

Folio35 PhotoShow · Fall 2026

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

Two days of keynotes, breakouts and live portfolio reviews alongside the PhotoShow floor — pick your sessions below.

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

Logistics · Main Lobby · Street level, Halsey St entrance

Pick up your badge and program outside the Main Stage. Coffee and pastries until the opening keynote.

8:30 AM – 9:30 AM

The Long Exposure: Building a Photography Career That Lasts

Keynote · Main Stage · Ballroom level · Presented by Meridian Camera Systems

Marisol Okafor — Founder & Lead Photographer, Lumen & Lark Studio

Marisol Okafor looks back on eighteen years of running a portrait and campaign studio — the pivots, the clients that changed everything and the habits that kept the work fresh. A frank, image-rich opening to the PhotoShow.

9:00 AM – 4:00 PM

Show floor open

Exhibit hall · Exhibit Hall A · Exhibit level

9:45 AM – 10:45 AM · 3 sessions at the same time

CASCADE ROOM · BREAKOUT LEVEL, SOUTH WING

Color That Holds: A Calibrated Workflow from Capture to Print

Breakout · Post-production & AI

Priyanka Sethi-Moreau — Senior Colorist & Retoucher, Ember Grade Studio

Hana Kobayashi-Price — Master Printmaker, Rainshadow Print Atelier

Why the print never matches the screen, and how to fix it. Covers camera profiles, monitor calibration, soft-proofing and choosing the right paper profile, from a colorist and a printmaker side by side.

COLUMBIA ROOM · BREAKOUT LEVEL, NORTH WING

Shaping Light on Location: One Speedlight, Five Looks

Breakout · Craft & Technique

Rafael Quintero · Presenter — Lighting Director, Kiln Street Studios

A live demo of five distinct portrait looks from a single small flash, a modifier and whatever the location gives you. Bring questions about ratios, bounce and mixing flash with daylight.

WILLAMETTE ROOM · BREAKOUT LEVEL, NORTH WING

Pricing Your Work for 2027: Packages, Licensing and Saying No

Breakout · Business of Photography

Caleb Arceneaux — Studio Business Coach, Shutterwise Consulting

How to build portrait and commercial price lists that cover your real cost of doing business. Caleb walks through package design, usage-based licensing fees and the scripts that make it easier to turn down underpaid work.

11:00 AM – 12:00 PM · 3 sessions at the same time

CASCADE ROOM · BREAKOUT LEVEL, SOUTH WING

The Quiet Frame: Documentary Storytelling for Commercial Clients

Breakout · Craft & Technique

Noor Haddad — Documentary Photographer & Educator, Independent

How to bring a documentary eye to brand and corporate assignments: sequencing, access and earning trust so people forget the camera. Noor shares edits from recent projects and how she pitched them.

WILLAMETTE ROOM · BREAKOUT LEVEL, NORTH WING

Booked Solid Without Burning Out: Marketing a Portrait & Wedding Studio

Panel · Business of Photography

Imani Castellanos · Moderator — Photo Editor, Field & Frame Magazine

Jonah Whitcombe · Panelist — Owner & Principal Photographer, Whitcombe & Rye

Caleb Arceneaux · Panelist — Studio Business Coach, Shutterwise Consulting

Referrals, reviews, styled shoots and paid social: what actually fills a studio calendar, and what quietly eats your weekends. Studio owners compare notes on lead sources and client experience.

COLUMBIA ROOM · BREAKOUT LEVEL, NORTH WING

Getting Subject-Detection Autofocus to Work for You

Breakout · Gear & Tech

Felix Brandt — Product Manager, Camera Systems, Corvid Imaging

Eye, animal and vehicle detection are powerful and easy to misconfigure. A camera product manager explains how the tracking modes decide what to focus on and which settings matter for weddings, sports and wildlife.

12:00 PM – 1:30 PM

Buyer networking lunch

General session · Ballroom Foyer · Ballroom level

Sponsored lunch in Hall B.

1:30 PM – 2:30 PM · 3 sessions at the same time

COLUMBIA ROOM · BREAKOUT LEVEL, NORTH WING

Above It All: Drone Photography for Real Estate, Events and Landscapes

Breakout · Gear & Tech

Greta Solberg — Aerial Photographer & Licensed Drone Pilot, Highfield Aerial

What it takes to add aerial work to a studio: certification, airspace authorizations, insurance and the flight plans that keep a shoot legal and safe. Includes before-and-after edits from real listings.

CASCADE ROOM · BREAKOUT LEVEL, SOUTH WING

AI in the Edit: What to Automate, What to Keep Human

Panel · Post-production & AI

Imani Castellanos · Moderator — Photo Editor, Field & Frame Magazine

Luis Ferreira-Tan · Panelist — AI Workflow Lead, Pixelgrove Software

Priyanka Sethi-Moreau · Panelist — Senior Colorist & Retoucher, Ember Grade Studio

Jonah Whitcombe · Panelist — Owner & Principal Photographer, Whitcombe & Rye

Culling, masking, sky replacement and generative fill are now one click away. Panelists debate where AI saves real hours, where it erodes a photographer's style and how to talk to clients about it.

WILLAMETTE ROOM · BREAKOUT LEVEL, NORTH WING

Protect Your Images: Copyright Registration, Contracts and Usage Rights

Breakout · Business of Photography

Owen Mbeki, JD — Attorney, Copyright & Licensing, Mbeki Creative Law

A plain-language guide to registering your work, writing usage terms clients understand and what to do when you find your photo used without permission.

