



society for
photographic
education

spe

**COURTLAND GRAND HOTEL
MARCH 19-21, 2026 | ATLANTA, GEORGIA
EXHIBITOR PROSPECTUS**

“

The most valuable part of SPE for me is always the shared conversations and networking. I feel I always leave with new friends gained and that is the most important part.

– 2025 Conference Attendee

”

“

SPE was a great turnout for us! We had a lot of engagement at our booth and some really amazing conversations!

– 2025 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.

95%

of 2025 attendees said they would recommend the meeting to their colleagues.

“

The programming was excellent! A lot of diverse topics while also having overlaps which generated great conversations.

– 2025 Conference Attendee

”

ATTENDEE ACTIVITIES

DATA IS REFLECTED FROM NOVEMBER 1, 2024 UNTIL MARCH 9, 2025 and is reflective of the 62nd Annual Conference in Reno, Nevada.

2024 ANNUAL CONFERENCE PAGE
RECEIVED
14K VIEWS

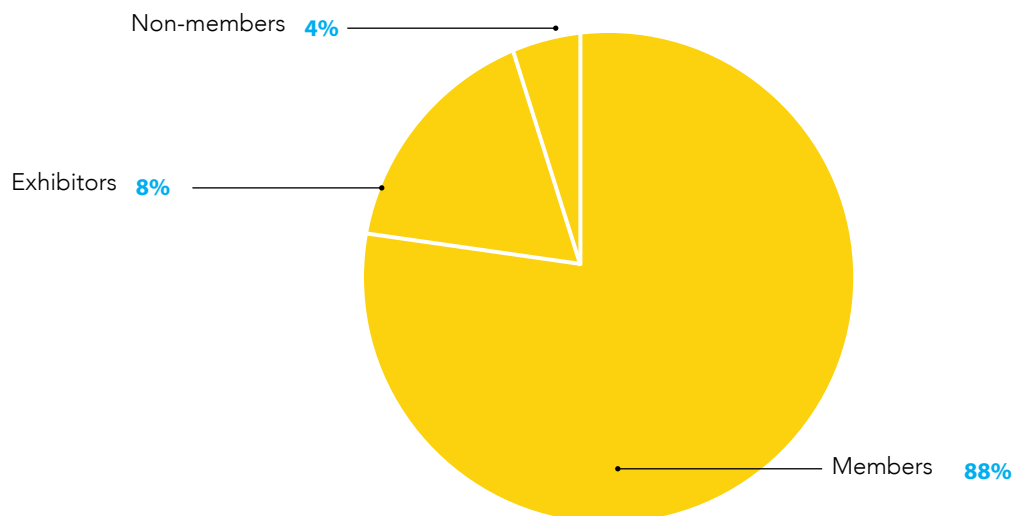
THE CONFERENCE OVERVIEW RECEIVED
6,174 VISITORS
AND WAS THE **4TH MOST VISITED** PAGE.

