

INTRODUCING **BILD**2027

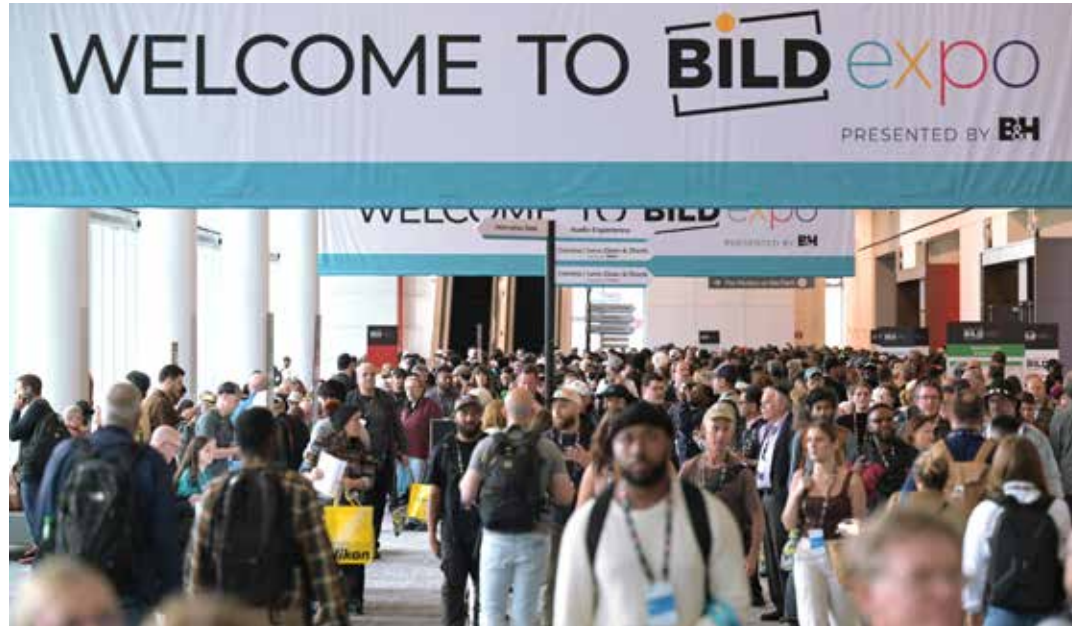
May 25-26 2027 | Javits Center, NYC

BILD expo 2027



BILD EXPO 2027 PRESENTED BY B&H

The Largest Photo, Video, Audio Gathering in the United States



In June 2025, we brought together tens of thousands of **Photo, Video and Audio** professionals, creators, and hobbyists for our second BILD Expo. BILD was such a success that we were asked by vendors and attendees, when is the next one happening?

We are back with BILD 2027 and we can't wait to make it a bigger and better experience for all.

