digital university seminars & sessions

10 am

Copyright and Image licensing in the world of new technology, new media and new users

SPONSORED BY PACA

When is it permissible to use an image found on-line, and when is it not? How can new image users learn the rules of the road regarding image licensing? What constitutes ‘fair use’ and editorial use? As publishing channels and ad campaigns expand beyond print to digital uses that include websites, social media and mobile devices, what changes are needed in image licensing, in terms of rights granted?

If you’re grappling with these questions, too, attend this panel discussion moderated by PACA Legal Counsel Nancy Wolff and hear from those who represent publishers, advertisers and technology providers as they discuss the issues.

4 pm

Digital Toolbox—Creative Collaboration at a Distance

SPONSORED BY ASPP

Confused by all the water cooler talk about cloud computing and using remote collaboration tools to create documents and spreadsheets—or to share large high res image files? Don’t be! ASPP’s Digital Toolbox presentation will introduce and demonstrate the new web tools and techniques that empower creative professionals: Google Docs, Dropbox, Skype, image metadata and more. Discover how much value these new techniques can add to your picture research business!

5:30 pm

Custom or stock: What do people want?

Presented by ADC

SPONSORED BY CORBIS

Photography buyers want both. They want a unique branded experience at a low cost. Let’s take a look at the media today, print and online, editorial and advertising, to see what is missing.

• Can we get more more narratives, more photo stories?
• How do we create a unique experience using stock images?

What’s missing in the service offering of the image providers?

This session starts with a visual roundup of what’s happening in this area, and will examine issues surrounding licensing and using footage from the perspective of a stills image buyer:

• Licensing issues, and how they differ from licensing stills.

• Relative merits of royalty free and rights managed content, and if there will always be a place for both.

• Production processes, and how they differing from using stills.

• Matching stills and clips for a co-ordinated cross-media campaign.

Highlights of this year’s show to check out:

• The fantastic series of sessions on today’s hottest topics, discussed by some of the most successful and interesting people in the industry (see opposite).
• 23 exhibitors new to Visual Connections New York.
• 24 agencies from overseas.
• 20 prizes to be won—don’t forget to get your prize card stamped by all twenty prize givers.
• Sponsored beer (from 5pm) and sweets.
• Complimentary food and beverages served throughout the day—wine and beer from 5pm.
• This year’s Young Photographers Alliance award winners—check out their work and learn how you can help inspire, educate and empower the next generation of image makers.

If you need a little time out, we have a meeting/relaxation area over to the side of the hall behind aisle C.

We hope you enjoy this years event!

Warmest regards,
Deborah Free & Edward Leigh

R.S. For even more sources of cutting-edge imagery, consult our online directory: www.imagesources.org
Prizes

Age Fotostock F2
$50 Apple Gift Card
Purchase just about anything sold by Apple, including products from both Apple and third-party makers, in any Apple Retail or Online Store.

Alamy G5, G6
16GB Wi-Fi iPad

Apple 16GB Wi-Fi iPad

Ap Images G7, G8
30-Seconds of AP Footage
Stop by the Associated Press booth for your chance to win 30 seconds of AP-owned footage ($2,250 value) for your next project. Includes all media, worldwide in perpetuity rights. Transferable to one person within 30 days.

Art Resource D17
$350 Gift Certificate to the online Met Store.

Fotolia E11
3-Month Subscription to Fotolia.com—Value of $499
Providing access to over 10 Million images, photos and videos from Fotolia.com, 25 downloads a day.

Grant Heilman Photography, Inc E10
16GB Wi-Fi iPad with iPad Protective Case

Kimball Stock C14, C15
$350.00 Gift Card to Best Buy

Lebrecht Music & Arts Photo Library E3
Framed Poster “Broadway”
Beautiful 10 x 8 inch, black framed print of 1920s London musical program cover for ‘Broadway’ with postal delivery to the USA.

