

CALL FOR PHOTOGRAPHY- FREE OPPORTUNITY

Don't miss your chance to promote your products in the Casual Market Chicago 2017 Marketing Campaign.

We are currently soliciting manufacturer's color, digital product photography for use in Casual Market Chicago marketing materials – on-site Directory, email campaigns and direct mail pieces. This is a great free opportunity to shine the spotlight on your products before the show!

Photo Requirements

- a. **Only digital images will be accepted. Images must be a PhotoShop File at least 300 dpi in eps, jpeg, or tiff formats. The images should be at least 10" wide/long and 2MB or larger.**
- b. **Images should be uploaded through the link below or sent via file sharing site or on a Flash Drive/CD; Flash Drive/CD's will not be returned.**
 - **Upload Link:**
<https://themart.imagerelay.com/ul/54aa876a638343f8bee7833881e9d67b>
 - On the Upload Agreement please enter the following:
 1. Name (First and Last)
 2. Email
 3. What are you uploading? (Please Type in full Company Name)
- c. **Please include a print out or PDF of the images** you're submitting, preferably as a contact sheet with color thumbnails.
- d. **Photos of product set in an environment are preferred**, particularly those that are shot in settings that **do not** include people/animals. For example, furniture groupings shot outdoors, in a backyard, on a patio, by a body of water or in an outdoor room. Silhouettes will still be accepted and utilized.
- e. **Please do not submit images with logos or text on them.** (Photo submissions including logos or text on the image may not be considered for marketing campaigns)
- f. **There is no limit to the number of submissions** you may make. If you have multiple shots of a particular product, i.e. some with more background than others, different angles -- submit all. This gives us more options.
- g. **Please clearly label the CD/flash drive with your company name.** If you have an outside firm create your CD, please be sure that they mark the CD with **your** company information, not their company information.
- h. By submitting your images, you authorize MMPI to reproduce, create derivatives and print any submitted photos in whole or in part and any medium, at its sole discretion.

Deadlines:

- **Please note that images WILL be accepted throughout the entire year but the earlier you submit your images the more likely you are to be considered in all 2017 marketing materials and opportunities**

Send your CD's or flash drives to:

Dyra Holt
Casual Market Chicago 2017
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

Please note MMPI makes every effort to include all images submitted, however, we cannot guarantee that your photo(s) will be used. To maintain fairness, images selected for the main creative may not be credited. Also, you must be a current showroom or exhibitor in good financial standing for your photography to be considered. By submitting these photos or images, you hereby authorize us to use the photos for marketing purposes and you represent that you have the authority to allow our use and indemnify us for any claims otherwise.