

A photograph of a trade show booth for TapSnap. On the left, a woman in a black hoodie and jeans holds a white sign with the word 'Sober' in a speech bubble. In the center, a woman with glasses and a blue blazer smiles. On the right, a woman in a blue polo shirt stands next to a white photo booth. The background shows a busy trade show floor with other attendees and a large glass-walled building.

GUIDE TO STARTING YOUR PHOTO BOOTH BUSINESS

THE INDUSTRY

There's never been a better time to enter into the fast-growing events industry. Owning a photo booth business allows you to capitalize on the \$325 billion spent annually in the United States on events and corporate meetings. Given that 42% of corporate meeting planners are expected to have bigger budgets than in previous years, there will be even greater opportunities for photo booth owners in the future.



Corporate Event
for XDS Games Conference.



WHY CHOOSE THE PHOTO BOOTH BUSINESS?

The nature of the photo booth business allows for a flexible schedule; you can operate your photo booth business part-time, or you can become a full-time photo booth entrepreneur. Unlike other business opportunities, running a photo booth company doesn't require fixed business hours. Some events you book will be at night, and some will be over brunch. You'll be able to eat breakfast with your family, put your kids to bed, and go out on a weeknight - whatever fits with your schedule. How much you work is up to you, but keep in mind that as a photo booth entrepreneur you're paid by the event, so the more hours you put in the more money you'll make!

WHO MAKES A GREAT PHOTO BOOTH OWNER?

It may sound obvious, but to have success in a business venture it has to be a good fit, and for a business to be a good fit it should be something that the owner really enjoys doing and has an aptitude for. If you love what you do it's easy to put the time in to make your venture a success.

The common qualities that we've seen in our most successful photo booth owners are:

- Fun, outgoing personality
- Hardworking
- Passionate about delivering the best experience
- Great customer service skills



Corporate Event
for ZapBc Auto Show.

FAMILY BUSINESS

Photo booths can also make a great family business. It's a lot of fun and often family members might have complementary skill sets. One person might focus on sales and business development while another might manage the events.



Greta & Christian Rana
at one of their first events.



A DAY IN THE LIFE OF A PHOTO BOOTH OWNER

One of the most enjoyable aspects of owning a photo booth business is that no two events are same, which means that every day brings something new and exciting.

From a donut-themed bakery launch party, to a safari-themed wine tasting, our booths have seen it all. Each day, when you're not meeting fantastic people and hosting a fun photo booth at events, you'll spend time networking, following up with leads, going over event details with clients, and creating new opportunities to grow your business!

The flexibility of the life of a photo booth entrepreneur frees you to do all of your tasks in a time and manner that suits your lifestyle, answering only to yourself and your clients.



FINDING AND HIRING STAFF

For the first few events we recommend operating the photo booth yourself as it allows you to become familiar with the equipment as well as the ins and outs of running a photo booth event.

Operating a photo booth is a lot of fun, and you'll probably be surprised at how many people you already know that want to get involved. Most events are evening and weekends so it won't interfere with a typical 9-5 schedule.

We recommend reaching out to friends, co-workers, and family members first. After that, try reaching out through Facebook or posting an ad to Craigslist.

PRO TIP: Plan ahead and have staff ready. Events will come up last minute and you don't want to turn one down because you're short staffed.



Corporate event
Luna at XDS Games Conference.

TYPES OF EVENTS

From a few hours to several days long, there's no limit to the variety and length of events.

Even though you can find photo booths at almost any type of event, the type of events that you'll likely service can be broken down into two basic categories, social and corporate.



SOCIAL EVENTS

Social events are what comes to mind for most people when they start thinking about starting a photo booth business and would include weddings, holiday parties, mitzvahs, or even smaller events like baby showers. At social events we're there as entertainment and to send guests home with a momento to commemorate the occasion.



Social event
Luna Go at yacht party.

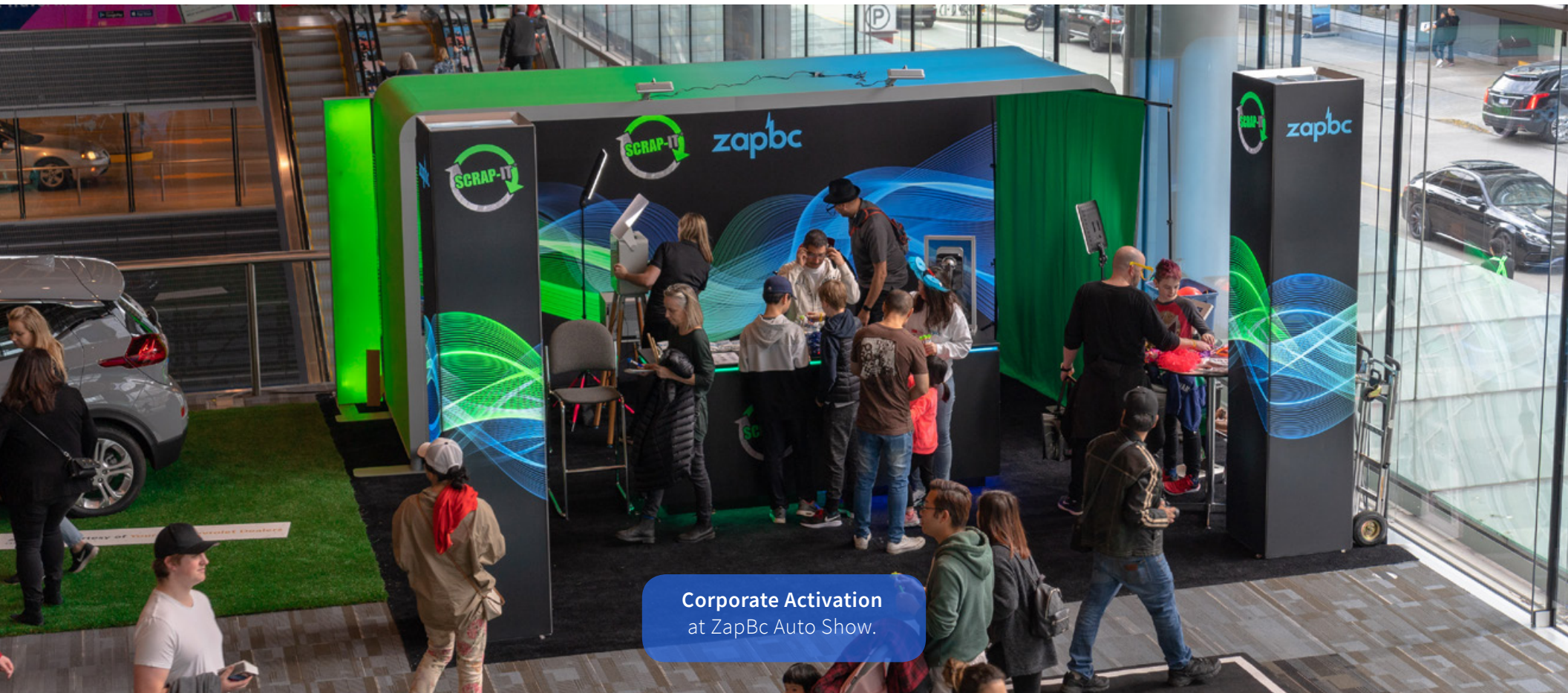


HOW MUCH CAN YOU CHARGE FOR A SOCIAL EVENT?

It depends to a certain extent on the event type and budget, but a typical social event would normally be 3 - 5 hours and we'd recommend a rate of \$200 - \$300 per hour. Extras like a green screen, custom photo border, or a sequin backdrop for a wedding can push the price even higher. You may also decide to charge more or less depending on your market and business strategy.