AVERAGE TIME OF VISITORS
IN THE CONFERENCE PORTAL
6:15

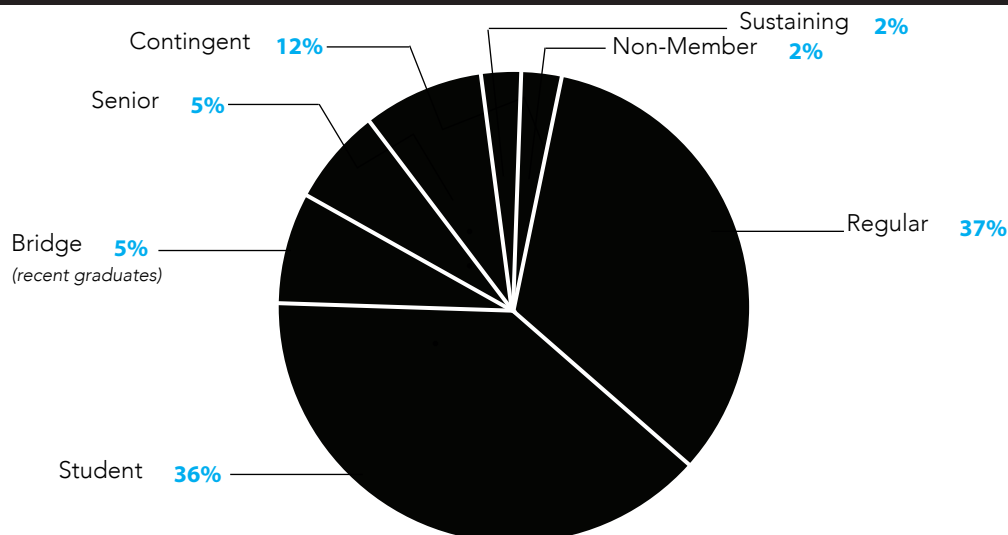
ATTENDEE PROFILE

DATA IS REFLECTED FROM NOVEMBER 1, 2024 UNTIL MARCH 9, 2025 and is reflective of the 62nd Annual Conference in Reno, Nevada.

