

media pack

A special event brought to you by
British Journal of
PHOTOGRAPHY

GEORGE GEORGIU
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ASSISTANCE AWARD]

PRESENTS:
**IN THE
SHADOW
OF THE
BEAR**



VISION10

The photo festival where art and technology meet

BUSINESS
DESIGN
CENTRE

Friday 19th November
Business Design Centre, Islington, London

VISION
2010
IS
FOR



VISION 2010 - The one day Photo Festival for Creative Professionals: *Where Art and Technology meet.*

Over the 12 years since its launch Vision has become synonymous with supporting emerging photographers - 2010 will welcome all creative professionals working in the imaging industry.

Returning with a packed programme of talks, demos, book signings, galleries, seminars and portfolio reviews, the Vision Photo Festival 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 professional photographers in an energised environment.

For manufacturers and service providers who need to communicate their message to customers notoriously weary of the hard sell, Vision is a must-be-there opportunity.

Venue: Business Design Centre, Islington, London

Date: Friday 19 November

For further information contact:

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VISION 2010 FOR PHOTOGRAPHERS



Why you should be at Vision:

- Target the *BJP*'s niche audience of Creative Professionals
- Build brand awareness for existing products and services
- Announce and demonstrate your newest products and services to a receptive audience
- Feed your message into our programme of relevant and inspirational content
- Affiliation with the highly successful *BJP* brand and the fastest growing event for photographers in the UK.

Our audience:

Although targeted primarily at Professional Photographers, Vision 2010 will be a festival open to all involved in the imaging industry – from agents to videographers, assistants to designers, retouchers to curators. Vision 2010 will celebrate the industry's leading trendsetters and technology innovators.

The Promotional Campaign:

- Direct mail and email to our extensive database predominantly made up of Pro Photographers: *BJP* subscribers, *BJP* event attendees, *BJP* competition entrants, and weekly newsletter subscribers: 25K names in total
- 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 (5,000 followers), Facebook (11,000 fans) and Myspace as well as via blogs and trade e-newsletters
- Editorial coverage in both *British Journal of Photography* (circulation of 8,015*) and online www.bjp-online.com

* ABC March 2010

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VISION



Previous exhibitors include:

- Nikon
- Epson
- Canon
- Calumet
- Apple
- The Photographers Gallery
- Profoto
- Thames and Hudson
- The Printspace
- Sony
- OnOne Software
- Hasselblad
- Steidl

Exhibition costs:

2m×2m	£850
2m×4m	£1620
2m×6m	£2100
3m×3m	£1850
3m×4m	£2100
3m×5m	£2625
5m×4m	£2950
8m×3m	£3450

Studio/Gallery space cost available on request
Speaker Slots 45 mins £225

For an up-to-date floorplan please visit: www.bjp-online.com/vision

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