For more info visit: www.bildexpo.com

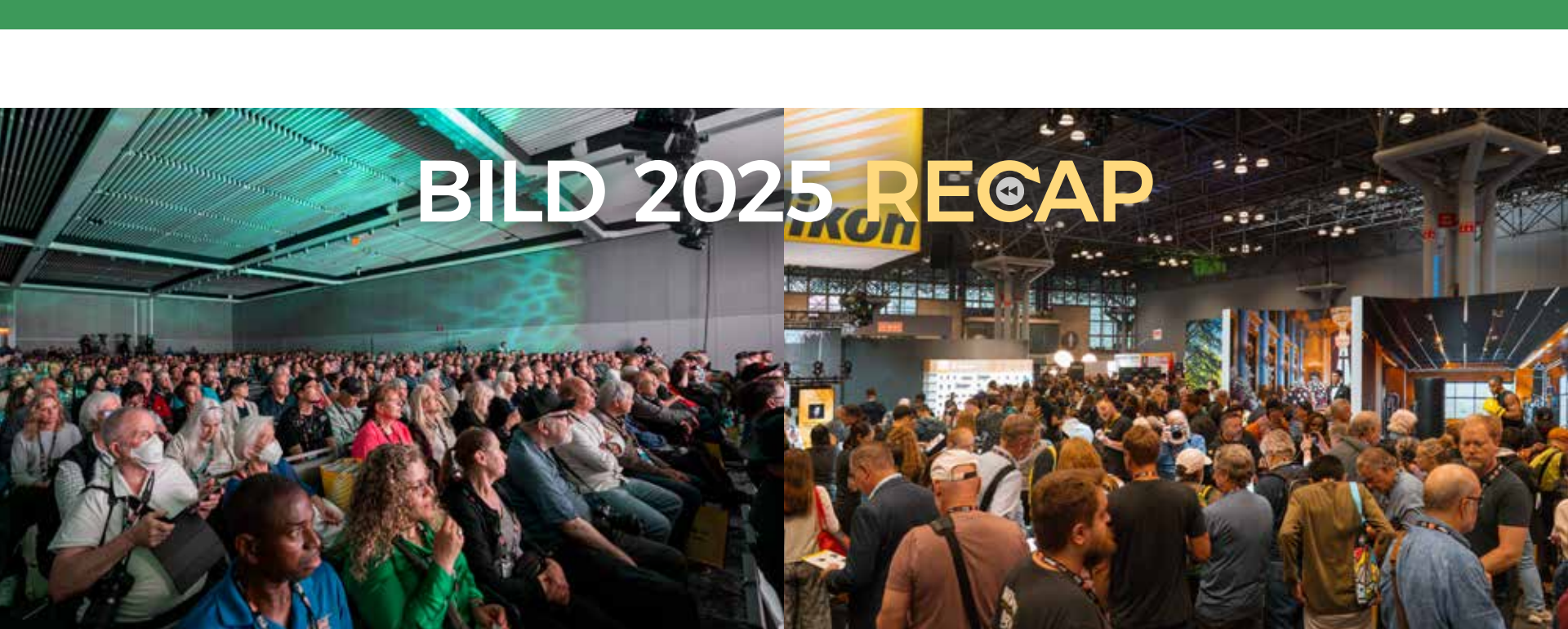


BILD 2025 RECAP

2 DAYS

TENS OF THOUSANDS OF ATTENDEES

60% UNDER AGE 40

150+ INSPIRING SPEAKERS ON 6 STAGES

250+ BRANDS ON THE EXPO FLOOR

20+ PHOTO WALKS

PORTFOLIO REVIEWS

EXPERIENCES IN PHOTO, AUDIO, LIGHTING,

CINEMA & VIDEO, POST AND VIRTUAL PRODUCTION



BILD 2027 - WHAT'S NEW

EXPANDING OUR TRADE SHOW FLOOR

TRIPLING OUR STAGE SEATING

2 WHOLE FLOORS DEDICATED TO EDUCATIONAL EXPERIENCES,

VIRTUAL PRODUCTION AND LIGHTING ROOMS

MORE ACTIVATION OPPORTUNITIES

ANTICIPATING 30K+ ATTENDEES

THE JAVITS CENTER NORTH HALL

We are returning to the Javits Center in NYC and taking over the ENTIRE NORTH HALL

- 4 spacious floors for seamless flow
- Multiple stages with state-of-the-art tech and infrastructure for compelling presentations
- Up to 15 flexible rooms for hands-on lighting demos, post processing classes, and other experiences - the BILD ACADEMY
- 200,000 sq ft expo hall with impressive 125' column span and 38' ceilings
- Easy move-in: with a vast amount of load-in space
- Prime event destination in the heart of NYC

JOIN THE CELEBRATION

Meet professionals, creators, and hobbyists from every industry at NYC's creator event of the year. Connect with a dynamic mix of rising talent and seasoned pros with real purchasing power, alongside press, influencers, and creators traveling from around the world to learn, network, and level up.

