

Press Release

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For immediate release



Principal sponsor:

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Visual Connections New York: It's Not Just About Stock!

After four years at the Altman Building, Visual Connections New York is returning on **Wednesday, October 28** to the **Metropolitan Pavilion**, where there will be more space for sessions, exhibitors and networking.

But that's not all that's changing this year: **Workbook**, the leading resource for finding commercial photographers and illustrators, will be the **Principal Sponsor**. Their involvement means the exhibit floor will be home to **artist reps** and **production companies**, complementing the traditionally strong presence of editorial and creative stock agencies.

"Workbook is proud to sponsor Visual Connections in the hope that we can further cultivate the relationships that result in stunning visual campaigns," says Bill Daniels, Owner of Workbook.

Already established as the leading marketing, learning and networking event for buyers of stock photography, footage and illustration, Visual Connections New York 2015 will offer the same opportunities to commissioners of new content.

"This new relationship is a key part of Visual Connections' strategy to become the meeting place for all visual creatives, using stock or commissioning new content," says Deborah Free, Co-President of Visual Connections.

Creative directors, designers, editors and producers will all find plenty of creative inspiration, from the wide range of exhibitors, the varied sessions program, and the opportunity to network with other creatives from **advertising, design, publishing, and TV production**.

The day will start with the popular **Keynote Q&A Session, 360° view of visual media copyright, trends and technology**, with IP attorney **Nancy Wolff** and other industry experts ready to address current issues around copyright, clearances/permissions, crowd-sourced images and video, social media, and options for bespoke content.

The afternoon includes a session on trends in footage licensing, and tips to make the processes go more smoothly. The final session of the day will be a stimulating conversation, led by **David Newhoff**, on the price of creativity.

Attendees can enjoy a complimentary lunch, snacks and beverages, including beer and wine after 5pm. There is also a free **prize drawing**, with a top prize worth \$2,000, lots of cool giveaways and the usual great buzz.

“It's always a wonderful experience to speak with the people behind today's stunning images, all in one organized and wonderfully orchestrated space. All very nice, professional, savvy folks, who are as interesting as their offerings.” – Holly Cefrey, Rosen Publishing Group

Entry is free, but restricted to professional image/footage/art buyers and researchers. Full details may be found at visualconnections.com/newyork

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About Visual Connections

Visual Connections is a marketing services company focused on connecting buyers with suppliers of photography, footage, illustration and other media. The company owners, Deborah Free and Edward Leigh, have over 40 years combined experience in the industry and have run trade fairs, for Picturehouse then Visual Connections, since 2003.

<http://www.visualconnections.com/>

About Workbook

Workbook, in print and online, is the leading marketing resource for commercial photographers and illustrators. For nearly four decades, Workbook has helped top artists connect with the creatives who hire them while providing expertise to the industry at large.

<http://www.workbook.com/>

About Nancy Wolff

Nancy Wolff is a partner at Cowan DeBaets Abrahams & Sheppard LLP in New York City and DMLA Counsel. She specializes in copyright, trademark, rights of privacy/publicity and digital media law. She is currently Vice President of the Copyright Society of the USA and Co-Chair of the ABA subcommittee on Copyright Legislation.

http://cdas.com/attorney/nancy_wolff/

About David Newhoff

David Newhoff is a writer, film & video maker, and activist for the cause of creators' rights in the digital age. His advocacy has included contributions to the Copyright Alliance, the Center for the Protection of Intellectual Property, World IP Day, and the USPTO.

<http://illusionofmore.com/>

Note to editors

The Visual Connections and Workbook logos, and a selection of photographs from previous Image Expos is available for free editorial use:

<http://www.visualconnections.com/PR/>

For further information, please contact:

Deborah Free, President, Visual Connections LLC

+1 585 768-7880 / deborah@visualconnections.com / www.visualconnections.com