotlight

Table Exhibit Fee Includes*:**

- One 6' draped table, 2 Chairs, Wastebasket, Signage
- One conference registration
(Additional exhibitor registrations are available for purchase.)
- Listing in the Conference App

*General Exhibit and Table Fee is for one (1) exhibitor. Exhibitor fee does NOT include furnishings, internet, electricity, lead-retrieval devices.

**Proof of Membership/Non-Profit Status Required.

***Display on Table only. NO Banners/Easel Displays for Table Exhibitors.



“

**The Exhibits Fair was amazing.
It was great to connect with so
many organizations!**

—2026 Conference Attendee

”

ADD-ON OPPORTUNITIES

Exclusive Sponsorship Opportunities

• **\$2000 Award Sponsor**

Sponsorship of one (1) of SPE's awards includes verbal recognition before the awards reception, inclusion in printed and digital materials, invitation to the Board of Directors Reception, introduction of Award Winner for their presentation. Awards include: Honored Educator, Insight Award, Iimagemaker Award, High School Educator Award

• **\$1000 Lanyard Sponsor**

Sponsorship of the conference lanyards, put your brand in the front and center of every conference attendee and across post-event coverage. [to be provided by the sponsor] (limited to one)

• **\$500 General Session Room Sponsorship**

Sponsor a room where general sessions will take place all day Friday and Saturday. Includes verbal recognition before each session and logo recognition included in digital and print materials.

• **\$300 SPE Virtual Pin-Up Exhibition**

• **\$300 2027 SPE Maker Space**

Minneapolis Exclusive! Reserve your space for a 60-minute session on Friday or Saturday!

A-La Carte Options

- **\$500** Sponsored Email
- **\$500** Bundle: Social Media Post and Newsletter Highlight
- **\$350** Dedicated Social Media Post across SPE Platforms
- **\$250** Post-Conference Mailing List
- **\$250** Highlight in weekly SPE Newsletter

FOR ADDITIONAL SPONSORSHIP OPPORTUNITIES or CUSTOM PACKAGES

Contact Toni Roberts via email at troberts@spenational.org

VIRTUAL OPPORTUNITIES

VIRTUAL SPONSORSHIP

ASK US ABOUT DISCOUNTED VIRTUAL SPONSORSHIP PACKAGES FOR CONFERENCE SPONSORS

Did you know that SPE has year-round programming? This is a great way to deepen your brand's relationship with our membership and attendees of SPE's Programs.

Platinum/Palladium Sponsor - \$2,000

- Logo in SPE weekly e-newsletter for one (1) calendar year
- Logo and verbal recognition at the beginning of each virtual event
- Logo on SPE Website for one (1) calendar year
- One (1) solo webinar on our virtual programming calendar
- One (1) dedicated e-newsletter to SPE's active mailing list
- One (1) special highlight in the SPE weekly e-newsletter
- One (1) social media highlight on SPE National's accounts
- One-time use of SPE's postal or email list

Tintype Sponsor - \$1,000

- Logo in SPE weekly e-newsletter for one (1) calendar year
- Logo on SPE Website for one (1) calendar year
- One (1) solo webinar on our virtual programming calendar
- One (1) special highlight in the SPE weekly e-newsletter
- One (1) social media highlight on SPE National's accounts
- One-time use of SPE's postal or email list

Gelatin Silver Sponsor - \$500

- Logo in SPE weekly e-newsletter for one (1) calendar year
- Logo on SPE Website for one (1) calendar year
- One (1) special highlight in the SPE weekly e-newsletter
- One (1) social media highlight on SPE National's accounts

RECENT AND UPCOMING VIRTUAL PROGRAMMING:

- **Submitting a Portfolio**
- Eddie Adams Workshop Seminar
- **Daylight : Book Pitch**
- **SONY**
- **Grant Writing Seminar**
- **APHE x SPE : Jo Bradford**

“

Photography's Objects was an insightful program, I am grateful for Batchen, Wilson, and Statzer for sharing their research.

– 2025 Virtual Program Attendee

”



SPE is an exciting and effective way to reach the photographic education market. Don't miss out on the opportunity for your brand to make an impact with the future generation of photographers!