STAGES
6+

SPEAKERS
150+

SQ FT EXPO FLOOR
200K

EXPECTED REACH

30K+

Anticipating
In-person photo,
video, audio,
content creator
attendees.



MILLIONS
of Online impressions



3.5M+
Social media following

Prime
Location
**JAVITS
CENTER
NYC**



BILD 2027 STORYTELLING

THE OVERALL THEME OF BILD 2027 IS STORYTELLING

Storytelling is what unites us all, and we want to showcase every aspect of it.

From **icons in the industry** sharing their struggles and successes to **immersive experiences** where attendees can create their own stories at BILD 2027. **Get your gear** into the hands of thousands of creatives and your **speakers on the stage**. We invite you to integrate on **every level** at BILD 2027. From the packed Expo floor to the **engaging activations** on the 4th and 5th floors, your products will be sure to inspire and educate our audience.

EDUCATIONAL OPPORTUNITIES

Main Stage Masterclasses

We are leveling up the Main Stages with rooms that can fit over 2000 people. We will be inviting the top-notch photographers, creators, cinematographers, directors, industry leaders, audio professionals, and more.



BILD 2027 STORYTELLING

The BILD Academy

The North Hall of the Javits will be dedicated to hands-on and how-to experiences.

Partner with other brands or create your own educational space, where attendees can expand their knowledge and technique. From Photo & Video workshops, Lighting Demo, Postproduction classes and Audio setup. Creating the ultimate hands-on experience.



POST PROCESSING SESSIONS

Hourly classes in both photo, video and audio post-processing led by industry experts



LIGHTING DEMOS

Take over a workshop/demo room and light it in your own way. Participate in photo and video lighting scenarios



CREATE YOUR OWN ADVENTURE

Customize your own inspirational adventure at BILD 2027

MARKETING

To amplify the excitement, we are preparing a robust marketing campaign that will engage our audience and showcase our partners.

