



16-19 March 2024
The NEC, Birmingham

The UK & Europe's biggest event dedicated to photography,
video & content creation

Exhibiting Opportunities

JOIN AN INCREDIBLE LINE-UP OF GLOBALLY RENOWNED BRANDS AT THE PHOTOGRAPHY & VIDEO SHOW

The Photography & Video Show is the largest event of its kind in the UK and Europe, welcoming on average **30,000+ visitors** through its doors every year. It's a show for everyone passionate about image creation, attracting professional and enthusiast photographers, filmmakers, videographers, vloggers and content creators to the NEC in Birmingham over four days.

Visitors come to the show primarily to **buy** and to seek out the latest products and services on offer. The show floor hosts a line-up of **250+ brands**, including globally recognised brands such as Nikon, Canon, Sony and Fujifilm, plus the full range of accessories, printers, albums, clothing, software, training. In addition, a programme of **350+ talks and demos**, led by renowned ambassadors and creatives combines with interactive features to create a memorable and inspiring experience for all.

GET INVOLVED!

Watch our
sizzle reel here



Be part of a fantastic show! What better way to complement your current marketing strategy? Demo your products, introduce your brand to new audiences, and take the opportunity to meet customers face-to-face - it's the perfect way to generate revenue and leads, showcase your brand's quality and your team's expertise, and build lasting and profitable relationships.

THE VALUE OF LIVE EVENTS

Get your brand in front of thousands of active buyers.

EXHIBITOR FACTS & FIGURES

On average:

76%

of exhibitors sign up to come back onsite at the show

91%

of exhibitors rate the show as invaluable to their UK business

85%

of exhibitors rate their return on investment as good or excellent

SPONSORSHIP PACKAGES ARE AVAILABLE FOR STAGES, PROGRAMMES, SHOW GUIDE, EVENT TV & MORE

Our exhibitors rate the return on investment they get from the show so highly that on average, 76% re-book their stands there and then at the show. And this is why it's such an important fixture in the calendar:

1. EMBRACE THE POWER OF FACE-TO-FACE

The face-to-face experience should never be underestimated. Thousands of visitors come to the NEC to try out and buy kit. **In fact, on average, just under 90% of visitors purchase from exhibitors at or as a direct result of visiting the show.** Exhibiting with us will give you an unrivalled chance to get in front of customers that you may not engage with through any other promotional channel.

2. GENERATE ALL-IMPORTANT LEADS

Why spend all that money on online advertising to attract customers? You'll have a fantastic opportunity at the show and via our marketing and PR support package, to build a solid database of actively engaged, opt-in prospects to follow up with throughout the year. **Nearly 70% of our visitors don't attend any other event either so you really will benefit from access to a unique audience.**

3. ALIGN YOUR BRAND WITH THE BEST

As an exhibitor, you'll showcase your products alongside 250+ UK-based and international brands, including the likes of **Canon, Nikon, Sony, Fujifilm, OM-System, Sigma, PiXAPRO, RØDE, Epson, Samyang, CEWE, Sigma, Tenba, Benro, Vanguard, nPhoto and Tamron.** Stand out from your competitors and align your brands with some of the best-known names in the industry.

4. BUILD TRADE RAPPORT

You'll have access to those crucial conversations with suppliers and distributors, enabling you to find additional avenues to market and collect critical information to steer your business growth, via our networking events and meeting facilities. **We'll be geared up to support B2B activities and by bringing the trade community to you, we can help you to make the most out of supply chain opportunities.**

5. LEARN ABOUT YOUR CUSTOMERS

With first-hand, quality interactions you'll have with customers and suppliers alike, you'll learn more about your audience than ever before. This can feed into where your NPD / product sourcing should focus and ultimately, tell how you can build a more profitable business strategy.

THE SHOW IN NUMBERS

The show is a great opportunity for the photography and filmmaking industry to get face-to-face with passionate and actively engaged enthusiasts and professionals from across the UK. Our visitors love the show, which is testament to the quality of our exhibitors, alongside the content we offer. This has resulted in second-to-none net promoter score ratings compared with other UK events.

AVERAGE NUMBER OF ATTENDEES:

29,500 

BPA Audited

AUDIENCE SPLIT:

60 : **40**
ENTHUSIAST **PROFESSIONAL**

OUR AUDIENCE IS UNIQUE:

69%

Of 2022 attendees are not proposing to visit another imaging show over the next year.

AVERAGE VISITOR SPEND:

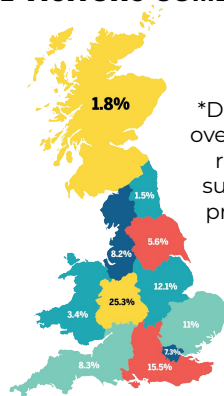
£835
ENTHUSIAST

Over 90% of consumer attendees purchase at the show.

£2,918
PRO / TRADE

Over 85% of pro / trade attendees purchase at the show or as a result of visiting.

WHERE VISITORS COME FROM:



*Drive-time over 2 hours remains a substantial proportion at 34%.

WOULD THEY RECOMMEND THE SHOW?

28
ENTHUSIAST

INDUSTRY AVERAGE 22

22
PROFESSIONAL

INDUSTRY AVERAGE 14

Our net promoter scores are based on how likely our visitors are to recommend the event to others. Our average ratings are exceptional, showing just how much people love the show!

*Figures based on **spending at or as a direct result of attending the show** Excludes travel, accommodation, food and ticket costs.*

GLOBAL, MARKET LEADING BRANDS

The show is a key date in the calendar industry-wide.

FUJIFILM

SIGMA



elinchrom

cewe

Canon



TENBA

Kase®
#capturewithconfidence

TAMRON

ATOMOS

SAMYANG

alamy

SONY

BENRO®

GRAPHISTUDIO
MADE IN ITALY



Hahnemühle

ILFORD

Loxley Colour

EPSON

Godox

wex
photo | video

VANGUARD®

SKYLUM
software

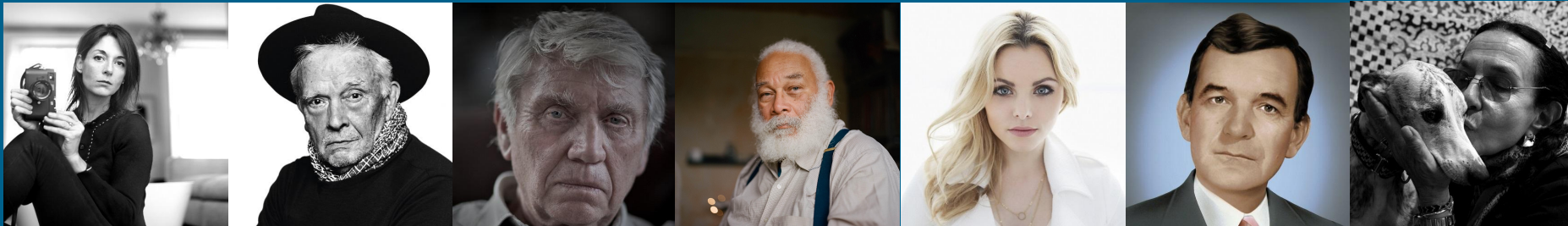
PIXAPRO®

peak design



HIGH PROFILE, INSPIRATIONAL SPEAKERS

Photographers, filmmakers and creators come from all corners of the world to impart their knowledge.



Mary McCartney, David Bailey, Don McCullin, Charlie Phillips, Lara Jade, Martin Parr, and the late Mary Ellen Mark



Steve McCurry, Joel Meyerowitz, Harley-Moon Kemp, Ron Timehin, Rankin, Chris Packham, and Gordon Buchanan

BOOKING THE RIGHT PACKAGE FOR YOU

The Photography & Video Show offers a wide range of exhibiting options, both shell and space only, whatever your budget. Our rates are highly competitive and we will work with you on a package that suits your needs and objectives, and will offer help and advice if you're a first-timer or want to try something different.



50M² SPACE ONLY



6M² SHELL SCHEME



FAR-REACHING MARKETING & PR PACKAGE

With a dedicated show channel on digitalcameraworld.com, coverage with sites such as techradar.com and t3.com and UK-wide exposure via our extensive 16-week marketing and PR campaign, exhibiting with us will further your reach much more than you might think.

EMAIL

In-house database reach

360k+

WEB REACH

Unique visitors annually (16 week campaign):

275k+

SOCIAL MEDIA

Combined following of:

132k+

PARTNER REACH

Including associations,
key media partners,
The Ticket Factory and the NEC:

5.7m+

MEDIA COVERAGE

As an example,
the 2022 show saw an audience
reach of:

1.9m (Print)
33.4m (Online)

Partners and media coverage includes:

Aesthetica



DAZED

Evening
Standard

• **FLUX**

FUSED

The
Guardian



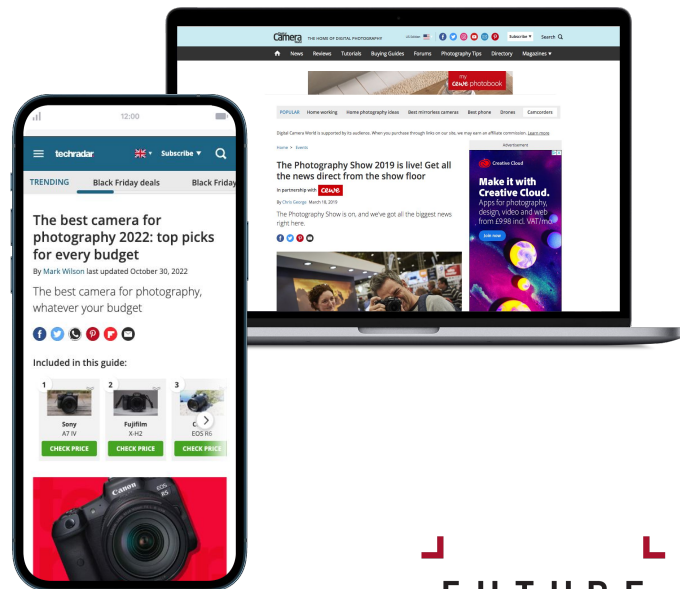
The Observer The Telegraph

THE  TIMES

CONNECTED WITH ESTABLISHED, LEADING BRANDS...

Owned by Future PLC - the Global platform for specialist media.

- Reaching **1 in 3 adults online** in the UK and US
- Connecting more than **400 million** people worldwide
- Home to **245** of the world's favourite brands
- **#1 Photography**, Tech, Homes, Games & Cycling online publisher, UK
- **98.7m** social media followers across the portfolio
- **6.5bn** page view across our brands



FUTURE

A professional studio photograph. On the left, a man in a black leather jacket is seen from the back, holding a black camera with a flash up to his eye. In the center, a woman with blonde hair, wearing a bright pink, pleated, halter-neck dress, is smiling and looking towards the camera. To her right, a large, rectangular softbox light is mounted on a stand, angled towards her. The background is a large, circular backdrop with a dark blue, textured, nebula-like pattern. The overall scene is a professional photo shoot.

Don't just take our word for it.

“ The show provides a valuable opportunity to interact with our customers – meet them in person and showcase our products. There’s nothing better than meeting face to face – we listen to our customers’ stories and help them solve challenges. That’s integral to what we do. ”

Mark Baber – Event & Content Marketing Manager, Sony

SONY



“It’s been a really great event and it’s been great to be able to meet customers face to face. It’s always good when people come to the show wanting to spend money, it’s unlike other shows. As always it’s been a very high quality show and we look forward to the next one.”

