

The background image shows a trade show or event. On the left, a woman with blonde hair, wearing a black hoodie and light blue jeans, holds a white speech bubble sign that says 'Sober'. She has a 'TAPSNAP' badge around her neck. In the center, a woman with dark hair and glasses is smiling. On the right, a woman with blonde hair is laughing while looking at a photo booth screen. The photo booth is white with a wooden base and shows a photo of people. The background is a large, modern building with glass walls and many people walking around. The text 'GUIDE TO STARTING YOUR PHOTO BOOTH BUSINESS' is overlaid in the center in large, white, bold letters.

GUIDE TO STARTING YOUR PHOTO BOOTH BUSINESS

[TAPSNAP.NET/BUY-A-PHOTOBOOTH](https://tapsnap.net/buy-a-photo booth)

TAPSNAP™

877 577 0566

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 memento to commemorate the occasion.



Social event
Luna Go at yacht party.

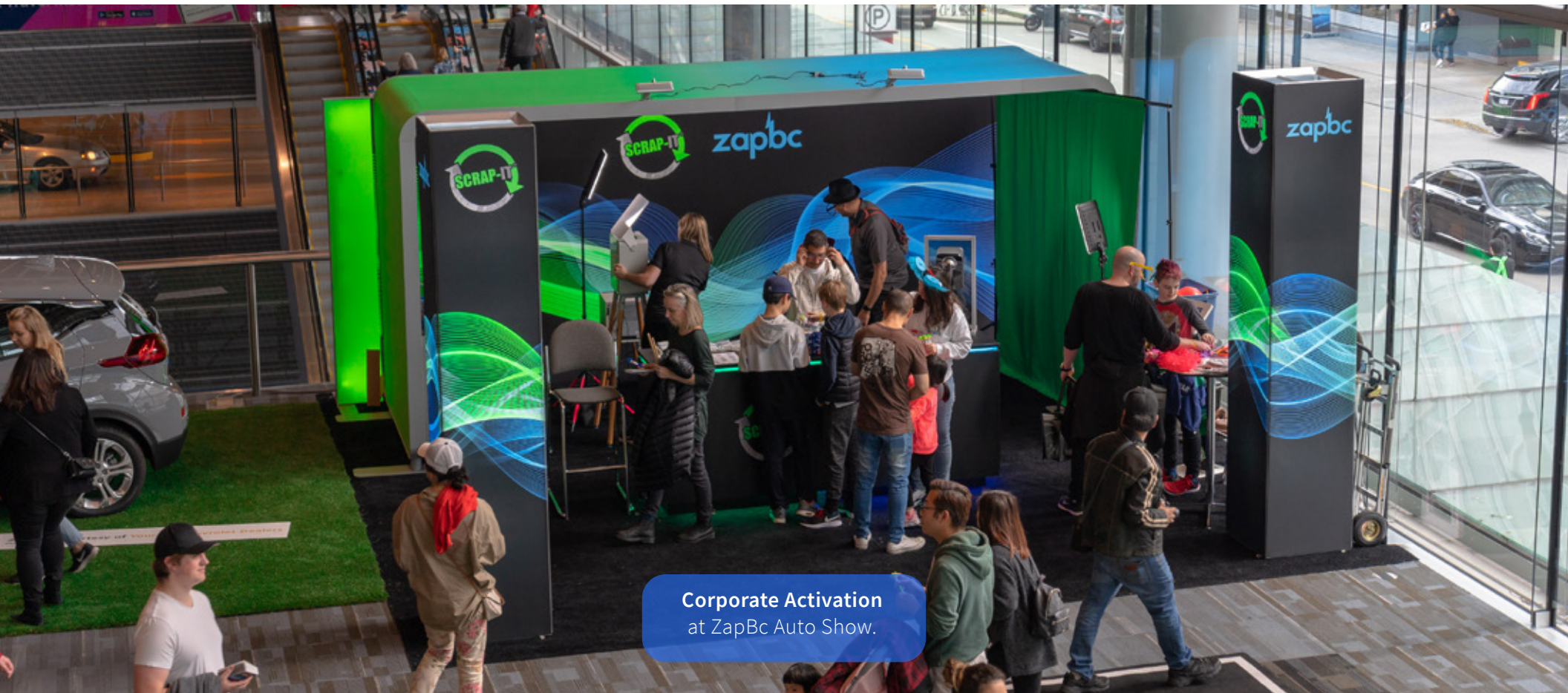
A man and a woman are smiling and looking at a photo booth. The photo booth is black and white with a camera on top and a screen on the front. It is standing on three wooden legs. The background is a park with trees and a bench.

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.



