



Exhibitor, Advertising & Sponsorship Opportunities

**Presented by
North American
Nature Photography Association**



North American Nature
Photography Association
6382 Charleston Road
Alma, IL 62807

t. 618.547.7616
f. 618.547.7438

info@nanpa.org
nanpa.org

Dear Potential Exhibitor, Advertiser or Sponsor:

For 2019, NANPA is offering multiple opportunities to reach nature photographers through its Nature Photography Summit and annual journal of photo competition winners, *Expressions*. New opportunities at the Summit include a new Attendee Gift sponsorship (a water bottle to take home), Summit refreshment break sponsorships, and hotel key card.

Plus, with advertising in *Expressions*, you get year-round exposure in a perfect-bound journal that is worthy of sharing even with the general public.

NANPA's 2019 Summit will be held on February 21-23, 2019 in Las Vegas, Nevada. We are expecting more than 500 photographers, from amateur to top-level professionals, to participate in this year's event. Think what targeted opportunities this presents for your company!

Participating as an Exhibitor or Sponsor also provides opportunities such as:

- Offering your products and/or services to a targeted audience.
- Developing long-term business relationships and brand recognition with a large number of amateur and professional photographers.
- Providing your company's brochure in each attendee's registration packet, translating to sales opportunities that last longer than the Summit.
- Additional exposure through NANPA's website and social media with direct links to your company's website. NANPA currently receives about 100,000 page visits per month. The Summit website, www.naturephotographysummit.com, is receiving high traffic as the Summit is being promoted weekly through email blasts and social media campaigns.
- Advertising in NANPA's Summit Programs to reach the full membership with your company's message, services and products.

We have developed a variety of sponsorship opportunities at different levels that will provide unique opportunities for your company's support to be highlighted prior to, during and after the Summit.

Don't miss this chance to participate in such a worthwhile show, as well as extended advertising opportunities in *2019 Expressions*. We know you won't be disappointed. We look forward to seeing you there!

Sincerely,

Gina Head, NANPA Exhibitor/Trade Show Chair

2019 Expressions Advertising

About Expressions Journal

Expressions is the annual journal of NANPA highlighting the top 250 photographs from the NANPA Showcase competition. This 130-page high-quality, color, printed, perfect bound journal displays the very best photographs selected from thousands of submissions by a jury panel of industry professionals. The Showcase competition features \$5,000 in cash prizes and the prestige of appearing in *Expressions*.

Circulation & Visibility

Approximately 500 print copies of *Expressions* are distributed annually. An electronic version of *Expressions* is delivered to over 3,000 NANPA members and other photographers in PDF format with active links to advertisers and available for free downloads. Print and electronic versions of the journal are also available for sale through an on-demand printer to any MagCloud subscriber.

Expressions Advertising Rates and Sizes

Final trim of the perfect bound journal is 8.25 x 10.75". Full page ads (only) can bleed.

Ad Size	Dimension	Price
Inside Front or Back Covers	7.75 x 10.25" / 8.75 x 11.25"	\$750 each
Full page next to Inside Back Cover	7.75 x 10.25" / 8.75 x 11.25"	\$600
Full Page	7.75 x 10.25" / 8.75 x 11.25"	\$500
Half page (Horizontal only)	7.75 x 5"	\$250
Quarter Page	3.625 x 5"	\$150

Expressions Publishing Schedule

Advertising Materials Due Date: November 30, 2018

Distribution Date: February 15, 2019

Ad specs

All ads must be RGB. We accept PDF files at 300ppi with everything embedded. Ads in the online version contain links to emails/websites. There will be a \$75 charge if we need to alter your file for printing.

Advertisement delivery

A link to upload your ad will be sent upon receipt of contract.

2019 Nature Photography Summit

ABOUT NANPA

The North American Nature Photography Association (NANPA) promotes the art and science of nature photography as a medium of communication, nature appreciation and environmental protection. NANPA provides information, education, inspiration and opportunity for all persons interested in nature photography.