2025 62nd ANNUAL CONFERENCE - REGISTRATION STATISTICS



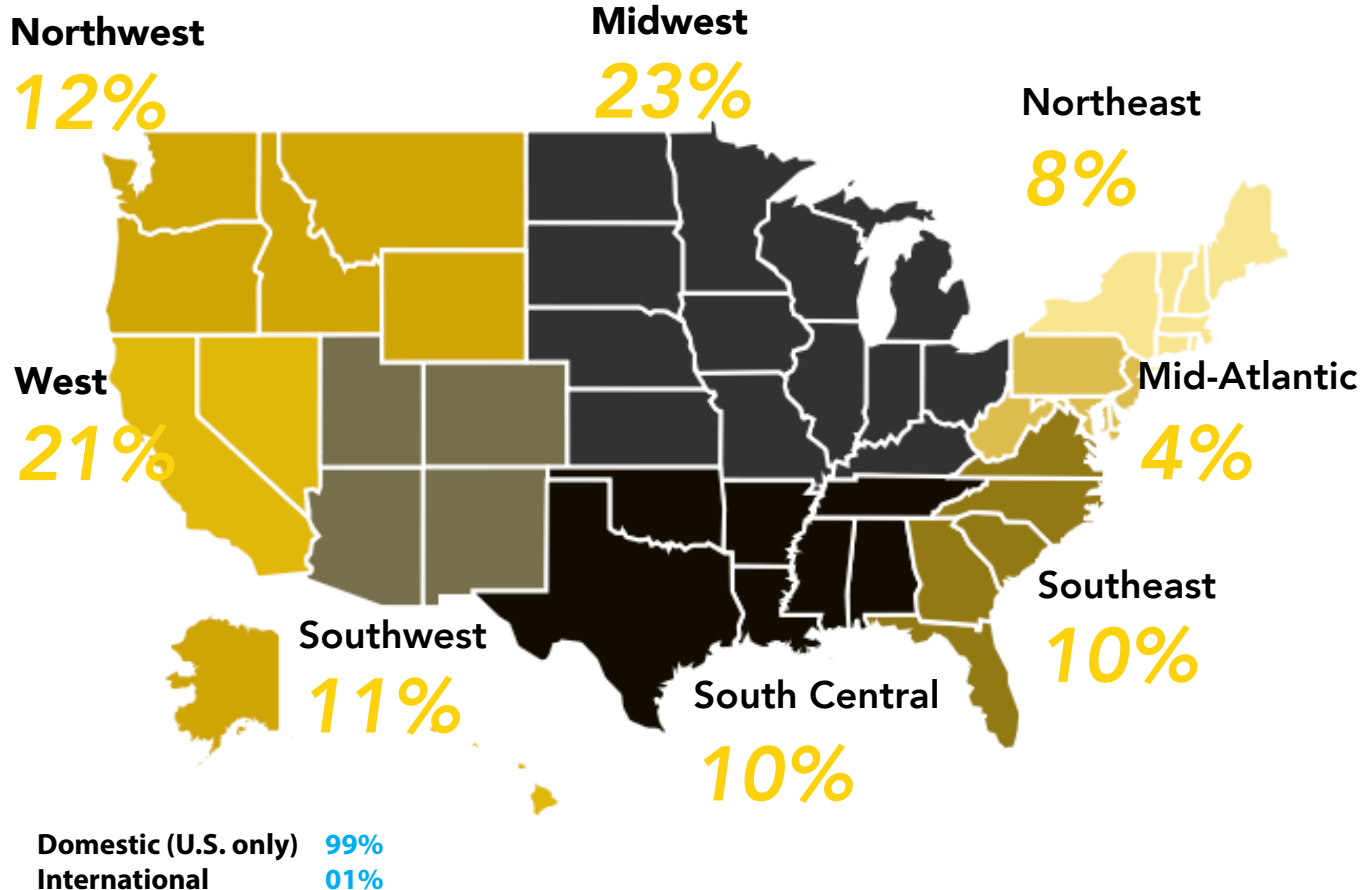
2025 ATTENDANCE BY MEMBERSHIP LEVEL



ATTENDEE PROFILE

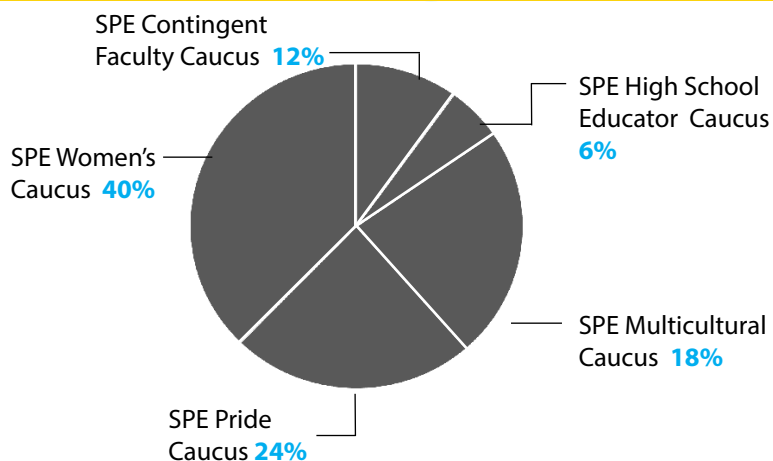
DATA IS REFLECTED FROM NOVEMBER 1, 2024 UNTIL MARCH 9, 2025 and is reflective of the 62nd Annual Conference in Reno, Nevada.

SPE CHAPTER ATTENDANCE



SPE Caucus Affiliations

36% of conference attendees are associated with at least one (1) SPE Caucus



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 table
 - 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 Conference Program Guide and Mobile App
- Invitation to the Board of Directors Reception
- Full Page Ad - Conference Program Guide
- 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
- Exhibitor Spotlight



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 Program Guide and Mobile App
- Invitation to the Board of Directors Reception
- Half Page Ad - Conference Program Guide
- 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
- Exhibitor Spotlight



BRONZE SPONSORSHIP – \$4,000

- One (1) 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 Program Guide and 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
- Exhibitor Spotlight

EXHIBITOR OPPORTUNITIES

EXHIBIT HALL RATES

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 exhibitor registrations
Additional exhibitor registrations are available for purchase.
- Listing in the Conference Program Guide and Conference App
- Exhibitor Spotlight

Table Exhibit Fee Includes***:

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

CONFERENCE PROGRAM GUIDE AD RATES

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

“

**The vendors showing
their products were great.**

—2024 Conference Attendee

”

**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.*

ADD-ON OPPORTUNITIES

Exclusive Sponsorship Opportunities

- **\$2,000 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: Honored Educator, Insight Award, Imagemaker Award
- **\$1,000 High School Sponsor** - Sponsorship of the High School Educator Award.
- **\$1,000 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.

A-La Carte Options

- **\$1,000** Sponsored Email
- **\$500** Bundle: Social Media Post and Newsletter Highlight
- **\$375** SPE Member Mailing List
- **\$350** Dedicated Social Media Post across SPE Platforms
- **\$250** Highlight in weekly newsletter
- **\$250** Post-Conference Mailing List

FOR ADDITIONAL SPONSORSHIP OPPORTUNITIES or CUSTOM PACKAGE

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**
- **Reimagined Landscapes**
- **Photographing Conflict**
- **Migration, Navigation, Memory, and Transformation with Lens-Based Media**
- **Photography at Home, Strategies, and Recipes for an Eco-Friendly Adaptable Darkroom**
- **Can You Teach a Digital Art Class? OR, How I stopped worrying and loved to learn vectors.**

“

SPE's Tintype Fundamentals virtual workshop this summer was amazing.

