



5th Annual
Photo Expo West Trade Show
November 14th & 15th, 2009
Del Mar Fairgrounds • San Diego, CA

Exhibitor Information Kit

Welcome to the 5th Annual Photo Expo West Trade Show

We are excited to have your participation in the largest photography event in the West Coast. With over 55,000 square feet of photography seminars, workshops, demonstration areas, exhibitors and more, we're sure that you'll find this event to be not only one of the most affordable, but also one of the most fun to be a part of! Please read through the following information as it pertains to show preparation, set up, exhibitor requirements, Photo Expo West contact information, etc. We look forward to seeing you in November.

Tradeshow Dates & Hours

Exhibitor Set-Up:	Friday, November 13 th 8am - 6pm Saturday, November 14 th 6am - 8:30am
Tradeshow Hours:	Saturday, November 14 th 9am - 5pm Sunday, November 15 th 9am - 4pm
Exhibitor Break-Down:	Sunday, November 15 th 4pm - 10pm

Exhibitor Contract

Due Date: Friday, October 30th 2009**

Contract must be completed and signed by a representative from the exhibiting company, as well as a representative of Photo Expo West to be valid. See contract for details.

Attached File: [Photo-Expo-Exhibitor-Sign-Up-09.pdf](#)

Exhibit Hall Map & Booth Space

Due Date: Friday, October 30th 2009**

Booth space starts in 10 x 10 allotments (100 sq. feet). Booth space is based on a first come, first served basis. Please review the attached Exhibit Hall Map and specify your top four location choices when you submit your Exhibitor Contract. Photo Expo West reserves the right to change booth assignments as necessary.

Attached File: [Photo-Expo-Exhibitor-Map-09.pdf](#)

Exhibitor Packages

Silver Package - \$1000 (40 available)

- 10' x 10' booth
- 1/9th page ad in 15,000 direct mail booklets
- Logo, company description & link on Photo Expo West website

Exhibitor Packages Cont.

Bronze Package \$2,250

- 20' x 10' booth
- Company mention in print advertising
- Half page ad in 15,000 direct mail booklets
- Logo, company description & link on Photo Expo West website

Gold Package - \$5,000 (4 available)

- 20' x 20' booth with premium floor space
- Logo in print advertising
- Full page ad in 15,000 direct mail booklets
- Logo, company description & link on Photo Expo West website

Platinum Package - \$10,000 (3 available)

- 20' x 30' booth with premium floor space
- Logo in all print advertising
- Double page ad spread in 15,000 direct mail booklets
- Presence on the SD Photo Expo website
- Provide professional photographers for seminars
- Product demonstrations in the Photo Expo West demo area

All Exhibitor Packages include full pipe and drape as well as one 8 foot Banquet Table. All other booth equipment or accessories must be provided by the Exhibitor. Electricity is optional and billed at a rate of \$100 for the duration of the show.

Booth Materials & Shipments

Direct Shipping Due Date: Friday, November 13th, 2009

If you are shipping your booth or product directly to the show it must arrive on Friday November 13th, 2009 and a representative from your company must be available to sign for it. Please ship direct shipments to the following address:

Exhibit Hall
Del Mar Fairgrounds
2260 Jimmy Durante Blvd.
Del Mar, CA 92014
858-755-1161

Advanced Shipping Due Date: Monday, November 9th, 2009

If you would like to ship your booth or product in advance to our warehouse, shipments must arrive between November 9th - 12th, 2009. Please call ahead to arrange for details, 800-637-8087 x.111. All shipments will be stored and then transported to your booth on Friday November 13th at a flat rate fee of \$250. Ship advanced shipments to:

Delkin Devices, Inc.
c/o Photo Expo West
13350 Kirkham Way
Poway, CA 92064

Booth Materials & Shipments Cont.

General Set-Up Information

Trucks are allowed to pull up to the Exhibit Hall. Space is on a first come, first serve basis but to allow all exhibitors ample time for setup, trucks are limited to 30 minutes of parking at any one time. Trucks may not stay parked next to the building overnight nor may they block fire lanes at any time or for any reason.

