

April 14, 2019

Dear Potential Vendor:

I am excited to announce that the Northern Virginia Photography Expo, Inc. will once again hold its Nature Visions Photo Expo in Manassas, Virginia, at the Hylton Performing Arts Center on November 1-3, 2019. 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.

Nature Visions Photo Expo draws over 1,000 attendees. Attendance continues to grow year over year due to marketing strategies targeting a broader audience and the elimination of an entrance fee. Our participants come from all around the Mid-Atlantic region and beyond. The Hylton Performing Arts Center, located in the Washington DC Metro area, ([www.HyltonPerformingArtsCenter.com](http://www.HyltonPerformingArtsCenter.com)) is an expanding venue, and an ideal location for our expo.

Friday, November 3, we will kick off the expo with photographer Ralph Lee Hopkins ([ralphleehopkins.com](http://ralphleehopkins.com)). Ralph travels to the world's wild places with Lindblad Expeditions and National Geographic. He is the founder and director of the Expedition Photography program for the Lindblad-National Geographic alliance, and for more than 25 years has photographed expeditions from the Arctic to the Antarctic and points in between.

Our Saturday evening speaker will be Amy Gulick ([amygulick.com](http://amygulick.com)). Amy Gulick is an acclaimed nature photographer and writer. Her images and stories have been featured in: *Outdoor Photographer*, *National Wildlife*, *Audubon*, *Sierra*, and other publications.

Along with these keynote speakers Saturday and Sunday will be filled with a variety of lectures and hand-on classes.

As a vendor, you will have the opportunity to choose from three different price ranges of tables - \$425, \$550, or \$800. We have decided not to raise the cost, once again, this year. 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 may be undergoing construction at the Main Expo Entrance. At this point, construction that began last year may still be on going this fall. This entrance is normally used to check-in attendees but will be closed for that use. This should not have any major impact on most of the table

allocations for the vendors. We will be monitoring the construction and will keep you apprised of progress or issues pertaining to space usage.

As of now, we are planning to have the same table locations as in 2018. If this changes, we will notify you.

Nature Visions will continue to offer the following:

- An opportunity to set up and sell products or services during the full day seminar on Friday (with an additional table cost of \$150). We typically have 250+ in attendance for this full day event;
- The option to sell and display products and services after the keynote presentation on Saturday. Please indicate if you want to do this or not so we can post this on the web site for the public;
- Returning vendor discounts; and
- Early bird discounts.

The enclosed information provides details on vendor levels. In addition to your exhibitor space, you will be listed, along with your logo, on Nature Visions Expo's website as a vendor, [www.NatureVisions.org](http://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.

Full payment is due by August 1 if you want to be published in our marketing and promotional material and to avoid your tables being returned to the general pool. See the registration form for details. Please note we reserve the right to change table locations based on the overall needs of the Expo. September 15<sup>th</sup> is the last date to cancel your table to receive a 50% refund. After September 15<sup>th</sup> no refunds will be issued.

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. As a courtesy to returning vendors, Nature Visions will hold your previous year's table location until May 1<sup>st</sup>, after which tables will be available on a first come, first serve basis.

Sincerely,

*Sidney N. Stone*

2019  
NATURE VISIONS  
PHOTO EXPO



*Tana Ebbole*

Vendor Relationship Managers

Northern Virginia Photography Expo Inc. DBA Nature Visions

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914-512-1926

## **Important Facts About the Nature Visions Expo**

- Draws over 1000 participants and vendors from across the country.
- Is coordinated by eight (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 student competition effort
- 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](http://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 1)

### **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 via email.

### **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, VA on the George Mason Campus. The address is: 10960 George Mason Circle, Manassas, VA 20110. [www.HyltonPerformingArtsCenter.com](http://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.

Vendor's upstairs tables have first option to hang banners from the railing. If you are downstairs, please do not hang a banner on the upstairs railing until the vendor at that table has decided on whether or not to hang a banner. Otherwise, it is first come, first serve.

## Table Rates

<b>Downstairs Tables Standard Price \$800 (Tables L1- L22; M1-M3)</b>			
	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	
<b>Total</b>	<b>\$750</b>	<b>\$575</b>	<b>\$650</b>

<b>Upstairs Tables Main Area Standard Price \$550 (Tables U26-U34)</b>			
	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	
<b>Total</b>	<b>\$525</b>	<b>\$385</b>	<b>\$460</b>

<b>Upstairs Tables Hall/Back Area Standard Price \$425 (Tables U35-U40)</b>			
	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	
<b>Total</b>	<b>\$400</b>	<b>\$260</b>	<b>\$335</b>

<b>Fee for Additional Friday Setup and Sales</b>	
Saturday and Sunday Vendors may setup on the Main Floor anytime on Friday November 1 <sup>st</sup> for an additional fee. 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.