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

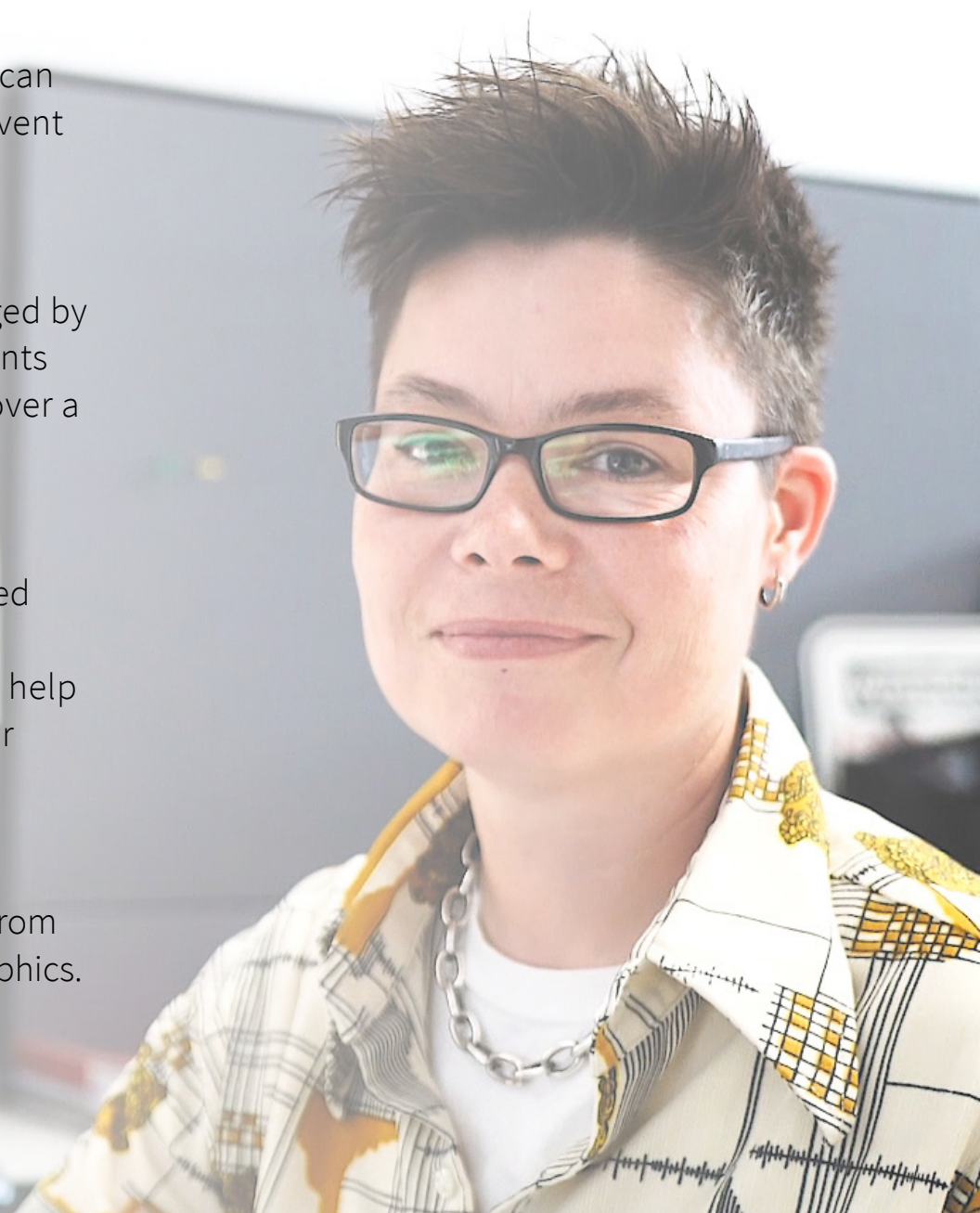
TapSnap offers round-the-clock technical support managed by an in-house team of experts who support over 10,000 events annually. Our technical support team can remotely take over a system to diagnose and fix any issues that may arise.

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.



LUNA PHOTO BOOTH FAMILY

A photo booth for every type of event.



THE LUNA

An elegant solution for weddings and social events.

Starting at:

\$6,995 USD / \$8,750 CAD



LUNA PRO

Perfect for marketing activations.

Starting at:

\$7,895 USD / \$10,030 CAD



GET MORE WITH THE **LUNA PRO**

The base of the Luna Pro features marketing panels and an integrated printer shelf, creating revenue generating branding opportunities while also minimizing space requirements and setup time.



MARKETING ESSENTIALS ACCESSORIES BUNDLE

Our Marketing Essentials Bundle provides you with everything you need in order to create a successful marketing activation.



Sharing Station



Green Screen + Frame



Lighting Kit

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

SPECS



LUNA



LUNA PRO

Screen	12.3-inch touch screen	12.3-inch touch screen
Camera	Canon DSLR camera	Canon DSLR camera
Lighting	Integrated flash with bounce card	Integrated flash with bounce card
Connectivity	Wi-Fi	Wi-Fi
Travel Cases	2 travel/storage cases	2 travel/storage cases
Legs	Handcrafted birch legs	Aluminum legs
Branding Panels	-	2 Aluminum branding panels
Printer	Optional DNP Printer w/ supplies	Optional DNP printer w/ supplies
Printer Stand	Optional Luna Printer Stand	Integrated Printer Shelf
Software and Support	\$50/month	\$50/month
Luna Dashboard	Included	Included

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!

TAPSNAP.NET/BUY-A-PHOTOBOOTH

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