CORPORATE EVENTS

Typical corporate events could include a customer appreciation day, grand opening, annual conference, trade show or product launch. For these events we're still there as entertainment, but our photo booth features like data collection, branding, and social media integration mean that we are able to support a company's marketing objectives in a fun and interactive way.



Corporate Activation
at ZapBc Auto Show.

HOW MUCH CAN YOU CHARGE FOR A CORPORATE EVENT?

For corporate events, your clients will most likely want to create a completely branded experience for their guests by customizing the look of the photo booth with temporary vinyl graphics, and applying their logo to the photos, email templates, and possibly using a custom green screen background.

We'd recommend charging anywhere from \$350-\$500 per hour for this kind of event, increasing the price as you add more branding opportunities and customizations to the photo booth experience.

Just as with social events, how much you charge is going to depend on your business strategy, sales acumen, and market.



Corporate Activation
Luna Pro at airport event.

BE IN BUSINESS FOR YOURSELF NOT BY YOURSELF

With TapSnap you may only be starting out, but you're not alone. We're unique in offering our buyers 24/7 technical support, as well as a customer Support Portal where you can find helpful video tutorials, sample event graphics, and event contract templates.

24/7 TECHNICAL SUPPORT

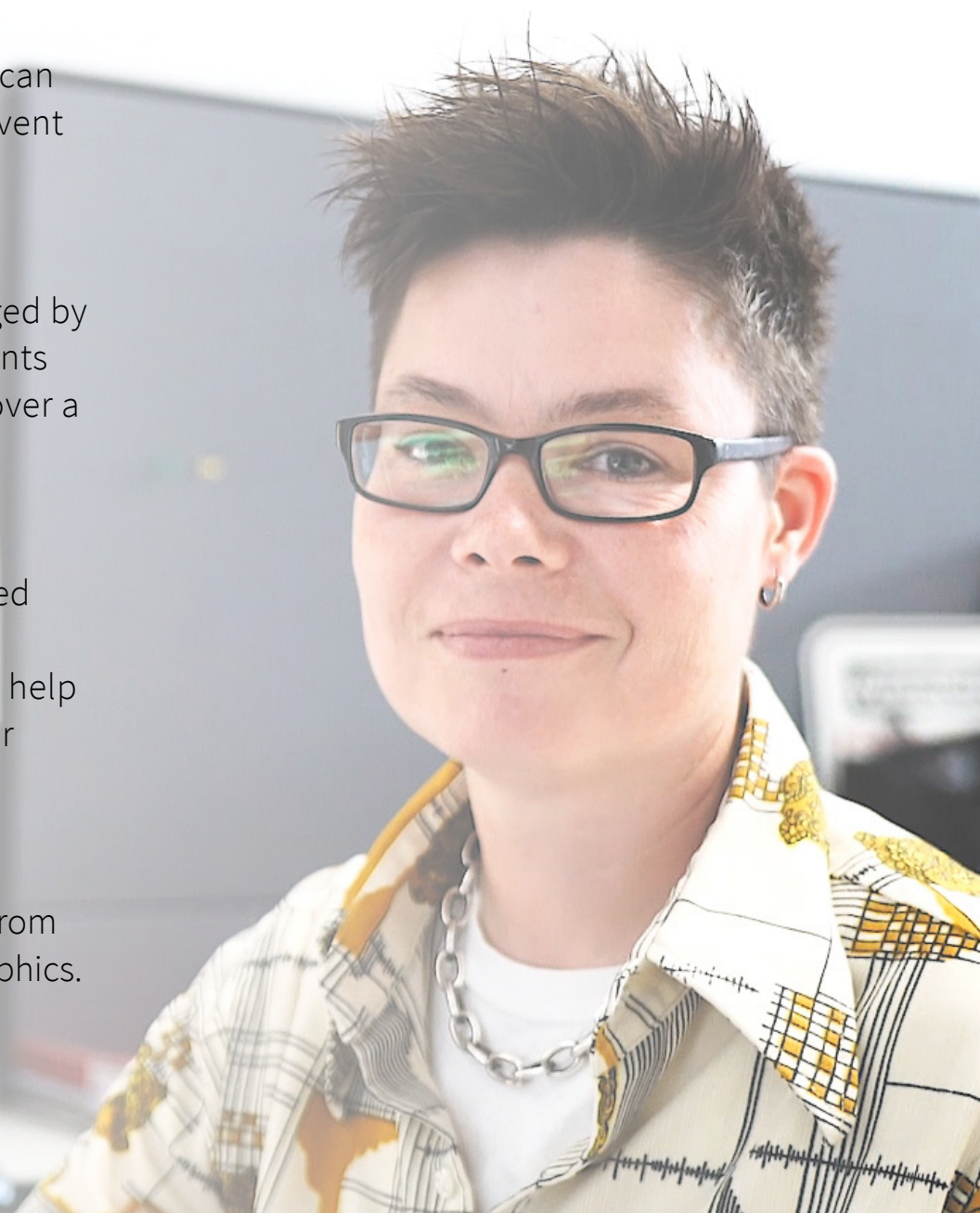
TapSnap offers round-the-clock technical support managed by an in-house team of experts who support over 10,000 events annually. Our technical support team can remotely take over a system to diagnose and fix any issues that may arise.

