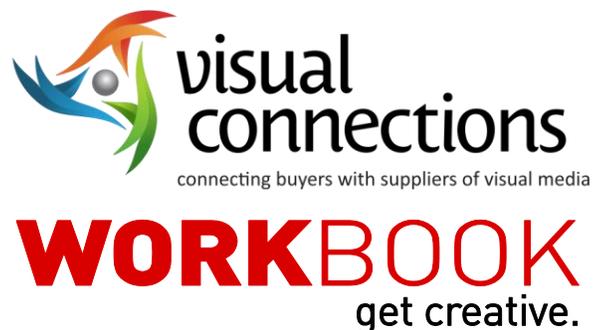


# Press Release

July 12, 2016



## Workbook to sponsor Visual Connections New York Image Expo 2016

Workbook, the leading marketing resource for commercial photographers and illustrators, will again be the Principal Sponsor of this year's Visual Connections Image Expo at the Metropolitan Pavilion in New York on October 27.

Workbook's involvement last year took Visual Connections in an exciting new direction, into assignment photography, illustration and footage, perfectly complementing the traditionally strong presence of editorial and creative stock agencies, and making the event even more attractive to creative buyers and producers.

"Visual Connections gave us the opportunity to take our message about the power of assignment photography and illustration to an entirely new audience," said Bill Daniels, CEO of Workbook. "We felt like it could not have gone better so we look forward to working with the Visual Connections team to build on that success at this year's event!"

Artist reps, production companies and stock agencies are all part of one ecosystem, supplying publishers, advertisers, designers and TV producers with millions of images and seconds of footage. Visual Connections is *the* meeting place for all the professionals involved in creating, researching, sourcing and licensing visual content.

97% of the people who attend Visual Connections are actively seeking new providers of visual media; and that's what they find: agencies and reps they hadn't heard of and wouldn't have found out about any other way.

"This relationship with Workbook has been hugely successful in helping us become the meeting place for all visual creatives. Those who routinely use stock benefit from seeing the work of some of the world's top photographers; those who mainly commission new content benefit from seeing the wide variety of stock available when time or budgets are tight," says Deborah Free, Co-President of Visual Connections.

Fully-inclusive exhibitor packages start at just \$1,040 for a first-time exhibitor booking by July 31, plus there's a range of advertising and promotion options to suit all budgets.

Full details about the event are available at: [visualconnections.com/NY/](http://visualconnections.com/NY/)

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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 50 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/>

## Note to editors

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

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

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