



Dear Potential Vendor,

First, let me introduce myself. My name is Dennis Govoni and I am taking over the responsibilities Greg Daily had as Vendor Relationship Manager for Nature Visions Photo Expo (NVPE). Greg is moving back home to Texas and I hope to continue the excellent work he has done over the past 5 years. Please feel free to contact via email or phone (below) if you have any questions or concerns.

I am excited to announce that the Northern Virginia Photography Expo, Inc. will hold its Nature Visions Expo once again in Manassas, Virginia, at the Hylton Performing Arts Center on November 13th, 14th and 15th, 2015. Nature Visions Photo Expo is an annual photographic event held in the Northern Virginia/Greater Metropolitan DC area that features lectures, workshops, speakers, and an exhibit of some of the most competitive photography in the area.

Last year we had nearly 1500 attendees. This was due to improved marketing strategies that targeted a broader audience and the elimination of an entrance fee. Our audience comes from all around the Mid-Atlantic region and beyond. The Hylton Performing Arts Center, located in the Washington DC Metro area, (www.HyltonPerformingArtsCenter.com) is an expanding venue, and an ideal location for our expo.

Friday, November 13th, will be our kick off day. As with previous years, we expect to have a high-caliber keynote speaker along with other renowned photographers who will fill out our workshop and presentation sessions.

As a vendor, you will have the opportunity to choose from three different price ranges of tables (\$400, \$525, \$750.) The layout of the vendor space in this venue is such, that most tables have visibility from the entrance throughout the exhibit hall. There is vendor exhibitor space on both the upper and lower levels of the Grand Foyer.

We need to make you aware that the Hylton Center will be undergoing construction at the Main Expo Entrance, normally used to check-in attendees, so that entrance will be closed. This should not have any major impact on most of the table allocations although the sales tables will be moved to the opposite entrance. We do not have construction details at this time and will notify you if adjustments need to be made.

As per last year, we will continue to offer the following:

- An opportunity to set up and sell products and/or services during the full day seminar on Friday. We typically have 250+ in attendance for this full day event.
- The option to sell/display products and/or services after the keynote presentation on Saturday



- Returning vendor discounts
- Early bird discounts

The enclosed information provides details on vendor levels and an application. In addition to your exhibitor space, you will be listed, along with your logo, on the Expo's website as a vendor, www.NatureVisions.org. This information will provide a link to your company's website. I encourage you to visit our site to see all the great activities and opportunities this event has to offer. We will be updating the Nature Visions' website as we finalize our presenters, classes, lectures and vendors.

Keep in mind that full payment is due by August 1st if you want to be published in our marketing and promotional material. See the registration form for details. Please note we do reserve the right to change table locations based on the needs of the Expo.

You don't want to miss the chance to participate in this event. If you have any questions, or would like to request referrals, please let us know. Be aware, the lower level of the Hylton Center typically sells out quickly. If you want a vendor table on the lower level you need to submit your application as soon as possible.

Sincerely,

Dennis Govoni

Vendor Relationship Manager
Northern Virginia Photography Expo Inc. DBA Nature Visions
dngovoni@verizon.net
703-989-0875



Facts About the Nature Visions Expo

- Draws 1500 participants and vendors from across the country.
- Is coordinated by seven (8) Northern Virginia and Maryland photography societies and clubs, with a combined membership of more than 750. Showcases up to 400 high-caliber, juried photographs, displayed in a gallery-like setting.
- Will showcase photos from a new student competition effort this year
- Provides opportunities for photographers with all experience levels access to informative lectures and workshops.
- Includes the chance to purchase fine art prints.
- Is free and open to the public.
- Offers a uniquely interactive three-day opportunity to reach the market you wish to target.

Additional Vendor Benefits

Web Site Listing

Your company name, logo (if provided) will be listed on the Vendors page of the Nature Visions Expo's website: www.naturevisions.org, and will be linked to your company's website.

Listing in Event Literature

Your company name will be listed on posters and other promotional literature created for the Expo. (Must receive payment and your logo prior to August 1st, 2015)

Vendor's Choice Award

Vendors receive a Special Award ribbon to give to one of the photographs juried into the main exhibition, which provides additional name exposure.