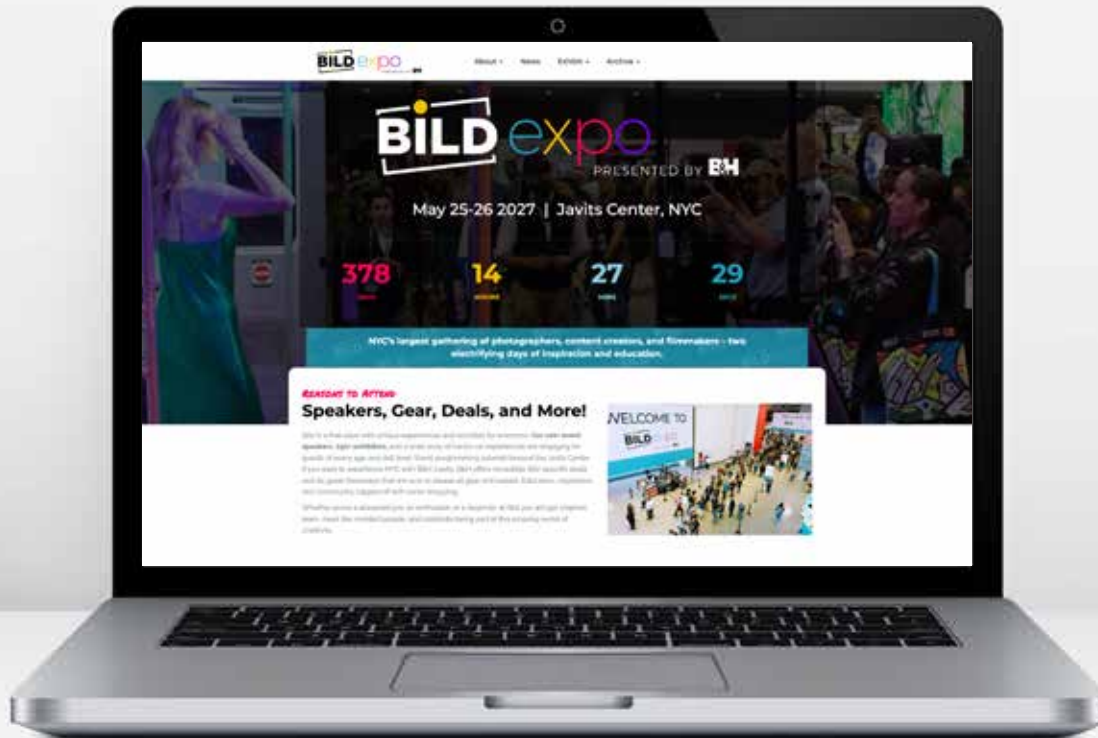


BILD 2027 LANDING PAGE



EVENT LIVESTREAM



PRODUCT ANNOUNCEMENTS



CONTESTS



SHOW BOOK/CATALOG MAILER



PRESS COVERAGE



SPECIALS PAGE



YOUTUBE CAMPAIGN



WEB MARKETING



SHUTTLE BUS TO SUPERSTORE



LIVESTREAM VIDEO ADS



EMAIL CAMPAIGN



SOCIAL MEDIA COVERAGE

HOW WILL YOU BILD 2027 WITH US?

We have many opportunities to interact with our audience - what is best for your brand?

Launch your new products at BILD - the premier show where vendors debut their latest innovations and customers get the first look. We can build custom photo, video, audio, and post-production experiences to showcase your products and experts.



Stages
Experiences
Expo floor
Photo walks
Workshops
Product launches
Networking
Specials
Contests
Show book
And more!



ADD-ON EDUCATIONAL SPONSORSHIPS

In the effort to customize your experience we have sponsorship packages or you can also select any of the below opportunities a la carte to best represent your brand and BILD 2027 experience.

Keynote	Expanded room for select platinum partners that could fill up to 2,000 attendees.
Masterclass	Do you have an inspirational speaker that could fill a room of 500? Get your brand on the stage.
Academy Session	Have your rep/speaker offer a hands-on or how-to session in the 4th floor break-out rooms. Examples include - post processing/editing rooms, lighting demos, printing, audio, etc.
Photowalk	Have your rep/speaker lead a Photowalk over the 2 days of BILD 2027.
Customize an experience	Have a unique product? Customize an experience with us at BILD 2027.
Portfolio Reviews	Sponsor one-on-one Portfolio Reviews with industry experts
Branded Evening	After hours events

INQUIRE WITH US AS TO WHICH PACKAGES / OPPORTUNITIES SUITS BEST YOUR NEEDS AND BUDGET.

BRANDING SPONSORSHIPS

Get more visibility with our large audience at BILD 2027 with these branding sponsorships

Shuttle Bus Sponsor

Branding on the outside of the Shuttle Bus to and from B&H to BILD



Show Bag Sponsor

Create a custom bag with B&H that is the official bag of BILD 2027
(Bag purchased by sponsor)



Lanyard Sponsor

Get your logo and booth number on the official BILD 2027 lanyard



Show Notebook

Brand a notebook for attendees to take notes during all their experiences at BILD 2027

Wifi

Wifi Sponsorship

APP

APP Sponsorship

INQUIRE AS TO WHICH SPONSORSHIP PACKAGE BEST SUITS YOUR NEEDS.

ADD-ON OPTIONS

Amplify your reach and branding with our additional “add-on” activations.
Please note, add-on opportunities are available on a first-come-first-served basis.