I learned something new and got my questions answered directly by

Bostick and Sullivan!

– 2024 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, 2025.
- 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.

Questions?

Toni Roberts

troberts@spenational.org
216-622-2733

Jason Reblando

development@spenational.org

Alliance - Exhibits Company

greg.fuscaldo@alliance-exposition.com

SHOW SCHEDULE

For information on session schedule, please visit the schedule of events page at www.spenational.org.

IMPORTANT DATES

December 15, 2025

Conference Program Guide Deadlines:
Ads Due
Inclusion in Conference Program Guide

February 1, 2026

Exhibitor Spotlight Deadline
Book Signing Deadline
Education Fair Deadline

March 19, 2026

SPE Conference Begins

March 21, 2026

SPE Conference Ends

April 21, 2026

Post Show Mailing List Distribution



2026 Exhibit Fair Order Form

Theme: *Catalyst for Exchange*

March 19-21, 2026 | Courtland Grand Hotel | Atlanta, Georgia

Company Name: _____

Annual Conference Exhibits Fair & Sponsorship	Amount
Gold Level Sponsor <input type="checkbox"/> \$6,000	\$
Silver Level Sponsor <input type="checkbox"/> \$5,000	\$
Bronze Level Sponsor <input type="checkbox"/> \$4,000	\$
Booth Package <input type="checkbox"/> \$1,750	\$
Tabletop <input type="checkbox"/> \$700 Tabletop for Nonprofit or SPE Member* <input type="checkbox"/> \$500	\$
	\$

Add-on Opportunities	
GOLD Sponsor Complimentary ADD-ON (Select 1)	ADD-ON (open to ALL sponsors and exhibitors)
<input type="checkbox"/> Portfolio Walkthrough <input type="checkbox"/> Career Mentoring <input type="checkbox"/> Student Portfolio Reviews <input type="checkbox"/> Professional Portfolio Reviews <input type="checkbox"/> General Session <input type="checkbox"/> Featured Speaker <input type="checkbox"/> Media Festival <input type="checkbox"/> Dance Party	<input type="checkbox"/> \$2000 Award Sponsors <input type="checkbox"/> \$1000 High School Sponsor <input type="checkbox"/> \$1000 Lanyard Sponsor <input type="checkbox"/> \$1000 Sponsored Email <input type="checkbox"/> \$500 General Session Room Sponsor <input type="checkbox"/> \$500 Bundle Social Media and Newsletter Highlight <input type="checkbox"/> \$375 SPE Member Mailing List <input type="checkbox"/> \$350 Dedicated Social Media Post across Platforms <input type="checkbox"/> \$250 Newsletter Highlight <input type="checkbox"/> \$250 SPE Post-Conference Mailing List
	\$

2025 Virtual Sponsorships	Amount
Platinum/Palladium Sponsor <input type="checkbox"/> \$2,000	\$
Tintype Sponsor <input type="checkbox"/> \$1,000	\$
Gelatin Silver Sponsor <input type="checkbox"/> \$500	\$
	\$

Advertising Opportunities	Amount
2025 Annual Conference Program Guide (Ads due December 15, 2025)	
<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	\$
Total	\$



2026 Exhibit Fair Order Form

Theme: *Catalyst for Exchange*

March 19-21, 2026 | Courtland Grand Hotel | Atlanta, Georgia

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 2026 Conference Program Guide Listing and 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, 2026

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, 2025**.
- Conference Program Guide listing: reservation due by **December 15, 2025**.
- 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, 2026**.
- For cancellations, written notification must be received by **December 15, 2025** for Gold and Silver Level Conference Sponsors and **December 15, 2025** 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, 2025**.
- Late registrations received after **January 15, 2026** will receive a 5% surcharge. All payments must be received by **February 28, 2025**.

- ☐ **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: