



2020

Sponsor & Exhibitor Prospectus

Society for Photographic Education (SPE)

57th Annual Conference

Theme: *2020 Vision*

March 5-8, 2020 | The Westin Galleria | Houston, TX

Hosted by The University of Houston

Kathrine G. McGovern College of the Arts | School of Art

Organized in cooperation with FotoFest and the FotoFest 2020 Biennial

EXHIBITS SCHEDULE

Thursday, March 5

1– 5 pm

Exhibitor Move-in & Set-up

7 – 8:30 pm

Exhibits Fair Welcome Reception

(6:30 pm entrance for Exhibitors)

Friday, March 6

8 am – 9:45 am

Industry & Education Forum

10 am – 4:30 pm

Exhibits Fair Open

Saturday, March 7

10 am – 4:30 pm

Exhibits Fair Open

4:30 pm – 7 pm

Exhibitor move out

Hours are subject to change

Contact: Nina Barcellona Kidd, advertising@spenational.org

SPE | 2530 Superior Ave E, #407 | Cleveland, OH 44114

ph 216-622-2733 | fx 216-622-2712

www.spenational.org

welcome!

SPE has become the largest association devoted to photography and related media as it applies to education, practice, and scholarship. Our membership is primarily in the educational sector—**artists, educators, scholars, entrepreneurs, and students**—and closely connected

to your business initiatives. From its beginnings at a teaching conference in 1962, SPE has grown into a mature professional organization. SPE maintains its dedication to the educational advancement of its members and the institutions they represent.

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 this market. Each spring approximately 1,300 attendees gather at SPE's four-day symposium.

Filled with plenary sessions, featured speakers, workshops, portfolio reviews, and social events, the conference also hosts an Exhibits Fair situated in the center hub of conference activities. The fair features the latest and greatest equipment, supplies, books, and opportunities in the field.

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

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 over 1,300 potential customers in one place.
- Free and open to the public so an even greater audience can be reached!
- Choose from a complete menu of sponsorship options to help achieve your sales and marketing goals.
- Get your message out before, during, and after the show—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 with prospects.
- Direct Sales opportunity—attendees look to place orders directly on the show floor.
- By featuring SPE's Silent Auction & Raffle, a presentation space, coffee service, and other receptions and programming on the exhibits floor, SPE has designed a program to optimize your booth traffic.
- 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!

2020 SPE Sponsor & Exhibitor Opportunities	SPONSOR		EXHIBITOR		
	Gold Level Sponsor \$5,000	Silver Level Sponsor \$3,800	Booth Package \$1,500	Tabletop \$600	Group Publisher Table
Sponsor & Exhibitor Benefits	(without exhibiting, subtract \$800)			Tabletop Nonprofit* \$500	Single book: \$100 Six books: \$350
Opportunity to Sponsor a Major Speaker (see next page, exclusive marketing opportunities)	X				
Hyperlinked logo on all the electronic conference invitations, reminders, and follow-up emails	X				
Option to add from EXCLUSIVE Sponsorship Opportunities (see next page)	X				
Hyperlinked logo on SPE's website conference sponsor page	X	X			
Option to add from PREMIER Sponsorship Opportunities (see next page)	X	X			
Logo on onsite signage, including key visibility on the exhibits entrance graphics as well as signage by registration**	X	X			
Logo projection before Thursday, Friday and Saturday evening sessions**	X	X			
V.I.P / Sponsor Reception	X	X			
Ad in the 2020 Conference Program Guide	Full page	Half page			
Inclusion of insert in the conference attendee bags (quantity 1,300)	1	1			
Complimentary tickets to the attend conference programming***	4	2	1		
Listing in Conference Program Guide	X	X	X	X	X
Option to add from EXHIBITOR Marketing Opportunities (see next page)	X	X	X	X	X
Exhibiting package****	PRIME LOCATION 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	Display publications (with fliers/order forms) on group table w/o representative present. *****

SPE welcomes your ideas for alternative sponsorship ideas. Custom sponsorships are available upon request. Certain sponsor benefits are time sensitive. Booth and table assignments are made end of December 2019 at the discretion of the Exhibits Fair Coordinator, however every attempt is made to satisfy the 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 ticket is needed to attend conference programming, including evening plenary sessions. Starting November 2019, tickets can be purchased online at spenational.org. If you do not purchase a ticket, you will ONLY have access to the exhibits fair.

****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.

*****Group Publisher books are on display until the Silent Auction closes at 1 pm on Saturday. SPE provides signage for publisher name and publication titles.

Important Information & Deadlines:

- Conference Postcard listing – reservation due by **September 30**.
- Conference Program Guide listing – reservation due by **November 22**. Ads due by **December 2**.
- 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.
- For cancellations, written notification must be received by **December 2, 2019** for Gold and Silver Level Conference Sponsors and **January 24, 2020** 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 2, 2019** for sponsors and **January 24, 2020** for non sponsoring exhibitors.
- Late registrations received after **February 10, 2020** will receive a 5% surcharge. All payments must be received by **February 21, 2020**.

2019 SPE Sponsor & Exhibitor Opportunities

EXCLUSIVE Sponsorship Opportunities (open to Gold sponsors only)

- **\$1,000 Main Event Speaker** (*Thursday, Friday or Saturday*) Sponsoring an SPE major speaker offers you a unique opportunity to reach the entire audience of approx. 1,300 attendees. The major speaker presentations feature leading artists in photography discussing their work and process. Speakers are selected by SPE's conference committee. Please provide a banner with your name and logo for display during the presentation. Contact advertising@spenational.org for available speakers.
- **\$1,000 Honored Educator Award Presentation** Bestowed upon a career educator recognizing significant contribution to the field of photographic education through classroom teaching, writing, publishing, museum education, or other areas of professional practice. The Honored Educator is nominated by SPE's membership and selected by SPE's Board of Directors by September 2019.