All emergency exits, fire hoses, fire extinguishers, AEDs and other emergency or safety devices must be kept clear at all times during setup/takedown and show hours. Any exhibitor found in violation of this will be removed from the exhibit hall.

Exhibitors are responsible for packing and shipping their own booth materials at the end of the show.

Show Promotions & Requirements for Inclusion

Due Date: Monday, October 5th 2009

Photo Expo West engages in a variety of show promotions leading up to the event, including web marketing (www.photoexpowest.com), eblasts, magazine advertisements, newspaper advertisements, direct mail, radio, TV and more. Your inclusion in these promotions is automatic pending show registration and payment. To get the most out of this promotional opportunity, please submit the following no later than Monday, October 5th.

1. Company Logo
2. Company Website Address
3. Description of Goods or Services
4. Special Offers (if any) at Photo Expo West

Photo Expo West Raffle

Due Date: Friday, October 30th 2009**

Every year, Photo Expo West promotes a variety of raffle prizes donated by our exhibitors. Signage is prominently displayed for these items at the front of the show, as well as outside around the show grounds, on the website, in the direct mailer, and in other general show promotions. It is not only a great way to get your products in the hands of photo enthusiasts; it gains you valuable promotional exposure at a low price (just the cost of the item). If you would like to be included in our annual raffle, please submit the following no later than Monday, October 5th. No restrictions on size or monetary retail value apply.

1. Company Name
2. Company Logo
3. Raffle Item
4. Raffle Item Description
5. Raffle Item Retail Value
6. High Resolution .jpg of the Raffle Item

Direct Mailer Ad Specs

Due Date: Monday, October 5th, 2009

Inclusion in the Photo Expo West 14 page (+) full color direct mailer is included with your show registration and payment. Over 15,000 copies will be distributed throughout the Western U.S. throughout October and November of 2009. Silver exhibitors receive space for a 1/9th page ad, Gold exhibitors receive space for a full page ad, and Platinum exhibitors receive a double page spread. See artwork requirements below.

Print-ready files will be accepted in the following formats:

- Adobe Acrobat Document (.pdf PDF/X-1a:2001 setting minimum)
- Adobe Illustrator Artwork CS or higher (.ai/.eps)
All images embedded and fonts outlined
- Adobe Photoshop Image (.psd) All layers flattened and all fonts outlined
- Uncompressed TIFF Image (.tiff, .tif)

Your images and designs should be saved to 300 ppi (pixels per inch), at 100% of the dimensions at which they will print. Please contact Brian Leppla if you have any questions at bleppla@delkin.com or 858.391.1234 x134.

Attached File: [pew09-mailer-ad-sizes.jpg](#)

Photo Media Magazine Ad

Photo Expo West is running a full page consumer ad in the October/November issue of Photo Media Magazine. This is a free publication distributed to thousands of camera stores and labs within the Western U.S. Please feel free to use the attached artwork to promote your participation in Photo Expo West 2009.

Attached File: [pew-photomedia-ad-0909.jpg](#)

Contact Information

Please submit all forms and forward all questions and communication to:

Tom Robeson / General Manager

Email: trobeson@delkin.com

Phone: 800.637.8087 ext. 111

Fax: 858.391.1417

Anna Lopez / Sr. Event Coordinator

Email: alopez@delkin.com

Phone: 800.637.8087 ext. 143

Fax: 858.391.1417

* The Exhibit Hall must be cleared of show materials by 10:00pm. Anything left in the exhibit hall after this time will be disposed of by show management.

** Inclusion in the direct mailer and other printed and spoken promotional materials is contingent upon the date that your contract is received and payment processed. Exhibitors submitting contracts that are received after promotional deadlines (especially for printed materials) will only be included in promotions that run after the contract submission date. To be included in the direct mailer, all contracts, payments, company information and materials must be submitted no later than **Monday, October 5th 2009**.