GENERAL INFORMATION

TERMS OF PAYMENT AND CANCELLATION

Payment

- Pay invoice in full by net 30 days.
- Installment Plan: make a 10% deposit to confirm reservation. Balance will be divided into three monthly installments.

Cancellation

- 100% of the total exhibit fee will be retained for cancellations after December 15, 2026.
- All cancellations must be made in writing to SPE.
- Exhibit fees are not transferable to another meeting.
- Failure to make payment does not release the exhibitor from any contractual financial obligation.

EXHIBIT ELIGIBILITY

The SPE Exhibits Fair is an integral part of the annual conference. Qualified exhibitors are limited to firms, organizations, and agencies whose exhibits promote an awareness of products, technologies, and services that are recognized and approved by SPE as being in harmony with, and supportive of, the objectives of the Society for Photographic Education and its membership. SPE has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Exhibits Fair. Rulings of SPE shall, in all instances, be final with regard to allowed use of exhibit space.

SHOW SCHEDULE

March 11, 2027
Move in

March 11, 2027
Maker Space Opens

March 12 – 13, 2027
Exhibits Fair

March 13, 2027
Move out

QUESTIONS?

Toni Roberts
troberts@spenational.org
216-622-2733

SPE Development Committee
development@spenational.org

Alliance - Exhibits Company

IMPORTANT DATES

December 15, 2026
Ads Due
Maker Space Notifications Sent
SPE Raffle Donations Form Due

January 15, 2027
Print Deadline for Signage
Book Signing Deadline
Education Fair Deadline

March 11, 2027
SPE Conference Begins

March 13, 2027
SPE Conference Ends

April 21, 2027
Post Show Mailing List Distribution



2027 Exhibit Fair Order Form

Theme: COMMUNITY IN CONTRAST

March 11–13, 2027 | HYATT REGENCY | MINNEAPOLIS, MN

Company Name: _____

Annual Conference Exhibits Fair & Sponsorship		Amount
Gold Level Sponsor ☐ \$6,000		\$
Silver Level Sponsor ☐ \$5,000		\$
Bronze Level Sponsor ☐ \$4,000		\$
Booth Package ☐ \$1,750		\$
Tabletop ☐ \$700 Tabletop for Nonprofit or SPE Member* ☐ \$500		\$
		\$
Add-on Opportunities		
GOLD Sponsor Complimentary ADD-ON (Select 1)	ADD-ON (open to ALL sponsors and exhibitors)	
☐ Portfolio Walkthrough ☐ Career Mentoring ☐ Student Portfolio Reviews ☐ Professional Portfolio Reviews ☐ General Session ☐ Featured Speaker ☐ Media Festival ☐ Members Exhibition	☐ \$2000 Award Sponsors ☐ \$1000 Lanyard Sponsor ☐ \$500 Sponsored Email ☐ \$500 General Session Room Sponsor ☐ \$500 Bundle Social Media and Newsletter Highlight ☐ \$350 Dedicated Social Media Post across Platforms ☐ \$300 2027 SPE Maker Space Minneapolis ☐ \$300 SPE Virtual Pin-Up Show Sponsor ☐ \$250 Newsletter Highlight ☐ \$250 SPE Post-Conference Mailing List	
		\$
2027 Virtual Sponsorships		Amount
Platinum/Palladium Sponsor ☐ \$2,000		\$
Tintype Sponsor ☐ \$1,000		\$
Gelatin Silver Sponsor ☐ \$500		\$
		\$
		\$
		\$
Total		\$



2027 Exhibit Fair Order Form

Theme: COMMUNITY IN CONTRAST

March 11–13, 2027 | HYATT REGENCY | MINNEAPOLIS, MN

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 2027 Conference App:

☐ 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 28, 2027

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, troberts@spenational.org or 216.622.2733, for all payment options.

- Conference Program Guide ads due by **December 15, 2026**.
- Conference Program Guide listing: reservation due by **December 15, 2026**.
- 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 **February 28, 2027**.
- For cancellations, written notification must be received by **December 15, 2026** for Gold and Silver Level Conference Sponsors and **December 15, 2026** 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 15, 2026**.
- Late registrations received after **January 15, 2027** will receive a 5% surcharge. All payments must be received by **February 28, 2027**.

☐ 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: