



The Business Design Centre
Islington London
Friday 27 November

vision09

mediapack

A special event brought to you by

THE BRITISH JOURNAL OF
PHOTOGRAPHY

vision

mediapack



Europe's only event dedicated to aspiring and early career pro photographers celebrates 11 years of inspiring new talent when it returns to the Business Design Centre in the heart of London.

Featuring a packed programme of talks, demos, seminars and portfolio reviews, Vision is designed to inspire and inform visitors, giving them the tools and ideas to get their businesses moving.



With its emphasis on interactive learning, face-to-face networking and the creative cutting edge, Vision is like no other trade show, providing a unique opportunity to communicate with photographers in an energised environment as they make the most important purchasing decisions of their careers.



This is a market that *British Journal of Photography* knows and understands extremely well. We know what inspires them, and at Vision we aim to turn them on to the latest innovations with a programme of exclusive talks, learning seminars and one-on-one feedback from leading figures in the industry. For manufacturers and service providers who need to communicate their message to customers notoriously wary of the hard sell, Vision is a must-be-there opportunity.



Venue: Business Design Centre, London, Islington.

Date: Friday 27 November.

Contact: Jane Cardona for further information on **020 7316 9018** or email jane.cardona@incisivemedia.com



A special event brought to you by

**THE BRITISH JOURNAL OF
PHOTOGRAPHY**

vision

mediapack



Why you should be at Vision:

- Target our niche audience of high spend students, graduates, assistants and early-career professionals
- Reach a market notoriously wary of hard sell while they're energised and inspired
- Feed your message into our programme of relevant and inspirational content
- Capture the loyalty of photographers making the most important purchasing decisions of their careers

Our Audience:

Targeted primarily at students, graduates, assistants and early career professionals, Vision is all about encouraging photographers to create a unique selling point for themselves, melding their passion and free-thinking creativity with professionalism, commercial awareness and innovative tools for their evolving businesses.

The Promotional Campaign:

- Direct mail and email to our extensive database including photographic studios, labs and more than 160 colleges and universities
- Advertising and PR in trade press, national press, association publications, industry newsletters and institute publications
- PR and announcements through social networking sites such as Twitter, Facebook and Myspace and via blogs and trade e-newsletters
- Editorial coverage in both *British Journal of Photography* magazine and online bjp-online.com

vision

now in its
11th year
1999-2009

A special event brought to you by

THE BRITISH JOURNAL OF
PHOTOGRAPHY

vision 2009 mediapack



'Great networking opportunity ... and obviously well targeted'

Estelle Sexton, Canon UK

'We had a steady flow of visitors throughout the day who were keen to garner as much info as they could about gaining employment within the photographic industry'

Ella Basford, The Association of Photographers

'A very beneficial event for us to attend. The student attendees were very receptive to our products, and it was good to meet a few professionals at the same time too!'

Paul Genge Sony, UK

Previous Exhibitors include:

- Epson
- Canon
- Apple
- Direct Lighting
- Thames & Hudson
- The Printspace
- Sony
- Hasselblad
- Profoto

Exhibition Costs

2M x 2M (limited amount available)	£750
2M x 4M	£1500
2M x 6M	£1950
5M x 4M	£2500
8M x 4M (limited amount available)	£4000

Studio/Gallery space cost available on request

Speaker Slots 45mins **£225**



A special event brought to you by

THE BRITISH JOURNAL OF PHOTOGRAPHY