LicenseStream E7, E8
Kindle 3G Graphite (3G, Wi-Fi), Free 3G wireless. 6 in. display. Sleek design. New, high-contrast screen with 50% better contrast than any other e-reader. Stores up to 3,500 books (7.5 x 4.8 x 0.335 in.)

Lonely Planet Images C1
Framed Print from the Lonely Planet Magazine Collection
Choose an image from our collection and we’ll have a framed 16 x 12 inch print sent to your doorstep.

Map Resources D3
Map Resources Premier International
A comprehensive collection of International maps in Adobe Illustrator format. Includes World maps, Globes, Continents, and Regions.

MFA Images C9
Framed Replica of “Sketch Book—Fall 1961” by Arnold Scaasi
24 x 30 inch, black framed Archival Replica of “Sketch Book—Fall 1961” by Arnold Scaasi. Scaasi’s vivid drawings show his flair for the dramatic and illustrate his use of sumptuous fabrics and furs, bold patterns, and refined silhouettes.

National Geographic Stock E17

Photo Researchers, Inc. E9
Framed Print
3,000 songs, 40 hours of video, Faster performance, Earphones with Remote and Mic.

Pond5.com B2
$350 Pond5.com Stock Video/Audio Prize Certificate

Robert Harding World Imagery D18
Win Amazon Gift Vouchers to the value of $350.

Steve Bloom Images C12
Signed Photographic Print by Steve Bloom
“Panda, China” Tall panoramic photograph by Steve Bloom, 12 x 36 in., archival pigment print. Value £300 ($465).

Trunk Archive F9
Original Photograph by Guy Aroch, Archival Inkjet Print
Original Photograph by Guy Aroch, Archival Inkjet print, 24 x 14 in., matted. Value $2,000.

V&A Images D9
Print
Select a beautiful framed Fine Art Work from over 7000 images on our print-on-demand website, www.vandaprints.com and a choice of art paper or canvas.

Contest Rules: Each attendee may enter this drawing only once. You need not be present to win. You will be notified after the event and your prize will be shipped directly to you. To win, you must have your prize form stamped by all participating vendors.
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ADC: ART DIRECTORS CLUB
was founded in 1920 and is the premier organization for integrated media. As an international creative collective and self-funding non-profit, the ADC’s mission is to promote the highest standards of excellence in visual communications through programs in the converging fields of advertising, interactive media, and design. www.adcglobal.org

APA: AMERICAN PHOTOGRAPHIC ARTISTS
C11 is a leading American organization run by photographers for photographers, as well as other photographic professionals. APA’s mission is Successful Professional Photographers. Our goal is to establish, endorse, and promote professional practices, standards, and ethics in the photographic and advertising community. www.apanational.com

ASMP: THE AMERICAN SOCIETY OF MEDIA PHOTOGRAPHERS
D6 promotes photographers’ rights, educates photographers in better business practices, and produces business publications for photographers. It was founded in 1944 by a handful of the world’s leading photojournalists, and today it is recognized internationally for its leadership role. ASMP has over 6,000 members, including many of the world’s greatest photographers, in 39 chapters nationwide. www.asmp.org

ASPP: THE AMERICAN SOCIETY OF PICTURE PROFESSIONALS
F14 is a community of image experts committed to sharing their experience and knowledge throughout the industry. It provides professional networking and educational opportunities to people who create, edit, research, license, manage and publish pictures. Since 1966, ASPP has offered educational programs, chapter meetings, a quarterly magazine The Picture Professional, bulletins and job postings. On the website is a directory of pros, the current issue of the magazine, articles about the business of photography, book reviews, chapter programs, and other helpful resources. Members also have access to an up-to-date membership directory, job postings, and news updates. www.aspp.org

BAPLA: THE BRITISH ASSOCIATION OF PICTURE LIBRARIES AND AGENCIES
www.bapla.org.uk is your online gateway to hundreds of millions of unique pictures. The British Association of Picture Libraries and Agencies was launched in 1975 and today represents nearly 350 UK and international companies, ultimately giving you access to every kind of image you could imagine. Through lobbying, networking, research and promotion, BAPLA’s goal is to create an industry where members can thrive on a level playing field, ensuring picture buyers will always have an amazingly rich pool of content to choose from. www.bapla.org.uk

