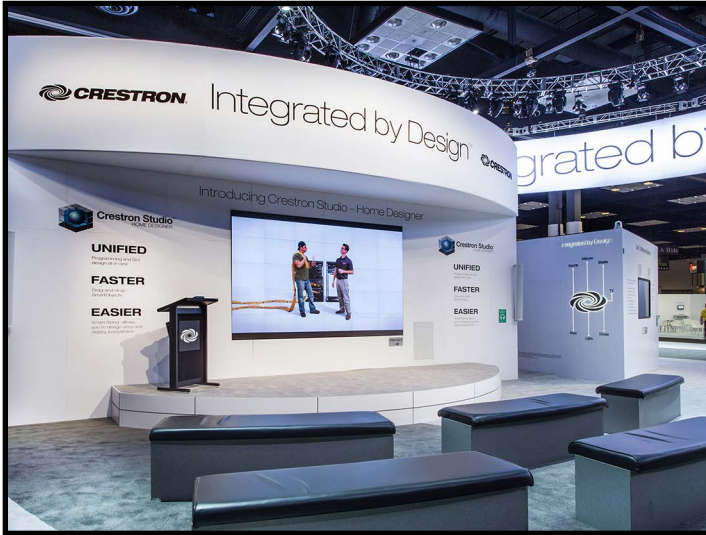


The Photo Group is pleased to be your Official Show Photographer. As an official vendor at this show we have been vetted by Show Management and trusted by them to provide you with the highest quality services and products



The Photo Group provides a unique approach to exhibit booth photography. We photograph each booth in a **true architectural style**. This means that the photographer assigned to you will have years of experience photographing buildings and interiors as well as exhibit booths. This style of photography will capture all the design elements and layout of your booth in a creative and compelling fashion. Each of your images are completed in post production to be color perfected and manipulated so that each graphic and element, including screens and back-lit displays, are clearly represented.



We deliver your images to you electronically by uploading them to our own secure server to an area that is password protected just for you. Please feel free to try our unique online delivery system: <http://www.thephotogroup.com/demo.html> We also offer on a per quote basis in-booth photo-opportunities and traffic builders, professional video services, product photography and time-lapse photography.

**Feel free to contact us at
800-752-6913 with any
questions you have.
We look forward to working with
you!**





Name: _____ Company: _____
 Address: _____
 Email: _____ Phone: _____
 Booth Name: _____ Booth #: _____ On-site Contact: _____

ARCHITECTURAL EXHIBIT PHOTOGRAPHY Includes electronic delivery of high resolution, color-corrected jpegs through our online delivery system and hosted for 3 months. One image per view, each view in addition to 8 view, \$100/view. All booths are shot empty before or after show hours unless otherwise indicated below..

- Package A (1 view) \$150.00
- Package B (2 views) \$275.00
- Package C (3 views) \$400.00
- Package D (4 views) \$515.00
- Package E (5 views) \$630.00
- Package F (6 views) \$745.00
- Package G (7 views) \$850.00
- Package H (8 views) \$955.00

- ADDITIONS**
- Extra views, \$100 each; _____ views _____
 - Flash drives, \$40.00 each; _____ drives _____
 - On-site delivery \$75.00 *
 - 8x10 Custom Prints, \$40.00 each; _____ prints _____
 - Remove background, \$200.00 per view; _____ views _____
 - Crowds in Booth _____ views _____
 - Staff in Booth _____ views _____

ARCHITECTURAL PHOTOGRAPHY TOTAL \$ _____

EDITORIAL / EVENT PHOTOGRAPHY

Includes electronic delivery of organized, edited and perfected high resolution jpeg images through our online delivery system and hosted for 3 months. Orders for editorial photography must be placed no later than one month prior to the event. Orders placed later than one month out are subject to availability.

- 1-2 hours: \$300/hour
- 2 or more hours: \$250/hour
- On-site delivery (electronic) \$75.00
- Photo Album (5x7 soft cover, 20 pages) \$150.00

COMBINATION PACKAGES: All packages include electronic delivery of organized, edited and perfected high resolution jpeg images through our online delivery system and hosted for 3 months. Orders for editorial photography must be placed no later than one month prior to the event. Orders placed later than one month out are subject to availability.

- Package 1: 4 views & 1 hour editorial \$750
- Package 2: 6 views & 2 hours editorial \$1100
- Package 3: 8 views & 4 hours editorial \$1750

Description / Event Name: _____ Description / Event Name: _____
 Date & Time: _____ TOTAL: _____ Date & Time: _____ TOTAL: _____

VIDEO SERVICES Orders must be submitted at least 1 month prior to show. Later orders will be accepted according to availability. Contact us for quote.