NANPA fosters excellence and ethical conduct in all aspects of our endeavors and especially encourages responsible photography in the wild.

AREAS OF PHOTOGRAPHY INTEREST

- Wildlife
- Landscape
- Plant Life
- Close-up/Macro
- Recreational/Adventure
- Underwater
- Conservation

80% of NANPA Members are age 55 or older

88% of NANPA Members are Professional photographers (part/full time) and intermediate-advanced amateurs

ABOUT THE NATURE PHOTOGRAPHY SUMMIT

A gathering of hundreds of photographers, photo editors and other members of the nature photography community with a focus on learning and inspiration. The Nature Photography Summit attracts an exclusive group of industry professionals with buying power.

99% of our attendees visit the exhibit hall

70% purchase products/services from more than one exhibitor

20% of those purchases are between **\$500-\$10,000**

EXHIBIT OPPORTUNITIES

Launch new products and services, collect high-quality sales leads, build brand awareness and cultivate customer relationships all at the 21st Nature Photography Summit.

LOCATION

Westgate Las Vegas Resort & Casino
3000 Paradise Rd
Las Vegas, NV 89109
www.westgateresorts.com

EXHIBIT HALL — GRAND BALLROOM

Exhibit Hall Hours:

Thursday, February 21, 2019	4:00pm - 6:00pm
Friday, February 22, 2019	9:00am - 3:30pm (11:30am - 1:30pm dedicated trade show time)
Saturday, February 23, 2019	9:00am - 3:30pm
Open to the Public	12:00pm - 2:00pm (dedicated trade show time)

EXHIBIT BOOTH

Booths are available in two sizes:
full-10' x 10' and half-5' x 10'

- Company contact listing and description in the on-site program
- Company name recognition and link on the Summit website
- Two Summit registrations with full booth rental, One Summit registration with half booth rental
- Dedicated Trade Show hours for conference attendees
- First right of rental for returning exhibitors (based on receipt by deadline)
- Dedicated Trade Show hours for public viewing
- Company listing on NANPA's Facebook Events page
- Company listing in the Summit Newsletter distributed electronically 6 times from Sept-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

Full Booth (10' x 10')	\$975
2nd Full Booth	\$675
3rd Full Booth	\$600
Half Booth (5' x 10')	\$575

2019 Nature Photography Summit

DEMO DAY EXHIBIT

(Contigent Upon Availability)

30-minute dedicated time slots to educate conference attendees on your products/services. Limited space available, only 2 time slots per company.

Thursday, February 21 | Friday, February 22 | Saturday, February 23

SUMMIT ADVERTISING OPPORTUNITIES

Drive traffic, broaden your reach and propel your brand with advertising and sponsorship opportunities at the Summit.

Summit Program

(Contigent Upon Availability)

An advertisement in the on-site program (5.5" x 8.5" booklet, 4-color) alerts members to your presence and gives you the opportunity to have your message carried home.

Full Page (5.5" x 8.5")	\$400
Full Page, Inside front cover (5.5" x 8.5")	\$600
Full Page, Inside back cover (5.5" x 8.5")	\$600
Full Page, Outside back cover (5.5" x 8.5")	\$750
Half Page, horizontal (5.5" x 4.25")	\$200
Quarter Page (2.25" x 4.25")	\$125

Name Badge Lanyards & Holders

(Contigent Upon Availability)

Capture the attention as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be given to each attendee as they pick up his/her badge. (Badges and lanyards to be selected and purchased by NANPA)

Registration Totes

(Contigent Upon Availability)

Place your company logo in the hands of all attendees by advertising on the registration totes given to registrants at check-in. Your company logo will be co-branded with the event. (Totes to be selected and purchased by NANPA)

Attendee Registration Gift

(Contigent Upon Availability)

Be remembered even past the conference with your company logo co-branded on a 20 oz BPA-free water bottle to all attendees at registration. Recognition includes appropriate company logo placement and distribution.