2:45 PM – 3:45 PM

Commercial Work Now: Inside Five Campaigns

General session · Main Stage · Ballroom level

Tessa Lindqvist — Commercial Photographer, Northlight Commercial

Tessa Lindqvist takes apart five recent product and lifestyle campaigns — the brief, the budget, the crew and the shot list — and shows how each one was estimated, produced and delivered.

5:00 PM – 6:30 PM

Opening Night Networking Reception

Reception · Ballroom Foyer · Ballroom level · Presented by PrismPrint Labs

Drinks, light bites and portfolio swapping in the Main Stage foyer. Open to all attendees, speakers and exhibitors.

Conference Day 2 · Friday, November 20, 2026

7:30 AM – 8:30 AM

Registration & Coffee

Logistics · Main Lobby · Street level, Halsey St entrance

Badge pickup for day-two arrivals and coffee outside the Main Stage.

8:30 AM – 9:30 AM

Seeing Machines: Computational Imaging and the Future of the Photograph

Keynote · Main Stage · Ballroom level

Dev Ramaswamy, PhD — Director of Imaging Research, Brightwater Imaging Lab

Phones and cameras now merge dozens of frames into one image. Dev Ramaswamy explains what that means for authorship, image provenance and the craft of photography — and what working photographers can do with it.

9:45 AM – 10:45 AM · 3 sessions at the same time

WILLAMETTE ROOM · BREAKOUT LEVEL, NORTH WING

Second Shooters to Full Team: Growing Beyond a One-Person Studio

Breakout · Business of Photography

Jonah Whitcombe — Owner & Principal Photographer, Whitcombe & Rye

When to hire, how to pay associates and how to keep a consistent look when you are not behind every camera. Jonah shares the systems and contracts behind a five-photographer studio.

COLUMBIA ROOM · BREAKOUT LEVEL, NORTH WING

Directing Portrait Subjects Who Hate Being Photographed

Breakout · Craft & Technique

Marisol Okafor · Presenter — Founder & Lead Photographer, Lumen & Lark Studio

Practical prompts, posing and pacing for executives, kids and anyone who freezes in front of a lens. Marisol works with volunteers from the audience.

CASCADE ROOM · BREAKOUT LEVEL, SOUTH WING

The Gear Debate: What's Actually Worth Upgrading in 2027

Panel · Gear & Tech

Felix Brandt · Moderator — Product Manager, Camera Systems, Corvid Imaging

Rafael Quintero · Panelist — Lighting Director, Kiln Street Studios

Greta Solberg · Panelist — Aerial Photographer & Licensed Drone Pilot, Highfield Aerial

Tessa Lindqvist · Panelist — Commercial Photographer, Northlight Commercial

Bodies, glass, lights or drones — where should a studio spend next year's gear budget? A camera product manager and three working photographers argue it out.

11:00 AM – 12:00 PM · 3 sessions at the same time

CASCADE ROOM · BREAKOUT LEVEL, SOUTH WING

Hands-On: Building an AI-Assisted Culling and Editing Workflow

Workshop · Post-production & AI · Presented by Coastline Photo Software

Luis Ferreira-Tan · Presenter — AI Workflow Lead, Pixelgrove Software

Bring a laptop and a recent shoot. Luis builds a culling, grouping and batch-editing workflow live, showing where to review the machine's choices so the final selects still look like yours.

COLUMBIA ROOM · BREAKOUT LEVEL, NORTH WING

Printing to Sell: Paper, Editions and Pricing Fine-Art Prints

Breakout · Craft & Technique

Hana Kobayashi-Price — Master Printmaker, Rainshadow Print Atelier

From choosing a paper surface to setting edition sizes and retail prices, a master printmaker explains how to turn your best images into prints collectors buy.

WILLAMETTE ROOM · BREAKOUT LEVEL, NORTH WING

Licensing Your Archive: Turning Past Shoots into Recurring Revenue

Breakout · Business of Photography

Owen Mbeki, JD — Attorney, Copyright & Licensing, Mbeki Creative Law

Imani Castellanos — Photo Editor, Field & Frame Magazine

Your hard drives are full of licensable images. A photo editor and an attorney cover editorial and commercial licensing, stock versus direct sales and the paperwork that protects you.

12:00 PM – 1:15 PM

Conference Lunch

Meal · Ballroom Foyer · Ballroom level

Lunch is served in the Main Stage foyer. Speakers from the morning sessions host topic tables — look for the table signs.

1:30 PM – 2:30 PM

Ask the Editors: Live Portfolio Reviews

Panel · Main Stage · Ballroom level

Imani Castellanos · Moderator — Photo Editor, Field & Frame Magazine

Noor Haddad · Panelist — Documentary Photographer & Educator, Independent

Tessa Lindqvist · Panelist — Commercial Photographer, Northlight Commercial

Dev Ramaswamy, PhD · Panelist — Director of Imaging Research, Brightwater Imaging Lab

Attendees submit portfolios in advance and an editor, a documentary photographer and a commercial shooter review them live on stage — what works, what to cut and how to sequence for the clients you want.

3:00 PM – 4:30 PM

Closing Toast & Networking Hour

Networking · Ballroom Foyer · Ballroom level

Raise a glass to the PhotoShow and trade cards with speakers and exhibitors before the weekend.

Saturday, November 21, 2026

9:00 AM – 2:00 PM

Show floor open
Exhibit hall · Exhibit Hall A · Exhibit level

Confirmed sessions as of Thursday