



# **SPOA Industry Partner & Supplier Opportunities**

w/Annual Conference & Exhibit Information

# Why SPOA?

Your relationship with SPOA is a conduit to a complex audience of leaders from every walk of life and a variety of professional backgrounds. These leaders and members have a strong commitment to the communities they serve and whose driving motivation is to create as many memories as possible they can through the lens of their company's school photography. In addition, SPOA offers an extended membership audience of industry professionals that include photographers, marketing professionals, finance professionals, purchasing professionals, sales professionals, production and operational professionals as well as company owners and leaders. We believe our partner program can provide top solutions in services and products for our members and their companies. Our commitment to our members runs as deep as their commitment to their customers. Our goal is to help our members be successful in leading wherever they are in their career. This includes introducing them to brands with which we are comfortable being aligned – our Industry Partners.

## How?

To get involved it starts with joining our cause and our organization. Because we want our organization to be built on solid ground, we don't want the typical non-profit vendor or partner sponsorship plan. We believe that our industry is so unique and so close, we wanted to build our industry businesses helpers a membership program that has them just as engaged as our regular school photography members. This membership will give you direct access to communications and industry updates, thus keeping you at the front lines of all industry developments. In addition, you will have a unique login to the site as a member and will have direct access to content and training materials along with an array of other resources. Last, industry partners and supplier memberships will have first access to meetings, trainings and conferences as well as discounts on other sponsorship opportunities that may be offered throughout the year.

**All Industry Partner & Supplier Memberships will be entitled to all of the above benefits plus the following:**

- | **Exhibit Opportunities**
- | **Sponsorship Opportunities**
- | **Advertising Opportunities**
- | **Industry Directory Listing**
- | **Training Modules**
- | **Speaker's Bureau**
- | **Focus Groups**
- | **SPOA Discount Opportunities**

# Business Partner Memberships

| Company size - 1-75 employees = \$700 per year total

| Company size - 75+ employees = \$999 per year total

(This membership must be purchased from our website under memberships)

*It All Starts With Joining As A Member First!*

## Strategic Partner

### Custom Designed Partnership

- Industry Partner/Vendor Directory – Complete listing with direct link access and other features
- 1 – Announcement of your company joining in our Newsletter and Social Media
- 12 – dedicated social media pushes
- 5 – articles or advertisements in our monthly SPOA Newsletter
- Will be featured as a Strategic Partner in our Newsletter
- 1 – logo and dedicated page on our website featured as a Strategic Partner section then linking your business to a dedicated page, we will host for your business annually as well as direct links to your site
- 1 – 5-minute opening for both a Governing Board and Executive Board Meeting
- 1 – speaking opportunity by either our Board President, Board Chairman or Executive Director
- Hallway booth space at conference - included in partnership cost
- Partnership discussion from stage during a general session at the National Conference
- Full-page advertisement in conference guide included
- 25% off other sponsorship opportunities after October as well as first opportunity for them
- National Discount Program
- SPOA to discuss other partnered initiatives your company may have and how we may partner

In addition, SPOA will work with you on a customizing a partnership that benefits our industry, our members and your business. We look forward to discussing these opportunities with you today!

**Existing Partnerships:** ImageQuix/PhotoLynx (Foundation), Sony (Photography Training), Fotomerchant (Industry Report), GotPhoto (International Conference & Membership)

## Platinum Partner

**\$12,500.00**

- Industry Partner/Vendor Directory – Complete listing with direct link access and other features
- 1 – Announcement of your company joining in our Newsletter and Social Media
- 12 – dedicated social media pushes
- 3 – articles or advertisements in our monthly SPOA Newsletter
- Will be featured as a Platinum Partner in our Newsletter
- 2 – Featured News Articles
- 1 – logo and dedicated page on our website featured as a Platinum Partner and a link to your site
- 1 – 5-minute opening for both a Governing Board and Executive Board Meeting
- 1 – speaking opportunity by either our Board President, Board Chairman or Executive Director
- Hallway booth space in front of exhibit hall and general session room for the entire conference included in partnership
- 2 - Half-page advertisements in conference guide
- 20% off other sponsorship opportunities after each October for conference opportunities
- National Discount Program
- 2 – product or speaking opportunities at SPOA Summer or Winter Trainings
- Joint organized webinar or focus group with board, members or schools - as needed and if needed by partner

## Gold Partner

**\$8,000.00**

- Industry Partner/Vendor Directory – Complete listing with direct link access and other features
- 1 – Announcement of your company joining in our Newsletter and Social Media
- 4 – dedicated social media pushes
- 1 – article or advertisement in our monthly SPOA Newsletter
- Will be featured as a Gold Sponsor in Newsletter
- 1 – logo and dedicated page on our website featured as a Gold Partner and a link to your site
- 1 – 3-minute opening for both a Governing Board and Executive Board Meeting
- Gold level opportunity to purchase booth for conference prior to public offer
- 10% off other sponsorship opportunities after each October for conference sponsorships
- National Discount Program

## Silver Partner

**\$3,000.00**

- Industry Partner/Vendor Directory – Complete listing with direct link access and other features
- 1 – Dedicated social media push
- 1 – Announcement of your company joining in our Newsletter and Social Media
- Company Logo will be featured as a Silver Partner in Newsletter
- 1 – logo and dedicated page on our website featured as a Silver Partner and a link to your site
- Silver level opportunity to purchase booth for conference prior to public offer
- 10% off other sponsorship opportunities after each October for conference sponsorships

## International Conference on School Photography & Yearbooks

*July 8-12, 2024 - Las Vegas, NV*

### Exhibit Hall

- Exhibit Hall - Set Up - Monday - July 8th
- Booth's are granted in order on seniority based on partnership levels, then business members then open to general public
- Each booth comes with one ticket and that ticket allows you to attend the entire conference, including the National Awards Banquet on Thursday evening the 13th
- There are multiple contests in the exhibit hall for attendees
- Each booth space can be purchased in our conference app - WHOVA - you can see all attendees and manage your own company details within the app itself - or you may pay directly to SPOA
- Food will be served in and around the exhibit hall to ensure attendee participation
- SPOA will be making announcements of basket and booth giveaways on both Tuesday and Wednesday during show - must be present to win

For more information contact:

David Crandall - Executive Director of SPOA  
davidc@schoolphotographersofamerica.com or call 615-924-4780