Registration Bag Insert

(Contigent Upon Availability)

Get the attention of all attendees by placing your company's brochure, coupon or flyer (no larger than 8 ½ x 11") in each attendee registration bag. Limited space available, only 2 inserts per company.

\$150 SPONSORSHIP OPPORTUNITIES

Summit Keynote Sessions Sponsor

\$3,000

A total of five Keynote sessions over 3 days by: James Balog, Sue Flood, George Lepp, Joel Sartore, and Florian Schultz.

- Company logo at a Keynote Session event
- Special introduction of sponsor at each Keynote Session event
- Recognition on all promotional materials for Keynote Sessions (based on receipt and publishing dates)
- Company logo in on-site conference program (based on receipt and publishing dates)
- Company logo on Summit website for each Keynote Session
- One featured article or post on the NANPA Blog (includes distribution on NANPA's Facebook & Twitter)
- Company logo on the Summit Newsletter distributed electronically 6 times from Sept-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

Summit Super Sessions Sponsor

\$1,500

A total of 5 Super Sessions before and after the conference program by: Kathy Adams Clark, Gary Crabbe, Todd Gustafson, Lewis Kemper, & Mary Virginia Swanson.

- Company logo at each Super Session event
- Special introduction of sponsor at each Super Session event
- Recognition on all promotional materials for Super Sessions (based on receipt and publishing dates)
- Company logo in on-site conference program (based on receipt and publishing dates)
- Company logo on Summit website for Super Session events
- One featured article or post on the NANPA Blog (includes distribution on NANPA's Facebook & Twitter)
- Opportunity to display promotional material on designated table during each Super Session
- Company listing in the Summit Newsletter distributed electronically 6 times from Sept-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

2019 Nature Photography Summit

Summit Refreshment Break Sponsor \$1,000

Limited to 8 sponsors— A total of 4 breaks and trade show refreshment stations.

- Company logo on signage for each break
- Recognition on all promotional materials for meals (based on receipt and publishing dates)
- Company recognition on Summit website
- Company listing in the Summit Newsletter distributed electronically 6 times from Sept-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

SPONSORSHIP PACKAGES

Vendor Sponsorship Package \$1,500

- One 10'x10' exhibitor booth
- A half-page ad in the Summit program
- Vendor logo on NANPA Summit website (Exhibitor/ Sponsorship page) and listed on all print media at the Summit
- Vendor name listed prominently on screen before and during keynote sessions with a special acknowledgment at the start of the keynote
- Place one promotional material insert in the NANPA Summit registrant bag
- One 30-minute exhibit hall demonstration—with booth rental (must be educational, not a hard sell)

Summit Photographer Sponsor Package \$900

Limited to 10 NANPA members – This sponsorship is designed for NANPA members who want to increase the exposure of Workshops or Tours.

- Company logo in conference program (based on receipt and publishing dates)
- Company logo on Summit website
- One featured article or post on the NANPA Blog (includes distribution on NANPA's Facebook & Twitter)
- One promotional material insert in the NANPA Summit registration bag
- 1/4 page ad in the Summit on-site program
- Banner ad in NANPA News
- Opportunity to lead one NANPA webinar (topic and date coordinated with NANPA). Includes logo recognition on all webinar promotional materials and website
- Company listing in the Summit Newsletter distributed electronically 6 times from Sept -Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

TENATIVE EXHIBITORS' SCHEDULE

Thursday, February 21

Exhibitor Registration & Set-Up 9:00am - 4:00pm

Exhibit Hours:

Thursday, February 21 4:00pm - 6:00pm

Friday, February 22 9:00am - 3:30pm

Saturday, February 23 9:00am - 3:30pm

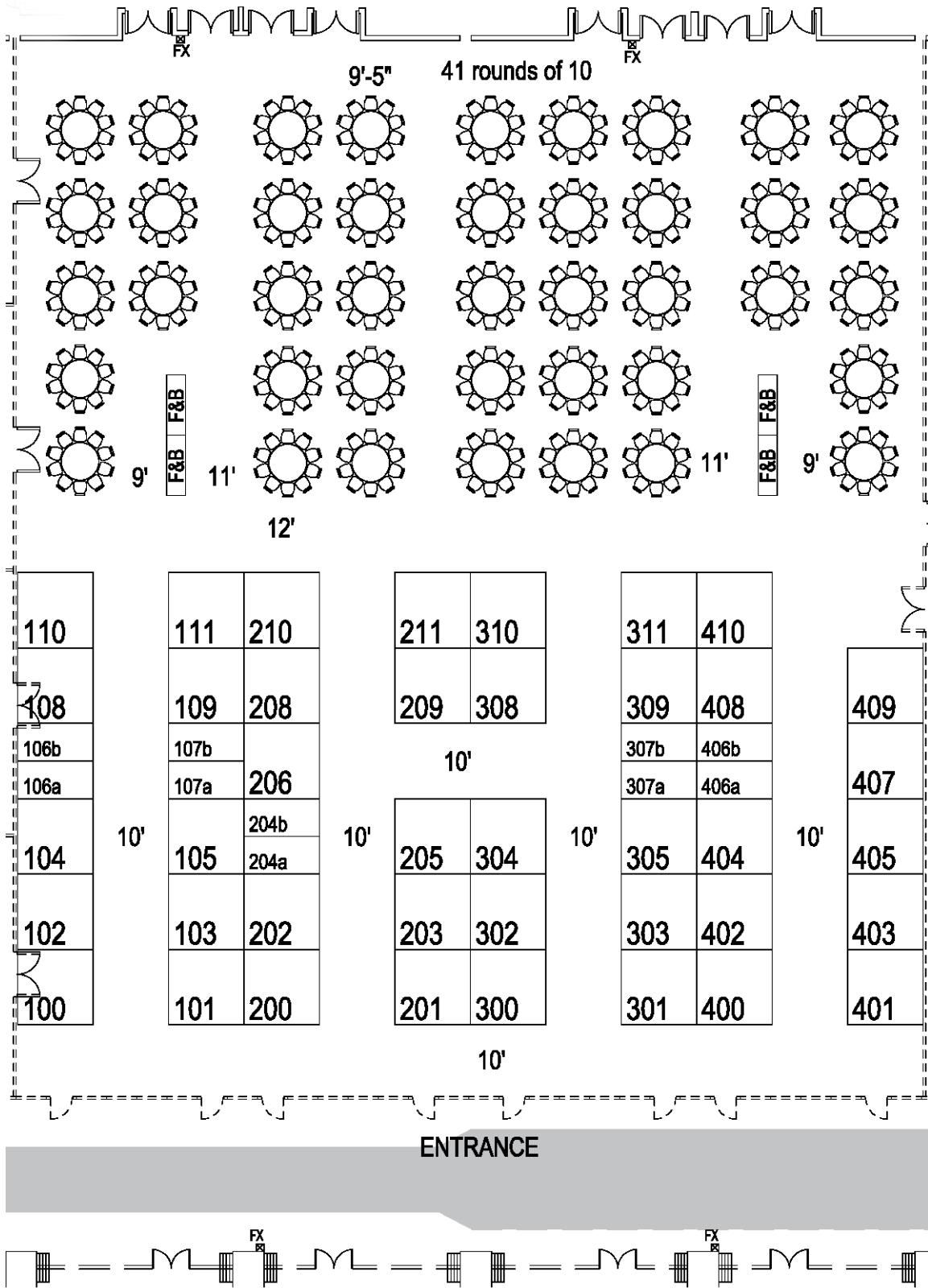
Saturday, February 23

Exhibitor Tear-Down 3:30pm - 6:30pm

NANPA reserves the right to make changes at its discretion.

2019 Nature Photography Summit

EXHIBIT HALL FLOOR PLAN



2019 Nature Photography Summit

EXHIBITOR TERMS AND CONDITIONS

These Terms and Conditions are designed to implement, in a fair, effective, and equitable manner, the principles set forth by NANPA.