1 full page ad in Show Book - Mailed

Mailed to 750K+ customers. Also available at show and store

Price available
upon request

Back cover in Show Book - Mailed

Mailed to 750k+ customers. Also available at show and store

Price available
upon request

Inside front cover in Show Book - Mailed

Mailed to 750K+ customers. Also available at show and store

Price available
upon request

Inside back cover in Show Book - Mailed

Mailed to 750K+ customers. Also available at show and store

Price available
upon request

1 full page ad in Show Book - Handed out at Expo

\$4K



Main Stage livestream frame (1 day)

Branded digital frame around main stage livestream for 1 day
(2 slots available)

Price available
upon request



Booth aisle signage

Brand logo inclusion in hanging aisle signage at show

Price available
upon request

Branded signage on Expo floor

Brand logo inclusion on shuttle bus exterior wrap-around ad

Price available
upon request

SPONSORS & EXHIBITORS

Thanks to our 2025 sponsors and exhibitors for making Bild Expo an unforgettable celebration in every way.

PLATINUM



GOLD



SILVER



BRONZE



COPPER



SPONSORS & ATTENDEES TESTIMONIALS

"First, for B&H to have the wherewithal to execute such an incredible event. Second, to be part of the event and third, to see the excitement and enthusiasm of the customers. The fact that so many preregistered and showed is a testament to B&H and the strength of the Photo industry. Great attendance level and organization. Well planned and executed."

"It was a very well-run show. The number of speakers you had drew large crowds. The number of support personnel you had on the show floor helped make everything run smoothly."

"Loved all the interaction & feedback - great opportunity to showcase & demo."

"I love that B&H continues to innovate and fill the gaps to build and support the community. It is great that all of this valuable content was provided free for attendees."

"I have been at a lot of tradeshow type events and I don't believe I've ever encountered a more enthusiastic and engaged audience."

"I enjoyed the Bild audience's genuine curiosity and desire to learn when they visited our booth."

"It was a great opportunity to engage with a large number of consumers who were very knowledgeable"

"Bild was a fantastic success."

"It's a great event. As a new brand, we took the chance to show our cameras, lens and tripods to so many attendees and professionals in this business. It acquired a brand awareness and attracted many end users."

"The quality of attendees. BILD 2025 attracted the most qualified audience compared to other shows we have invested in."

"We greatly appreciated the location of our booth and foot traffic was consistently high. Two expo days that ran through 6PM delivered higher and consistent engagement than shows running 3 days with limited hours."

"This is the first time we exhibited so it was good to interface with a few attendees that weren't familiar with our brand."

"Great opportunity to speak to broad range of customers as well as other industry people."

"The buzz around the city, the amount of attendees, the range of exhibitors, and quality of exhibition."

"The right people who were highly engaged. It was the best event that we have been to."

"Bild showed how vibrant the industry is! I appreciated B&H's approach to delivering a wonderful experience to attendees. It focused on promoting imaging first, sales second, or even lower, which helps build brand recognition and allows for meaningful conversations with end users."

"The Opportunity to be able to gather that many like minded people and qualified individuals that were genuinely excited to be there was outstanding. B&H is a great partner whom we take great pride in being able to call our friends."

"The whole experience was great! Attendance was fantastic, we were slammed throughout the whole show and had great interactions both days."

"The BILD Expo showed us all that the Photo Industry is alive and well. It was so pleasurable to see how many people truly love photography. The seminars were also great to create so much interest in the many different areas of photography."

"The show was very well organized and had a fantastic turnout."

"The show was incredibly busy and I would say one of the busiest trade shows we have exhibited at in the last 3 - 4 years for the show size."

PLATINUM PACKAGE

The Platinum sponsorship package provides an exceptional opportunity for our partners to elevate their brand and gain maximum exposure.

BASIC

40x40 or 50x50
Price available
upon request

Included

- Booth Space 40' x 40' Footprint (1600sqft), or 50' x 50' Footprint (2500sqft), ask us about custom sizes
- Electric 110/120V, 16A (2000 W) (x1) w/ Floorwork Labor
- Carpet 40' x 40' or 50' x 50' Footprint

Note: Material handling costs not included. A favorable price has been negotiated. Cart Service and Personally Occupied Vehicle (POV) available at loading dock.