<b>Friday November 1</b>	
Selling/Displaying & Setup	9:15 AM – 5:00 PM
Setup Only for Saturday	6:00 PM – 8:30 PM
<b>Saturday November 2</b>	
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
<b>Sunday November 3</b>	
Setup	7:30 AM – 9:30 AM
Admission	9:30 AM – 4:30 PM
Tear-down:	4:30 PM – 7:00 PM

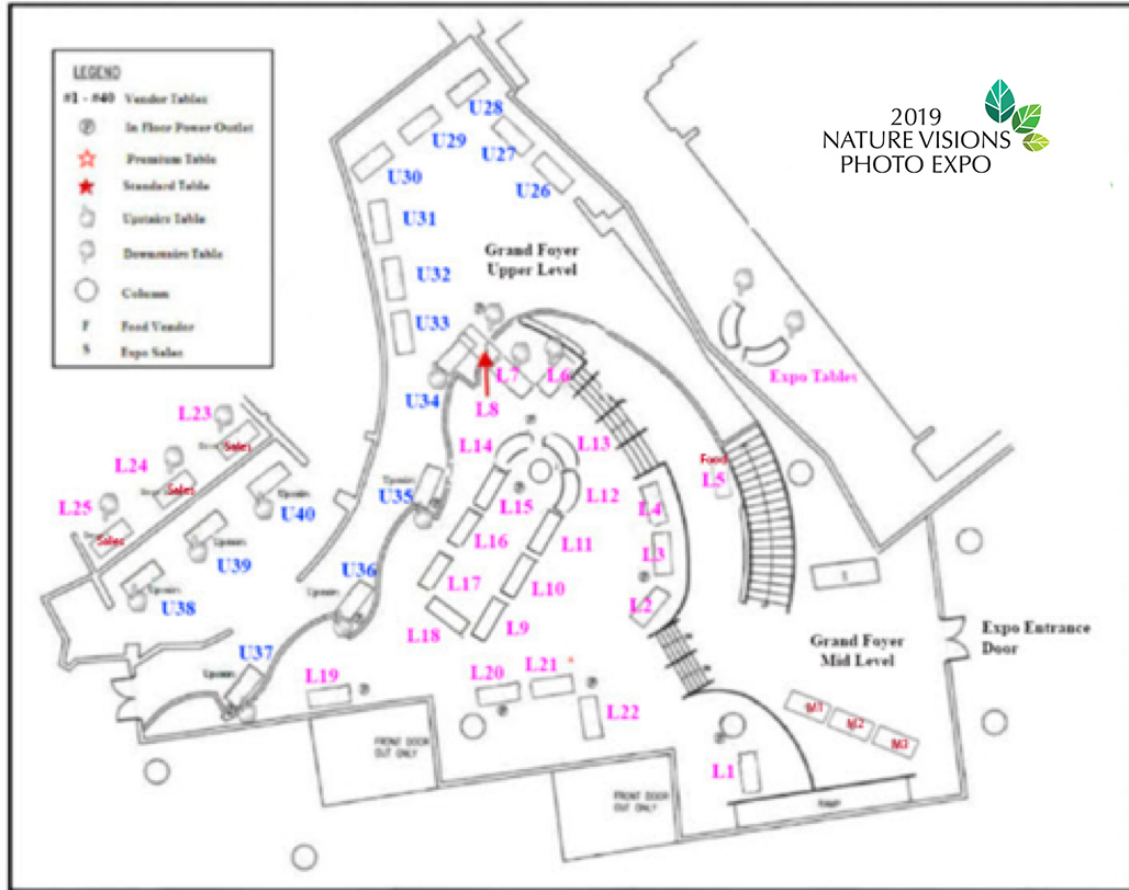
## Important Dates to Remember

May 1	Deadline for holding previous year's table location if we are not notified of your intent to return.
May 31	Early Bird Registration and Payment due for discounted tables.
August 1	Deadline for final payment and logo submission to be included in event promotional materials. Your tables will go back into the general pool after this date if payment not received.
September 13	Deadline to cancel (Receive 50% refund)-No Refund after this date
October 13	Deadline for booking official hotel room to take advantage of the negotiated rate.

## Accommodations

Accommodation information will be sent at a later date in a separate correspondence.

## Vendor Table Layout



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**HYLTON PERFORMING  
ARTSCENTER**



## **Exhibitor/Vendor Rules**

### **Loading**

Load in/load out times will be strictly enforced. If you unload from the drop-off circle near the main doors, please move your vehicle(s) immediately after unloading.

The primary loading area is the loading dock. The dock is located at the back of the Center. 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 or helium balloons are allowed on the GMU campus. We are a non-smoking venue. Smoking is allowed only on the smoking terrace. No pets or other animals allowed except assistance animals.