1) Confirmation and Assignment

Confirmation will be sent in writing. Space will be assigned based on payment receipt date. NANPA reserves the right to assign space as necessary in the Summit's best interests. Every effort will be made to assign exhibitors their first choice of locations or as near the first choice as possible. When two or more exhibitors ask for the same booth location, booths will be assigned in accordance with date of receipt of payment and application.

2) Payment Plan

Option 1: The total amount may be paid with the contract.
Option 2: Half of the total amount is needed as a deposit when the contract is submitted. The remaining total is due within 30 days of when the contract was submitted.
If contract is submitted on Friday, January 18, 2019 or later, the full amount is due with the contract.

3) Exhibit Space Specifications & Fees

Each 10'x10' exhibit includes a draped 6' table, two chairs, a wastebasket, a standard sign plus an 8' draped back wall, 3' draped side rails and carpet in the booth. Each 10'x10' booth also includes two registrations to attend the Summit sessions (keynote speakers and breakout sessions). Show colors will be indicated in the decorator kit sent at a later date. Each 5'x10' exhibit includes a draped 4' table, two chairs, a wastebasket, a standard sign plus an 8' draped back wall, 3' draped side rails and carpet in the booth. Each 5'x10' booth also includes one registration to attend the Summit sessions (keynote speakers and breakout sessions). Show colors will be indicated in the decorator kit sent at a later date. Booth fees are based on space as noted above, and discounted fees are available for purchase of multiple booths as stated in the contract. See floor plan for the arrangement of booth locations (subject to change as necessary at NANPA's discretion).

To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8' in the back and 4' along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected that in any way interfere with the view of any other exhibit unless agreed in writing by exhibitor and NANPA prior to the exhibition. Exhibitors wishing to use other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations, must submit two copies of a detailed sketch of a proposed layout at least 60 days prior to the opening of the exhibit.

4) Exhibitor's Schedule

NANPA reserves the right to make changes to the schedule at its discretion. Each exhibitor will complete arrangements for removal of material from the exhibit hall in accordance with the following rules: No packing or dismantling of exhibits will be allowed until the official closing of the NANPA Trade Show, and all material must be packed and ready for shipment three hours after the tear-down starts. All space occupied by an exhibitor must be surrendered in the same condition as originally leased at the commencement of occupation.

5) Cancellation

Cancellation must be in writing and postmarked by December 14, 2018, to receive a full refund less \$100 processing fee. There will be no refund for cancellations received after December 14, 2018.

6) Subletting or Sharing Booth Space

Subleasing or sharing a booth is not permitted unless previously agreed upon in writing with NANPA. Each booth should only represent the one company that purchased it.

7) Solicitation

Solicitations or demonstrations by exhibitors must be confined to their respective space, except reserved demonstration sessions.

8) Exhibit Hall Attendance

Attendance at the exhibits is for Summit registrants and for the public with a separate free registration. There will be designated hours to allow the public to attend the Trade Show.

9) Liability and Indemnity

The Exhibitor, upon contracting to exhibit, agrees to protect, indemnify, defend and hold harmless NANPA and its officers, directors, employees, committee members and agents, and the hotel and its officers, directors, employees, and agents, from any and all claims, losses, damages, injury, or expenses arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or the use of the exhibition premises or a part thereof or other activities or functions of the exhibitors. The exhibitor acknowledges that the exhibitor is responsible for obtaining insurance coverage in such amounts as deems appropriate to comply with its obligations herein and for its own protection. NANPA will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order, emergency, or other fair reasons beyond its control, NANPA reserves the right to cancel the show with no further liability to the exhibitors than full refund of space rental payments made. NANPA reserves the right to change the location of the exhibition in the event a strike, fire or Act of God should render the hall, in which the exhibition has been scheduled or any other convention facility, unusable.

10) Security

Security will be provided from move-in to move-out. The area will be secured at all times, other than exhibition show hours. Each exhibitor is responsible for safeguarding his/her materials, equipment and exhibit. NANPA is not responsible for loss or damages to any property.

