



Nature Photography
SUMMIT
Las Vegas, Nevada
February 21-23, 2019



Exhibitor and Sponsor Registration Packet

Presented by

**North American
Nature Photography Association**

2019 Nature Photography Summit | Exhibitor and Sponsor Packet



North American Nature
Photography Association
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nanpa.org

Dear Potential Exhibitor or Sponsor:

Participate in this year's NANPA Summit 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. We know you won't be disappointed. We look forward to seeing you there!

Sincerely,

Gina Head, NANPA Exhibitor/Trade Show Chair

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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 5 times from Oct-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

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DEMO DAY EXHIBIT

(Contingent Upon Availability)

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

\$150

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

(Contingent 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, half and quarter pages available.

Full Page (5.5" x 8.5")	\$500
Full Page, Inside front cover (5.5" x 8.5")	\$700
Full Page, Inside back cover (5.5" x 8.5")	\$700
Full Page, Outside back cover (5.5" x 8.5")	\$850
Half Page, horizontal (5.5" x 4.25")	\$300
Quarter Page (2.25" x 4.25")	\$225

NAME BADGE LANYARDS & HOLDERS

(Contingent 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 offered to each and every attendee as they pick up his/her badge. (Badges and lanyards to be selected and purchased by NANPA)

REGISTRATION TOTES

(Contingent 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)

\$1,750

ATTENDEE REGISTRATION GIFT

(Contingent 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.

\$2,500

REGISTRATION BAG INSERT

\$300

(Contingent Upon Availability)

Get the attention of all attendees by placing one of your company's brochure, coupon or flyer no larger than 8 1/2 x 11 in each attendee registration bag. Limited space available, only 2 inserts per company.

SPONSORSHIP OPPORTUNITIES

Summit Keynote Sessions Sponsor

\$2,500

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 5 times from Oct-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

Summit Super Sessions Sponsor

\$1,500

A total of 4-6 Super Sessions before and after the conference program by: Kathy Adams Clark, Gary Crabbe, Todd Gustafson, Lewis Kemper, and 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
- 5 times from Oct-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

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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 5 times from Oct-Feb to over 7,000 nature photography contacts (includes distribution on NANPA's Facebook & Twitter)

SPONSORSHIP PACKAGES

Vendor Sponsorship Package — Includes booth rental

Early-bird Discount — until October 5, 2018	\$1,500
Without a booth	\$1,750
After October 5	\$1,750
Without a booth	\$2,000

- 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

\$1,000

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
- 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)

TENTATIVE EXHIBITORS SCHEDULE

Thursday, February 21

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

Exhibit Hours:

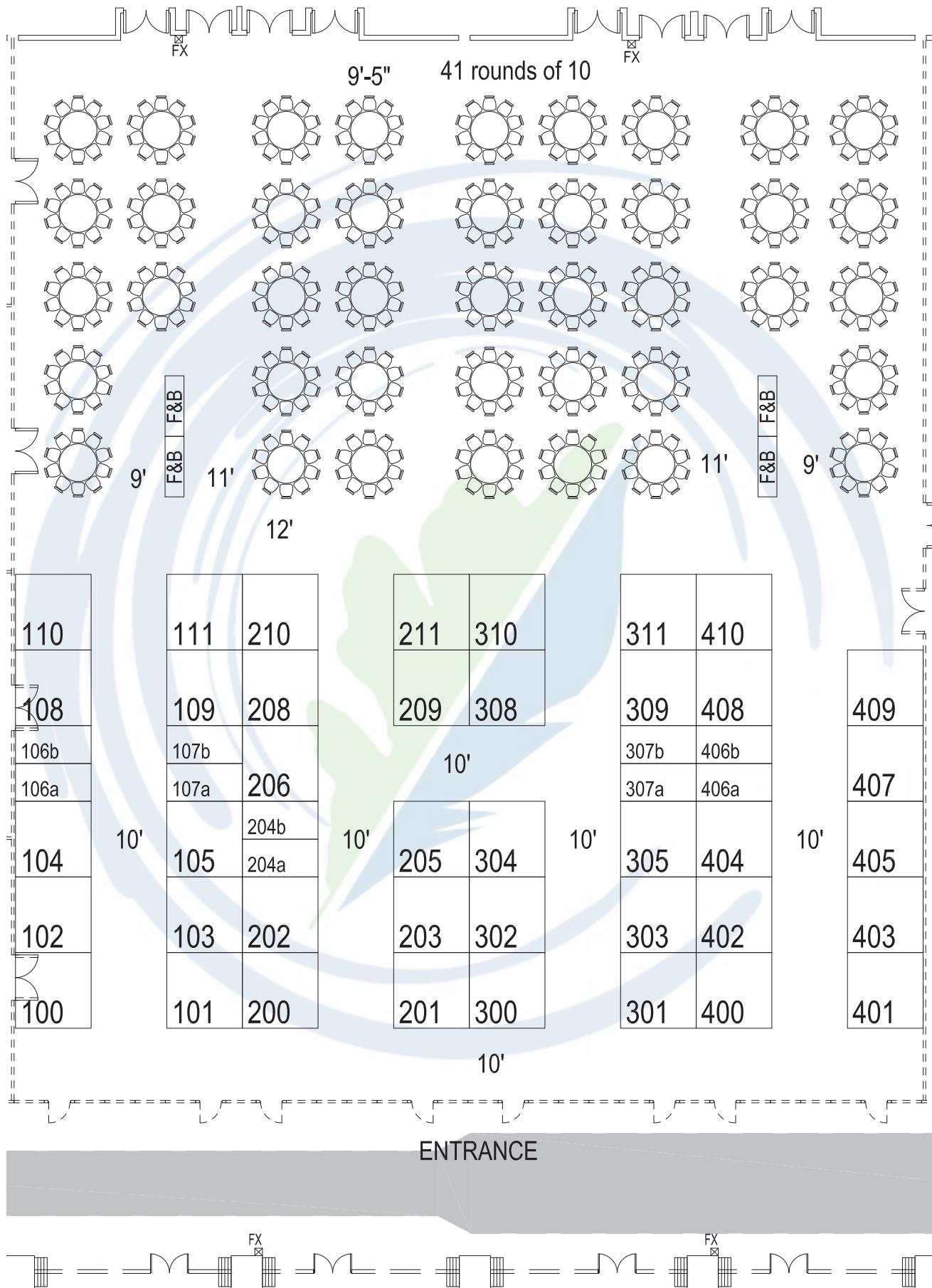
Thursday, February 21 4:00pm - 6:00pm
Friday, February 22 9:00am - 3:30pm
Saturday, February 23 9:00am - 3:30pm