CREATIVE SERVICES

TapSnap has an in-house creative services team comprised of talented graphic designers, animators, videographers, copywriters, and web design experts who are available to help you. As an entrepreneur, you have the flexibility to use our services, hire an outside agency, or even do it yourself.

SUPPORT PORTAL

Get access to useful resources through our support portal. From tutorial videos to useful marketing imagery and themed graphics. Everything you need to get started in one place.



THE LUNA

The classic look of the Luna makes it the perfect photo booth for a wedding or any social event.



With Printer Kit:
\$7,495 USD / \$9,900 CAD

Without Printer Kit:
\$ 5,995 USD / \$7,950 CAD

PHOTO BOOTH SPECS

Screen	12-inch touch screen
Camera	Canon DSLR camera
Lighting	Integrated flash with bounce card
Connectivity	Wi-Fi
Travel Cases	2 travel/storage cases
Legs	Handcrafted birch legs
Branding Panels	Optional
Luna OS Photo Software	\$50/month

PRINTER KIT SPECS

Printer	DNP DS620A Professional Photo Printer
Printer Stand	Handcrafted birch legs w/ aluminum base
Supplies	2 Rolls of 4x6" paper
Travel Case	Printer Travel Case

LUNA PRO BASE KIT

The optional Pro Base Kit allows you to add a second base with aluminum legs, an integrated printer shelf and branding panels, making it ideal for marketing events.



Add a Pro Base:
+\$900 USD / +\$1,200 CAD



ACCESSORIES BUNDLE



	PHOTO BOOTH ESSENTIALS	MARKETING ESSENTIALS
2 Photography Lights w/stands	✓	✓
1 Backdrop Tension Frame	✓	✓
1 Green/White Screen	✓	✓
1 Themed Photography Backdrop	✓	
3 Themed Monitor Wraps	✓	✓
1 Sharing Station w/panel (ipad not included)	-	✓

**\$820 USD /
\$1,070 CAD**

**\$1,020 USD /
\$1,325 CAD**

PHOTO BOOTH FINANCING

If you're interested in becoming part of the booming photo booth industry, but don't have the upfront cash to buy the equipment you need, we offer a variety of financing opportunities. When your photo booth business is up and running, the revenue from your first event each month should more than cover your financing payment.

BENEFITS OF FINANCING

- Quick and easy approval process
- No down payment required
- Financing available for startups
- Low monthly payments
- Tax deductible

To learn more about financing visit:
business.tapsnap.net/benefits-of-financing



Arriving to Mexico for a client appreciation party.

TAPSNAP™

LET'S GET STARTED!

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