11) Shipping

Exhibitors are responsible for any handling charges associated with their packages. We recommend that you use a traceable service. The shipping address, dates and forms will be located in the exhibitor kit sent directly to you by the Trade Show decorator. NANPA, the decorator, its employees and agents are not responsible for the shipping of stored materials.

12) Utilities

Utilities (e.g., electrical, internet connection, telephone, etc.) must be ordered directly from the designated vendors and are not included in the fee. Order forms will be in the exhibitor kit from the decorator.

13) Fire Codes

Exhibitors must conform to all fire regulations of the facility.

14) Hotel Use

NANPA reserves the right to control suite reservations and meeting space at the hotel. No exhibitor will be allowed access to a hotel suite to circumvent the NANPA Exhibits. No social functions may be scheduled during NANPA Summit events. If space is needed, you must submit a request for approval.

15) Interpretation and Enforcement

These terms and conditions are part of the contract between the exhibitor and NANPA. NANPA has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decisions of NANPA, and all decisions so made shall be binding on all parties affected by them as the original regulations. Exhibitors or their representatives who fail to observe these conditions or contract or who, in the opinion of NANPA, conduct themselves unethically may be dismissed from the exhibition without refund or appeal.

2019 Exhibitor, Advertising & Sponsorship ORDER FORM AND CONTRACT

Company Name:	Main Contact:
Address:	
City, State, Zip	
Phone:	Fax:
Email:	Website:

EXHIBIT- <i>See terms and conditions</i>		
Exhibit Booth		
Full Booth (includes 2 registrations)	\$975	
2nd Full Booth (includes 2 registrations)	\$675	
3rd Full Booth (includes 2 registrations)	\$600	
Each Additional Booth Staff	\$100	
Half Booth (includes 1 registration)	\$575	
Demo Exhibit Space- select day(s)		
Thursday, February 21	\$150	
Friday, February 22	\$150	
Saturday, February 23	\$150	

SUMMIT ADVERTISING- <i>See specifications</i>		
On-site Program		
Full Page	\$400	
Inside Front Cover	\$600	
Inside Back Cover	\$600	
Outside Back Cover	\$750	
Half Page	\$200	
Quarter Page	\$125	
Name Badge Holders & Lanyards	\$1,500	
Registration Totes	\$1,750	
Attendee Registration Gift (Water Bottle)	\$2,500	
Registration Bag Insert	\$300	

SUMMIT SPONSORSHIPS		
Summit Keynote Sponsor	\$3,000	
Summit Super Sessions Sponsor	\$1,500	
Summit Refreshment Break Sponsor	\$1,000	
Summit Vendor Sponsorship Package	\$1,500	
Summit Photographer Sponsor Package	\$900	
Summit TOTAL		

Exhibitor Information- <i>See floor plan</i>		
First 3 booth choices		
1st	2nd	3rd
We prefer to be located away from booths:		
1	2	3

Exhibitor Information- Booth Representative Names	
1.	
2.	

<i>I agree to the Summit Terms & Conditions</i>	
Name:	
Signature:	
Date:	

2019 EXPRESSIONS ADVERTISING <i>See specifications</i>		
Inside Front or Back Covers Each	\$750	
Full page next to Inside Back Cover	\$600	
Full Page	\$500	
Half Page (horizontal only)	\$250	
Quarter Page	\$150	
Expressions TOTAL		

PAYMENT INFO	
Summit TOTAL	
Expressions TOTAL	
TOTAL	
<input type="checkbox"/> Full Amount Now <input type="checkbox"/> or, 50% now, 50% in 30 days	<input type="checkbox"/> Check: <i>Payable to NANPA</i> <input type="checkbox"/> Invoice Me

Submit contract & payment to:

NANPA
6382 Charleston Road
Alma, IL 62807

720.480.7560 (p) | 618.547.7438 (f) | ginahead@nanpa.org