PLEASE NOTE: Prices will increase
by 5% on September 14, 2026

Custom sizing available upon request



Main Stage presentations

Two Brand ambassador presentations. Streamed live.



Branded video ads at show and online

Played x8 on main stage, and x12 on breakout stages



BILD Academy Experiences

Up to 2 brand ambassador presentations. Choice of either a more intimate stage setting, or a hands-on demo.



Specials in Show Book (1 pages)

Promotions featured in show book (mailing, at show, and in store)



Trade show – Large island (40' X 40' or 50' X 50')

Dedicated space on Expo floor. Ask us about custom size.



Landing Page Featured Logo



Web Show Specials

Relevant promotions featured on specials page



High-Impact Evening Activation **NEW**

A custom-curated evening experience featuring your products and equipment, designed to maximize brand visibility and attendee engagement.



Contests and Raffles (provided by sponsor)

Branded categories, and lead-up marketing inclusion.



Email Promotions

Brand logo + applicable specials in Bild newsletters



Social Media Coverage

Brand callouts on relevant social media coverage



Platinum offering Example options* (choice of 1)

- Branded expo bag
- Branded show lanyard
- Shuttle bus exterior ad
- Portfolio Reviews
- Show Notebook

*Printing and installation cost not included

GOLD PACKAGE

For our esteemed Gold sponsors, we have designed 2 distinctive options that offer tremendous value and exposure to B&H's highly engaged audience. **For your convenience, we are offering 2 exclusive Gold sponsorship options.**

BASIC \$68K

Included

- Booth Space 30' x 30' Footprint (900sqft)
- Electric 110/120V, 16A (2000 W) w/ Floorwork Labor
- Carpet 30' x 30' Footprint (900NSF)

PLEASE NOTE:
Prices will increase
by 5% on
September 14 2026

Note: Material handling costs not included. A favorable price has been negotiated. Cart Service and Personally Occupied Vehicle (POV) available at loading dock.

TURNKEY \$115K

Enhancements

- Internet up to 3Mbps
- Knee Walls - EZ Wall - Double-Sided w/ Fabric Print - 4'Lx3'H ("L" Shaped, Placed in Corners)
- Tower - 4-Sided Print PRESTA Wall- 8'H x 4'W (x2) Fabric Print (Square Tower) (x2) • 6' Full Vision Glass Display Case (x2)
- 30" Round Bar Table Black Top/Black Base (x2)
- Criss Cross Bar Stool (x3) • Wastebasket
- Reception Desk - Midtown Powered Counter, Unlighted MTCPU



BILD Academy Experiences

1 brand ambassador presentation.



Trade show - Large island (30' X 30')

Dedicated space on Expo floor. See next slide



Branded video ads at show and online

Played 2x on main stage.



Specials in Show Book (Half page)

Promotions featured in show book (mailing, at show, and in store)



Landing Page Featured Logo



Web show specials

Relevant promotions featured on specials page



Contests and raffles (provided by sponsor)

Branded categories, and lead-up marketing inclusion.



Email promotions

Brand logo + applicable specials in Bild-themed newsletters



Social media coverage

Brand callouts on relevant social media coverage



SILVER PACKAGE

The Silver sponsorship package provides our partners with a high value opportunity to enhance their brand's visibility and engage with our audience. **For your convenience, we are offering 2 exclusive Silver sponsorship options.**

BASIC \$30K

Included

- Booth Space 20' x 20' Footprint (400sqft)
- Electric 110/120V, 16A (2000 W) w/ Floorwork Labor
- Carpet 20' x 20' Footprint (400NSF)

PLEASE NOTE:
Prices will increase
by 5% on
September 14 2026

Note: Material handling costs not included. A favorable price has been negotiated. Cart Service and Personally Occupied Vehicle (POV) available at loading dock.

