Exhibitor, Advertising & Sponsorship Opportunities

Presented by North American Nature Photography Association
Dear Potential Exhibitor, Advertiser or Sponsor:

For 2023, 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, Summit refreshment break sponsorships, and Field Trip sponsorships.

Plus, with advertising in Expressions, you get year-round exposure in NANPA's digital journal that in 2022 had a reach of nearly 75,000 views.

NANPA's 2023 Summit will be held on May 4-6, 2023, with additional field events on May 3 and 7. The location will be in Tucson, Arizona. We are expecting about 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 channels, with direct links to your company’s website. NANPA receives over 100,000 page visits per month. The Summit web pages also receive high traffic, since the Summit is being promoted weekly through email blasts and social media campaigns.
- Recognition on screen during Summit keynote sessions.

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 2023 Expressions. We know you won’t be disappointed. We look forward to seeing you there!

Sincerely,

Deborah Duke, NANPA Exhibitor/Trade Show Chair
2023 Expressions Advertising

About Expressions Journal
Expressions is the annual journal of NANPA highlighting the top 250 photographs from the NANPA Showcase competition. This approximately 100-page high-quality, color, interactive, digital journal displays the very best photographs selected from thousands of submissions by a jury panel of industry professionals. The Showcase competition features $6,000 in cash prizes and the prestige of appearing in Expressions.

Circulation & Visibility
The digital Expressions is promoted to over 3,000 NANPA members and thousands of other photographers in an e-magazine format with active links to advertisers, is featured on the NANPA website, and is also available for free PDF downloads. The 2022 digital Expressions had a reach of nearly 75,000 views.

Expressions Advertising Rates and Sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimension / Bleed</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>8.5 x 11&quot;</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full page</td>
<td>8.5 x 11&quot;</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page vertical</td>
<td>5.5 x 8.5&quot;</td>
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</tr>
<tr>
<td>Quarter page horizontal</td>
<td>10 x 1.8&quot;</td>
<td>$100</td>
</tr>
<tr>
<td>Quarter Page vertical</td>
<td>2.3 x 7.25&quot;</td>
<td>$100</td>
</tr>
</tbody>
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Expressions Publishing Schedule
Advertising Materials Due Date: November 30, 2022
Distribution Date: Spring, 2023

Ad specs
All ads must be RGB. We accept PDF files at 300ppi with everything embedded. Ads may contain links to emails/websites. NANPA is not responsible for misspellings or inaccurate information in ads. Please be sure to proof your ad before sending it.

Do not include any text within 1/4 inch of your ad's border.

Ad placement will be determined by layout and design.

Advertisement delivery
A link to upload your ad will be sent upon receipt of contract.
2023 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 2023 Nature Photography Summit.

LOCATION

Westin La Paloma Resort & Spa
3800 E. Sunrise Dr

EXHIBIT HALL — BALLROOM FOYER

Exhibit Hall Hours:
Thursday, May 4
Exhibitor Registration & Set-Up 9:00am - 1:00pm
Thursday, May 4, 2023 1:00pm - 6:00pm
Friday, May 5, 2023 1:00pm - 6:00pm
Saturday, May 6, 2023 12:00pm - 5:00pm
Saturday May 6, 2023 (public) 5:00pm – 7:00pm

EXHIBIT BOOTH

Booths are 10’ x 10’
Tabletops (photographers only) are: 6’

• 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
• 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 Nov-Apr to over 7,000 nature photography contacts (includes distribution on NANPA’s Facebook & Instagram)

Full Booth (10’ x 10’) $975
2nd Full Booth $675
Tabletop (1 per photographer) $250
Extra booth representative $100
Meal option (per person) $120
Vendor demo $150
2023 Nature Photography Summit

DEMO DAY EXHIBIT $150
(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.

Thursday, May 4 | Friday, May 5 | Saturday, May 6

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

Registration Totes $1,750
(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)

Attendee Registration Gift $2,500
(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.

Registration Bag Insert $300
(Contingent 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.

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 Nov-Apr to over 7,000 nature photography contacts (includes distribution on NANPA’s Facebook & Instagram)

SPONSORSHIP OPPORTUNITIES

Summit Keynote Sessions Sponsor $3,000
A total of seven Keynote Sessions over 3 days by: Daniel J. Cox, Michael Frye, Greg Johnson “the Tornado Hunter,” Gabby Salazar, Adam Schallau, Wendy Shattil, and Dave Showalter.
- 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 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 & Instagram)

Field Trip Sponsor $500
Several field trips will be offered during the Summit. These are hands-on photography events in the morning and evening led by experienced photographer with specialized knowledge of the subjects and locations. Sponsoring a field trip can let attendees work with your equipment and test out your tripods, lenses, cameras, backpacks, filters or other products or get to know your photography experts.

TENTATIVE EXHIBITORS’ SCHEDULE

Thursday, May 4
Exhibitor Registration & Set-Up 9:00am - 1:00pm

Exhibit Hours:
Thursday, May 4, 2023 1:00pm - 6:00pm
Friday, May 5, 2023 1:00pm - 6:00pm
Saturday, May 6, 2023 12:00pm - 5:00pm
Saturday May 6, 2023 (public) 1:00pm-5:00pm
Saturday, May 6
Exhibitor Tear-Down 5:00pm – 7:00pm

NANPA reserves the right to make changes at its discretion

2023 Nature Photography Summit

WESTIN LA PALOMA FLOOR PLAN
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, March 31, 2023 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. 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 March 3, 2023, to receive a full refund less $100 processing fee. There will be no refund for cancellations received after March 3, 2023.

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 any 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.
## 2023 Exhibitor, Advertising & Sponsorship ORDER FORM AND CONTRACT

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Main Contact:</th>
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</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City, State, Zip</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Fax:</td>
</tr>
<tr>
<td>Email:</td>
<td>Website:</td>
</tr>
</tbody>
</table>

### EXHIBIT- See terms and conditions

<table>
<thead>
<tr>
<th>Exhibit Booth</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Booth (includes 2 registrations)</td>
<td>$975</td>
</tr>
<tr>
<td>2nd Full Booth (includes 2 registrations)</td>
<td>$675</td>
</tr>
<tr>
<td>Each Additional Booth Staff</td>
<td>$100</td>
</tr>
<tr>
<td>Tabletop (one per photographer)</td>
<td>$250</td>
</tr>
<tr>
<td>Meal Ticket per person</td>
<td>$120</td>
</tr>
<tr>
<td>Demo Exhibit Space- select day(s)</td>
<td></td>
</tr>
<tr>
<td>Thursday, May 4</td>
<td>$150</td>
</tr>
<tr>
<td>Friday, May 5</td>
<td>$150</td>
</tr>
<tr>
<td>Saturday, May 6</td>
<td>$150</td>
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</tbody>
</table>

### SUMMIT ADVERTISING- See specifications

| Registration Totes | $1,750 |
| Attendee Registration Gift (Water Bottle) | $2,500 |
| Registration Bag Insert | $300   |

### SUMMIT SPONSORSHIPS

| Summit Keynote Sponsor | $3,000 |
| Field Trip Sponsor | $500   |
| Summit Refreshment Break Sponsor | $1,000 |

**Summit TOTAL**

### PAYMENT INFO

- [ ] Full Amount Now
- [ ] Check: Payable to NANPA
- [ ] Invoice Me

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Submit contract & payment to:

NANPA
6382 Charleston Road
Alma, IL  62807
618-547-7616 (p) | 618.547.7438 (f) | djd@dduke.net