CEPIC: THE COORDINATION OF EUROPEAN PICTURE AGENCIES PRESS STOCK HERITAGE
A3 was founded in 1993 to have a unified representation of the industry in light of new legislation emerging from Brussels. CEPIC now represents over a thousand picture agencies and photo libraries in nineteen countries across Europe. CEPIC’s membership includes large and small stock photo libraries, major photo news agencies, art galleries and museums: the entire spectrum of the image industry. CEPIC is a member of IPTC and ICOMAR. The CEPIC Congress, held each year in a different European city, brings together up to 900 delegates from 50 countries worldwide, concentrating the best of the Image Industry. www.cepic.org

C-Registry: THE COPYRIGHT REGISTRY
A12 is a free online registry that enables all copies of an image to be linked to their owner, agent, and U.S. Copyright Office record. By using pattern recognition, C-Registry is able to recognize copies of images that are unlicensed, unattributed, altered, or on foreign websites. For registered images, picture buyers can identify and contact image owners by clicking on a browser bookmark, saving time and avoiding accidental infringement. Agencies can bulk upload URLs for their images, thereby preventing them from becoming ‘orphans’. www.C-Registry.us

PACA: THE PICTURE ARCHIVE COUNCIL OF AMERICA
F13 is the trade association in North America representing the interests of stock archives of every size—from individual creatives to large corporations—who license media for commercial use. Founded in 1951, our membership includes 150+ companies worldwide providing photography, footage, animation, and illustration.
PACA recently launched pacasearch, a mega meta-search engine spanning over 70 million licensable stock photos and illustrations. When creatives are required to do more in less time, pacasearch is the answer. And, best of all, it’s free. See it for yourself at www.pacasearch.com. www.pacoffice.org

PLUS: THE PLUS COALITION
is an international non-profit organization comprising all industries involved in creating, distributing, using and preserving images. The PLUS Coalition provides industry standards and tools that simplify and facilitate the communication and management of image rights. www.useplus.org

other exhibitors

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PhotoLibrary invites you to enjoy a glass of Bass Ale, “the original British Pale Ale” to celebrate our new image collection, Britain On View!

Free beer: Stop by the Shutterstock table and have a cold one on us. You can even keep the glass.

Get a sweet tooth? Come on over to the Bridge man sponsored sweets table to get your fix. A guessing game awaits. Will it be a cakewalk? Or will you crumble under the pressure?

food & beverages area
Since 1963 Graphic Design USA has been the news magazine for graphic designers and other creative professionals.

Congratulations to our 2010-2011 Young Photographers Alliance Scholarship Recipients

The Young Photographers Alliance Awards are given through the Worldstudio AIGA Scholarship Program, with additional support from Alamy, the ASMP Foundation, Photolibrary, APA, and Jerry Tavin.

All across America there are young people who are passionate about expressing their vision of the world through photography—but every year, it becomes harder and harder for them to do so. Young Photographers Alliance is an educational foundation dedicated to supporting young talent by providing access to real-world photography knowledge, insight, experience, and contacts that can help emerging photographers succeed. Likewise, through our programs we help established photography professionals connect with the next generation of innovative image-makers.

VCNY is proud to preview “Answering Adversity,” an exhibition of photo essays produced by teams of emerging photographers through a unique YPA mentoring program built around a social theme. Major funding provided by the ASMP Foundation, exhibition prints from Ken Allen Studios.

ATTN: Visual Connections Vendors

Save 20% on our new “International Package” which includes over 60,000 stock photography buyers from North America, Latin America, Europe, and Australia.

Worldwide data for as low as $10 a day! Offer expires October 29th, 2010.

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www.youngphotographersalliance.org

CONGRATULATIONS TO OUR 2010-2011 YPA SCHOLARSHIP RECIPIENTS

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Graduate Student Louisiana State University

ALEX SANCHEZ
Freshman Ringling College of Art and Design

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