TURNKEY \$60K

Enhancements

- Internet up to 3Mbps
- Knee Walls - EZ Wall - Double-Sided w/ Fabric Print - 4'Lx3'H ("L" Shaped, Placed in Corners)
- Tower - 4-Sided Print PRESTA Wall- 8'H x 4'W Fabric Print (Square Tower) • 30" Round Bar Table Black Top/ Black Base • Criss Cross Bar Stool (x3) • Wastebasket
- Reception Desk - Midtown Powered Counter, Unlighted MTCPU • Glass Display Case 6' L Full Vision



Trade show – Island (20' X 20')

Dedicated space on Expo floor. See next slide



Specials in Show Book (2 boxes)

Promotions featured in show book (mailing, at show, and in store)



Landing Page Featured Logo



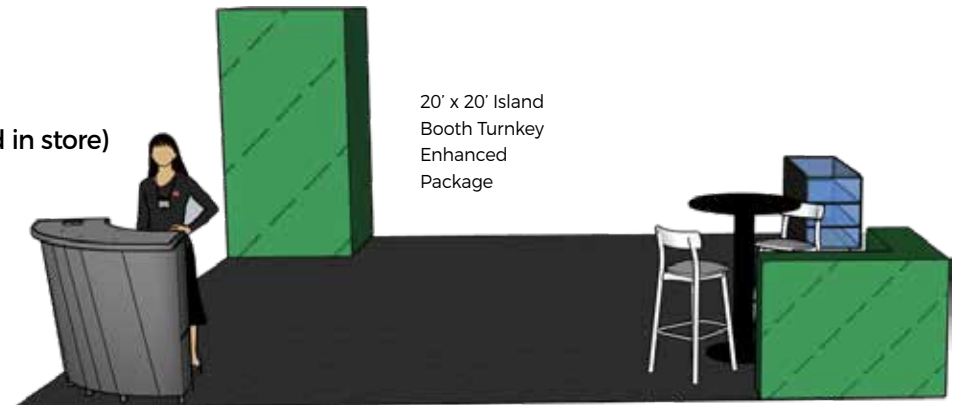
Web show specials

Relevant promotions featured on specials page



Contests and raffles (provided by sponsor)

Branded categories, and lead-up marketing inclusion.



BRONZE PACKAGE

The Bronze sponsorship package provides our partners with a high value opportunity to enhance their brand's visibility and engage with our audience. **For your convenience, we are offering 2 exclusive Bronze sponsorship options.**

BASIC \$15K

Included

- Booth Space 10' x 20' Footprint (200sqft)
- Electrical Stringer 110/120V, 8A (1000 W) w/ Floorwork Labor
- 10x20 Base Package w/ Floorwork Labor • Booth ID Sign
- Carpet 10' x 20' Footprint (200NSF)
- Pipe/Drape 8'H • Side Rail 3'H

PLEASE NOTE:
Prices will increase
by 5% on
September 14, 2026

Note: Material handling costs not included. A favorable price has been negotiated. Cart Service and Personally Occupied Vehicle (POV) available at loading dock.

TURNKEY \$30K

Enhancements

- Backwall w/ Rounded Corners with Full Color Graphics 10'Wx8'H
- 4'R Counter with Graphic Kick Panel, Front Facing Aisle (x2) • 4'R Counter on Backwall
- Criss Cross Stool - White (x2)
- Glass Display Case 6' L Full Vision
- Wastebasket



Trade show – Booth (10' X 20')

Dedicated space on Expo floor. See next slide



Specials in Show Book (2 boxes)

Promotions featured in show book (mailing, at show, and in store)