- TOUR OF EXHIBIT & PRODUCTS
- DEMOS AND THEATER PRESENTATIONS
- INTERVIEWS & TESTIMONIALS
- "B" ROLL AROUND EXHIBIT
- SEMINARS & SESSIONS
- EDITING, ROUGH CUT & FINAL PIECES

ADDITIONAL SERVICES Contact us for quote.

- PRODUCT PHOTOGRAPHY *
- IN-BOOTH PHOTO OPPORTUNITIES/TRAFFIC BUILDER
- TIME-LAPSE PHOTOGRAPHY

* May not be available at every show; please call to inquire

**PLEASE EMAIL YOUR ORDER TO NICOLE@THEPHOTOGROUP.COM OR FAX TO 707.474-3832 OR MAIL TO ADDRESS BELOW
 QUESTIONS? CALL US TOLL FREE AT 800.752.6913**

- Online images available for download for 3 months
- Please allow 2 wks for delivery of uploads; 4 wks for delivery for print or flash drive orders
- Pre-payment is required & does not limit changes to your order.
- Cancellations must be made at least 24 hrs. in advance to avoid cancellation fees.

Order SubTotal \$ _____
 8.25% Sales Tax (CA only) \$ _____
 Shipping & Handling \$ 12.00 _____

American Express Visa MasterCard

GRAND TOTAL \$

Card # (please print clearly) _____ Expiration Date: _____

Signature (required on all orders) _____ Card Security Code: _____



Frequently Asked Questions:

Why should I use the official photographer?

As an official vendor, show management has vetted our company and put their trust in us to take care of their valuable exhibitors. We do not take that trust lightly and in order to insure our continued relationship with the show we'll go the extra mile to make sure that you receive only the highest quality services and products available. As the Official Show Photographer we are provided with unfettered access to the exhibit hall so you will not need to make any special arrangements or set an appointment to meet with us while we shoot. We take care of any arrangements regarding power or lights necessary in the hall with the venue directly.

What does "Architectural Photography" really mean?

It means that we shoot your booth in the same style we would when we shoot an interior or building. The photographer assigned to your booth will have years of architectural experience and will have the correct lenses and equipment to best shoot your booth in this style. Using a tripod he'll set up his shots based on the angles you have chosen and discussed with our representative prior to the shoot. While he'll take many shots of those individual angles, you will receive one image per angle that has been perfected in post-production.

Do I need to be present when my booth is photographed?

No. The Photo Group makes all the arrangements necessary with the venue and show management to photograph your booth on the morning or evening specified by our representative when they meet with you. Our representative will meet with you prior to the shoot to review your order and discuss the angles you want taken of your booth so that our photographer can be self-directed without you being present. If you feel you need to be present and want to make an appointment, you can do so when our representative visits you at your booth. All appointments are first come first served and based on photographer availability.

What is the difference between architectural and editorial photography?

When shooting your booth in an architectural style the photographer will shoot only one series of shots per angle requested. When shooting in an editorial style the photographer will hand-hold the camera and move around capturing moments rather than specific angles or perspectives. Editorial photography should be chosen as an option if your needs are as follows:

- Events such as parties, meetings or award ceremonies, on or off site
- "Up close and personal" moments or demonstrations within your booth during show hours
- Documentary coverage of your sponsorship presence at the show
- Shots of your company's staff or principals speaking at a session or keynote address

Are there any additional charges for off-site editorial photography?

No. Our rates apply to any location that we are needed.

How and when can I expect my images to be delivered?

Our standard method of delivery is electronic. Your images will be uploaded to our own secure server to an area that is password protected. You will receive an email from us with instructions as to how to download your images as well as your access code. If you order a compact flash drive, your images will be sent to you on that drive via UPS Priority Mail. We cannot promise delivery any sooner than 2-3 weeks after the show, however our goal is to get you your images as quickly as we can after the show.

It's a digital image – why does it take so long to deliver?

All images – architectural booth images as well as editorial images – are "managed" before they come to you. Our architectural images go through a post-production process to insure perfected color, perspective and manipulation to provide you with a high-quality portfolio ready image. Your editorial images are organized, edited and perfected (as necessary) before they are delivered to you. Our image delivery times can vary and take up to three weeks to deliver based on in-house volume. If you have a deadline and need your images guaranteed for delivery by a certain date please contact us so that we can make that happen for you.