Rod Gammons – CEO, Rotolight



“ It has been constant mayhem – in a good way! Our stand is in a great position on the show floor. With our bags, in particular, it’s really important for customers to see them in person – to see the quality and the fit close up. ”

Ian Bywater – Managing Director, Vanguard



WHAT OUR CLIENTS SAY...



Why did you decide to exhibit at The Photography & Video Show?

We have exhibited at the show since 2014 and we have always found that as a primarily online retailer, it's a great way to connect with our customers! We really value the opportunity to meet long-time customers face-to-face and to meet new customers as well.

What are the main benefits of exhibiting at the show?

Being able to engage with our customers directly and demonstrate the range of equipment that they can choose helps to forge relationships with them, and we're able to demonstrate exactly what they'll be buying and why a product is perfect for them. Being able to see the products in person always gives our customers more confidence in what we offer and builds trust in our products.

What feedback did you get from the visitors to your stand? Do you feel that the show gave your brand exposure to a new audience?

Our customers loved the wide range of equipment that we brought with us, and appreciated being able to engage with and get advice from the expert image-makers on our stand. Having 'real' photographers offering their genuine thoughts on the equipment helped to reassure visitors that what we offer is high quality and professional equipment, and making that connection face-to-face made a huge difference. Our live-demo stage was a hit; where big photography names showcased our equipment right in front of potential customers.

The show definitely gives us exposure to new audiences that we would not be able to reach otherwise. We believe that making this connection with customers in person is vital to fostering confidence in our brand and gives us a unique opportunity to engage directly with audiences that we may not be able to reach as effectively online.



WHAT OUR CLIENTS SAY...

What does The Photography & Video Show mean for your business?

We're a longstanding client and have been exhibiting at The Photography Show since 2014. For a brand that sells through retailers, it's sometimes quite difficult to get crucial direct contact with our customers and prospects, and being at the show helps to bridge that gap. It's an intensive few days but we can spend quality time with our audiences and then refer them straight to the retailers to get the kit that they've just tried out - a painless experience for all!

Is it just about the exhibition space?

No! We have always worked closely with the show team on session ideas and have ambassadors speaking on various topics across the show's stages and theatres. Our ambassadors get to impart their OM-System / general photography knowledge and enthusiasm with visitors - not all of whom are Olympus users - so we get additional brand exposure from collaborating in this way.

What do you think when someone says 'The Photography & Video Show'?

Lots of kit, lots of chat, lots of sales... it's an event that so many UK-based photographers and global imaging brands will have in their calendar as a date not to miss. It's not just a trade show. There's so much more to it - the talks, the demos - it's fun and it's a great opportunity for the industry to get together and celebrate photography.



WHAT OUR CLIENTS SAY...

SIGMA

Why did you take the decision to exhibit at The Photography & Video Show?

As the largest photographic show in the UK, The Photography Show provides an unrivalled opportunity to show SIGMA products directly to our core market of consumers as well as providing an excellent opportunity for our trade partners to see the latest products and meet members of our team they might only speak with on the telephone day to day. This helps further cement our relationships with both consumers and our partners.

What are the main benefits of exhibiting at the show?

In addition to the points above, The Photography Show also gives people the opportunity of seeing a wider range of SIGMA products than one might generally find in the High Street. This can be new products that very few people will have seen previously as well as existing and specialist items people may not have known about. Of course it's always fun to offer consumers the chance of playing with an exotic lens, even though they would not necessarily be in the market to purchase one!

What feedback do you get from visitors to your stand?

Visitors love having personal contact with us and being able to ask us questions about our products directly. They also enjoy meeting one or two of our brand ambassadors and hearing how they use their SIGMA gear. Of course everyone wants to see the latest equipment as well.





The Photography & Video Show

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CONTACT US NOW TO DISCUSS YOUR STAND

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