Landing Page Featured Logo



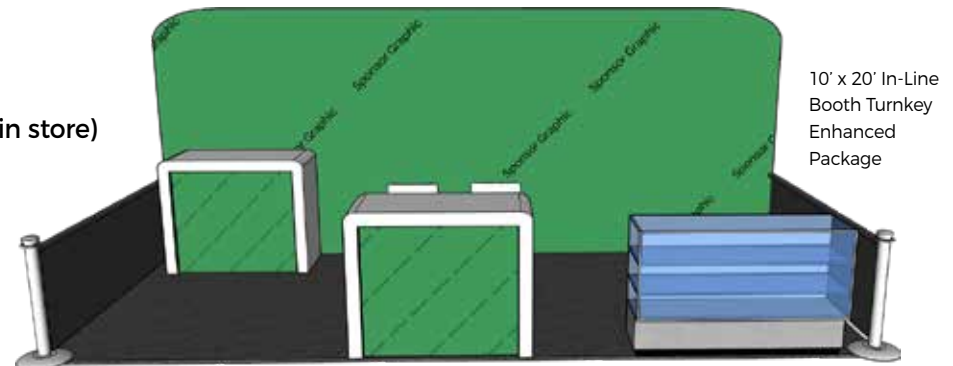
Web show specials

Relevant promotions featured on specials page



Contests and raffles (provided by sponsor)

Branded categories, and lead-up marketing inclusion.



COPPER PACKAGE

The Copper sponsorship package is especially curated to offer partners a cost effective opportunity to promote their brand and engage with our audience. **For your convenience, we are offering 2 exclusive Copper sponsorship options.**

BASIC \$7.5K

Included

- Booth Space 10' x 10' Footprint (100sqft)
- Electrical Stringer 110/120V, 4A (500 W) w/ Floorwork Labor
- 10x10 Base • Carpet 10' x 10' Footprint (100NSF)
- Booth ID Sign • Pipe/Drape 8'H • Siderail 3'H

PLEASE NOTE:
Prices will increase
by 5% on
September 14 2026

Note: Material handling costs not included. A favorable price has been negotiated. Cart Service and Personally Occupied Vehicle (POV) available at loading dock.

TURNKEY \$16K

Enhancements

- Backwall w/ Rounded Corners with Full Color Graphics 10'Wx8'H
- 4'R Counter with Graphic Kick Panel, Front Facing Aisle (x2)
- Criss Cross Stool - White (x2)
- Wastebasket



Trade show -booth (10' X 10')
Dedicated space on Expo floor.



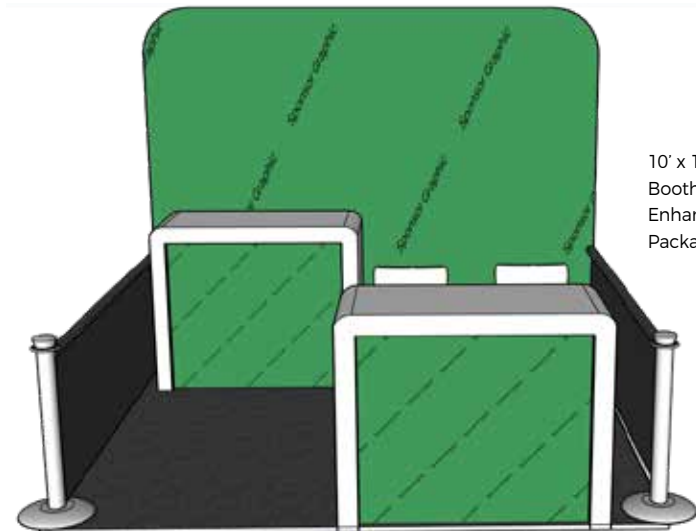
Specials in Show Book (1 box)
Promotions featured in show book (mailing, at show, and in store)



Landing Page Featured Logo



Web show specials
Relevant promotions featured on specials page



10' x 10' In-Line
Booth Turnkey
Enhanced
Package



BILD expo

Next Steps

Please contact our team
to discuss next steps.

Hassan Kinley

Sammy Fishman

Bild@bhphoto.com

We look forward to collaborating
with you and making BILD 2027
an extraordinary success!