Vendor Information

Confirmation

Confirmation of your participation and assigned exhibitor space (if applicable) will be provided.



Exhibitor Space and Location

Vendor exhibits will be located in the Grand Foyer, on the Main and Upper Levels of the Hylton Center. The Hylton Performing Arts Center is located in Manassas on the George Mason Campus. The address is: 10960 George Mason Circle, Manassas, VA 20110. www.HyltonPerformingArtsCenter.com

Each vendor is provided one draped (72" x 30") table and chair(s). Your company may also elect not to have a table, but use a comparable area of floor space (72" x 60") for your own display.



Table Rates

Downstairs Tables Standard Price \$750 (Tables L1- L25)			
	No Discount	Returning Vendor Paying Before Early Bird Deadline	Returning Vendor Paying After Early Bird Deadline
Returning Vendor Discount \$100		X	X
Early Bird Discount \$75		X	
Total	\$750	\$575	\$650

Upstairs Tables Main Area Standard Price \$525 (Tables U26-U34)			
	No Discount	Returning Vendor Paying Before Early Bird Deadline	Returning Vendor Paying After Early Bird Deadline
Returning Vendor Discount \$65		X	X
Early Bird Discount \$75		X	
Total	\$525	\$385	\$460

Upstairs Tables Hall/Back Area Standard Price \$400 (Tables U35-U40)			
	No Discount	Returning Vendor Paying Before Early Bird Deadline	Returning Vendor Paying After Early Bird Deadline
Returning Vendor Discount \$65		X	X
Early Bird Discount \$75		X	
Total	\$400	\$260	\$335



Fee for Additional Friday Setup and Sales

Saturday and Sunday Vendors. Setup on Main Floor (Setup anytime on Friday November 13th) Must tear down if setting up in a different location than the assigned location for Saturday and Sunday before 5:00PM Friday evening	\$150
---	--------------

Exhibitors' Schedule

Nature Visions reserves the right to make changes to the table layout and schedules at its discretion.

Friday November 13th	
Selling/Displaying & Setup	9:15 AM – 5:00 PM
Setup Only for Saturday	6:00 PM – 8:30 PM
Saturday November 14th	
Setup	7:30 AM – 9:30 AM
Doors Open to General Public	9:30 AM – 4:30 PM
Keynote Presentation	4:30 PM – 6:30 PM
Selling Option After Keynote	6:30 PM – 7:15PM
Sunday November 15th	
Setup	7:30 AM – 9:30 AM
Admission	9:30 AM – 4:30 PM
Tear-down:	4:30 PM – 7:00 PM

Dates to Remember

June 30st Early Bird Registration and Payment due for discounted tables



- | | |
|----------------------------|---|
| August 1 st | Deadline for final payment and logo submission to be included in event promotional materials. |
| September 15 th | Deadline to cancel (Receive 70% refund)-No Refund after this date |
| October 13 th | Deadline for booking official hotel room to take advantage of the negotiated rate |

