

Folio35 PhotoShow · Fall 2026

Show schedule · Nov 19–21, 2026, Portland, OR

Times are local to the venue (America/Los Angeles).

Confirmed sessions as of Thursday, October 8, 2026

Conference Day 1 · Thursday, November 19, 2026

7:30 AM – 8:30 AM	Registration & Coffee	Main Lobby · Street level, 1st floor
8:30 AM – 9:30 AM	The Long Exposure: Building a Photography Career That Lasts	Main Stage · Ballroom level
9:00 AM – 4:00 PM	Show floor open	Exhibit Hall A · Exhibit level
9:45 AM – 10:45 AM · 3 sessions at the same time		
	Color That Holds: A Calibrated Workflow from Capture to Print	Cascade Room · Breakout
	Shaping Light on Location: One Speedlight, Five Looks	Columbia Room · Breakout
	Pricing Your Work for 2027: Packages, Licensing and Saying No	Willamette Room · Breakout
11:00 AM – 12:00 PM · 3 sessions at the same time		
	The Quiet Frame: Documentary Storytelling for Commercial Clients	Cascade Room · Breakout
	Booked Solid Without Burning Out: Marketing a Portrait & Wedding Studio	Willamette Room · Breakout
	Getting Subject-Detection Autofocus to Work for You	Columbia Room · Breakout
12:00 PM – 1:30 PM	Buyer networking lunch	Ballroom Foyer · Ballroom
1:30 PM – 2:30 PM · 3 sessions at the same time		
	Above It All: Drone Photography for Real Estate, Events and Landscapes	Columbia Room · Breakout
	AI in the Edit: What to Automate, What to Keep Human	Cascade Room · Breakout
	Protect Your Images: Copyright Registration, Contracts and Usage Rights	Willamette Room · Breakout
2:45 PM – 3:45 PM	Commercial Work Now: Inside Five Campaigns	Main Stage · Ballroom level
5:00 PM – 6:30 PM	Opening Night Networking Reception	Ballroom Foyer · Ballroom

Conference Day 2 · Friday, November 20, 2026

7:30 AM – 8:30 AM	Registration & Coffee	Main Lobby · Street level, 1st floor
8:30 AM – 9:30 AM	Seeing Machines: Computational Imaging and the Future of the Photograph	Main Stage · Ballroom level
9:45 AM – 10:45 AM · 3 sessions at the same time		
	Second Shooters to Full Team: Growing Beyond a One-Person Studio	Willamette Room · Breakout
	Directing Portrait Subjects Who Hate Being Photographed	Columbia Room · Breakout
	The Gear Debate: What's Actually Worth Upgrading in 2027	Cascade Room · Breakout
11:00 AM – 12:00 PM · 3 sessions at the same time		
	Hands-On: Building an AI-Assisted Culling and Editing Workflow	Cascade Room · Breakout
	Printing to Sell: Paper, Editions and Pricing Fine-Art Prints	Columbia Room · Breakout
	Licensing Your Archive: Turning Past Shoots into Recurring Revenue	Willamette Room · Breakout

12:00 PM – 1:15 PM	Conference Lunch	Ballroom Foyer · Ballroom
1:30 PM – 2:30 PM	Ask the Editors: Live Portfolio Reviews	Main Stage · Ballroom level
3:00 PM – 4:30 PM	Closing Toast & Networking Hour	Ballroom Foyer · Ballroom

Saturday, November 21, 2026

9:00 AM – 2:00 PM	Show floor open	Exhibit Hall A · Exhibit level
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