PREMIER Sponsorship Opportunities (open to Gold & Silver Sponsors)

- **\$500 Friday Industry Seminar** (*per 1 hr time slot, limited slots available*) 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. Contact advertising@spenational.org for available time slots.
- **\$500 Industry & Education Forum including Breakfast** (*Friday, March 6, 8:00 – 9:45 am*) Greet attendees Friday morning with a continental breakfast. This forum has become a great clearing house for information about how representatives from the photo industry and the education community can work together to accomplish common goals while helping students and each other.
- **\$300 Curator Portfolio Walkthrough** (*Thursday, 8:30 - 11:00 pm*) Sponsor one of the conferences largest and most attended event. Hundreds of attendees display their work while invited curators, gallerists, and conference attendees prowl through to see what looks interesting! Includes sponsor signage.
- **\$200 Student Seminar** (*Thursday, 8:00 – 11:00 am*) Open to student scholarship winners and volunteers. This seminar, created and presented by Mary Virginia Swanson and Susan kae Grant, provides insight into careers in photography which emphasize education, networking, career choices, opportunities for artists, activism, and professional practices. Your logo will be printed on all Resource Guides distributed at the seminar.
- **\$200 Attendee Lanyard** – Attendees come to the SPE conference to network and their key presentation tool for this interaction is their name badge. Brand the lanyards and gain continual recognition throughout the conference. Sponsor provides lanyards for attendees (quantity of 1,300).
- **\$200 Attendee Bag Sponsor** – Brand the attendee bags with your logo. Sponsor provides bags for attendees (quantity of 1,300).

EXHIBITOR Marketing Opportunities (open to ALL Sponsors & Exhibitors)

- **\$800 Additional 8'x10' Booth** – add to booth package, includes 1 draped table and 2 chairs
- **\$500 Attendee Goodie Bag Insert** – Great opportunity to reach all attendees and give them something special. Get creative! Due to weight constrictions, SPE reserves the right to limit the sales of this insert option. (quantity of 1,300)
- **\$350 SPE Member Mailing List** (*choice of postal or email list*) – All mailing list requests have to follow guidelines and be approved by SPE. Contact membership@spenational.org for the Mailing List Rental Agreement form and current list quantities.
- **\$200 Post Conference Attendee List** (*choice of postal or email list, available in April 2020*) See SPE Member Mailing List description above.
- **Conference Program Guide Advertising** Due December 2, 2019 (*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" (full color CMYK)	\$1,200
Back Cover (inside)	7 3/4" x 10 1/2" (full color CMYK)	\$1,200
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

All opportunities are subject to availability.



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Company Name: _____

Annual Conference Exhibits Fair & Sponsorship		Amount
Gold Level Sponsor <input type="checkbox"/> \$5,000 with booths <input type="checkbox"/> \$4,200 without booths		\$
Silver Level Sponsor <input type="checkbox"/> \$3,800 with booth <input type="checkbox"/> \$3,000 without booth		\$
Booth Package <input type="checkbox"/> \$1,500		\$
Tabletop <input type="checkbox"/> \$600 Tabletop Nonprofit* <input type="checkbox"/> \$500 (proof of status required when submitting forms)		\$
Group Publisher Table <input type="checkbox"/> Single Book \$100 <input type="checkbox"/> Six Books \$350 (Display books on group table in the exhibits fair without representative present.)		\$
Additional Marketing Opportunities		
EXCLUSIVE (open to Gold sponsors ONLY)	PREMIER (open to Gold & Silver sponsors)	EXHIBITOR (open to ALL sponsors and exhibitors)
<input type="checkbox"/> \$1,000 Main Event Speaker <input type="checkbox"/> \$1,000 Honored Educator Award Presentation	<input type="checkbox"/> \$500 Friday Industry Seminar <input type="checkbox"/> \$500 Industry & Education Forum <input type="checkbox"/> \$300 Curator Portfolio Walkthrough <input type="checkbox"/> \$200 Student Seminar <input type="checkbox"/> \$200 Attendee Lanyards <input type="checkbox"/> \$200 Attendee Bags	<input type="checkbox"/> \$800 Additional 8'x10' Booth <input type="checkbox"/> \$500 Attendee Goodie Bag Insert <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)
Additional Marketing Opportunities Total		\$
Advertising Opportunities		Amount
2020 National Conference Program Guide <input type="checkbox"/> Back Cover (color) \$1,500 <input type="checkbox"/> Inside Back Cover (color) \$1,200 <input type="checkbox"/> Inside Front Cover (color) \$1,200 <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		\$
SPE Member Mailing List* choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Corporate Rate \$350 <input type="checkbox"/> Nonprofit Rate \$250		\$
SPE Post Conference Attendee List* (available in mid April 2020) choose: <input type="checkbox"/> postal or <input type="checkbox"/> email <input type="checkbox"/> Organization/Member Rate \$300 <input type="checkbox"/> Conference Exhibitor Rate \$200		\$
Total		\$

*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 membership@spenational.org for the Mailing List Rental Agreement form and current list quantities.



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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 2020 Cleveland 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 February 21, 2020

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 Invoice Me Check Enclosed AMEX Visa Mastercard Discover

Card# _____ Exp ___ / ___ CVV2# _____ Name on card _____ (please print) _____

- Conference flyer listing – reservation due by **September 30**.
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I have read and understand the policies described above.

Signature _____ Date _____

Comments: _____