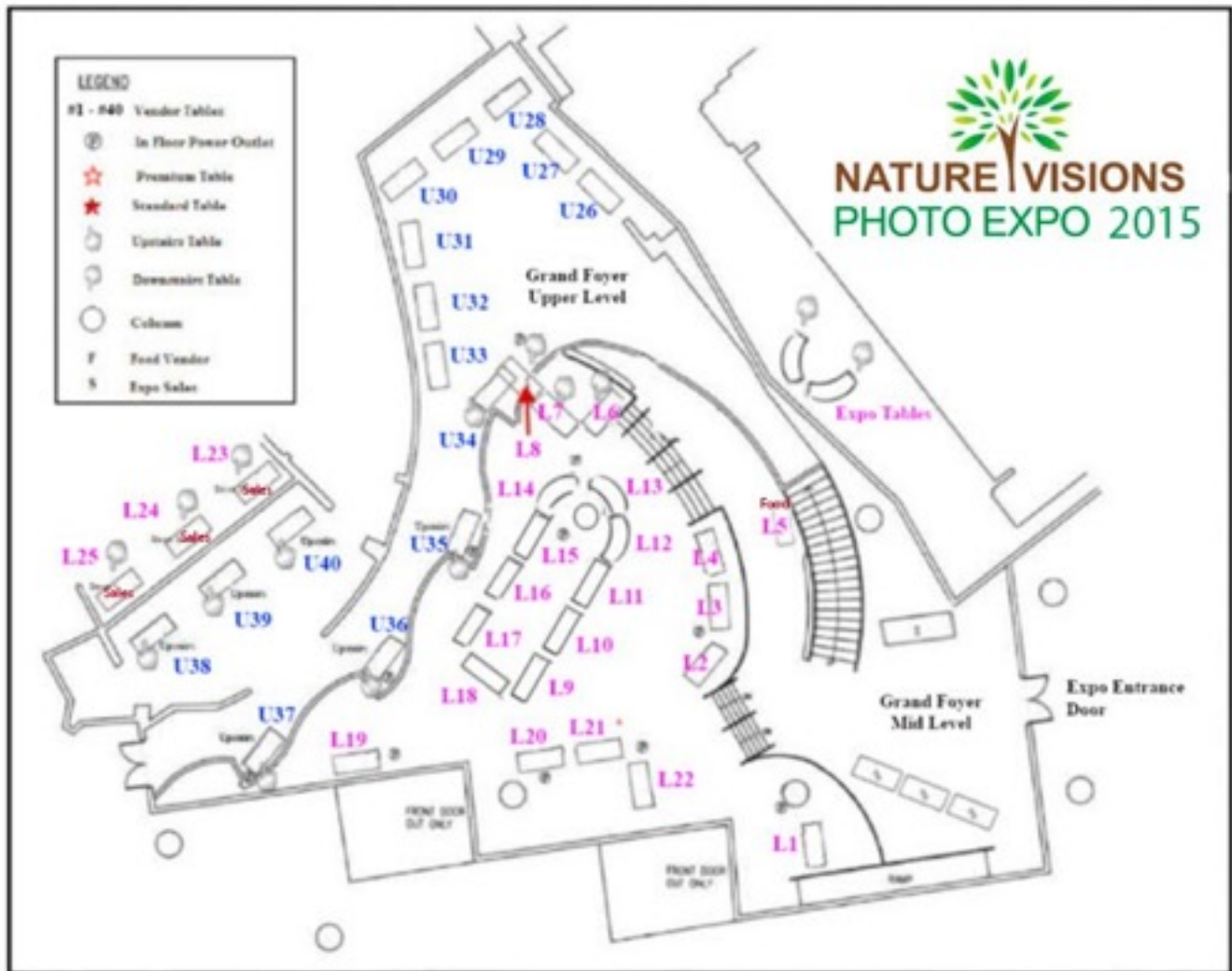
Accommodations

At this time, Nature Vision is negotiating with a different hotel from last year and we will notify you as soon as details become available.

Vendor Table Layout

See website for available tables

<http://www.naturevisions.org>





Exhibitor/Vendor Rules

Loading

Load in/load out times will be strictly enforced.

The primary loading area is the loading dock. Only small items are to be loaded in through the front doors.

Set Up

Keep exits and aisles clear at all times. Tables are set in place to conform to fire code – DO NOT MOVE.

Use only designated vendor storage areas.

All power cords must be taped down. (See event staff for assistance.)

Displays must be self-supporting. No tape, glue, mounting clay, etc. of any type may be used on walls, pillars or railings.

Banners may be tied to the ironwork with soft twine only. Do not tie to wooden railings.

Parking

No parking in the circle in front of the building or in the loading dock. Park in the regular parking lot or as directed by event staff. Since construction may be underway during the expo, we will update you as information becomes available.

Miscellaneous

No weapons are allowed on the GMU campus.

No helium balloons allowed.

We are a non smoking venue. Smoking is allowed only on the smoking terrace.

No pets or other animals allowed except assistance animals.