Saturday, February 23

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

NANPA reserves the right to make changes at its discretion.

EXHIBIT HALL FLOOR PLAN



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 January 11, 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 21, 2018, to receive a full refund less \$100 processing fee. There will be no refund for cancellations received after December 21, 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.

APPLICATION AND CONTRACT

Company Name:		Main Contact:		
Address:				
City, State, Zip				
Phone:		Fax:		
Email:		Website:		
x	Description	Rate	#	Total
EXHIBIT — See terms and conditions on page 7				
	Exhibit Booth			
	Full Booth (includes 2 registrations)	\$975		
	2nd Full Booth (includes 2 registrations)	\$675		
	3rd Full Booth (includes 2 registrations)	\$600		
	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		
ADVERTISING — See specifications on page 4 (Materials due 11/16/18)				
	On-site Program			
	Full Page	\$500		
	Inside Front Cover	\$700		
	Inside Back Cover	\$700		
	Outside Back Cover	\$850		
	Half Page	\$300		
	Quarter Page	\$225		
	Name Badge Lanyards	\$1,500		
	Registration Totes	\$1,750		
	Attendee Registration Gift	\$2,500		
	Registration Bag Insert	\$300		
SPONSORSHIPS AND SPONSORSHIP PACKAGES				
	Summit Keynote Sponsor	\$2,500		
	Summit Super Session Sponsor	\$1,500		
	Summit Refreshment Break Sponsor	\$1,000		
	Summit Photographer Sponsor Package	\$1,000		
	Summit Vendor Sponsor Package — Early-bird (\$1,750 without booth)	\$1,500		
	Summit Vendor Sponsor Package — After Oct 5 (\$2,000 without booth)	\$1,750		
TOTAL				

Submit contract and payment to:

NANPA

6382 Charleston Road, Alma, IL 62807

Questions: 618.547.7616 (p) | 618.547.7438 (f) | office@nanpa.org

North American Nature Photography Association | www.nanpa.org | 618.547.7616**EXHIBITOR INFORMATION — See floor plan on page 6**

First 3 Booth Choices

1st 2nd 3rd

We prefer to be located away from booths:

1 2 3

EXHIBITOR INFORMATION — Booth Representative Name(s)

1.

2.

EXHIBITOR INFORMATION — 50 word company description*Contract must be received by 11/16/18 to be included.*

I agree to the Summit Terms and Conditions on page 7.

Name:

Signature:

Date:

PAYMENT INFORMATION Check*Payable to NANPA* Credit Card Full Amount Now*or, 50% now, 50% in 30 days*

Credit Card Number:

Name as it appears on Card:

Exp. Date: CVV Code:

Signature: