

# NEUTRAL GRAY

**FAIRFIELD**  
P H O T O G R A P H Y , L L C

WWW.FAIRFIELDPHOTO.COM

614-778-7673

## **CORPORATE PORTRAIT / HEADSHOT PROJECT PLANNER**

U 2023 3.2 – NEUTRAL GRAY– MAY 2023

**REGISTRATION: SUBJECT SIGN-IN CARD FLOW**

**WORKFLOW: CUSTOMER APPROVES POSES FROM MIRRORED MONITOR,  
SELECTS PREFERRED IMAGES USING HEADSHOT TOOLS**

**NEUTRAL LIGHT GRAY BACKGROUND**

**Event Name:**

**Location:**

**Event Date(s):**

**Event Time(s):**

**On-Site Contact Person:**

**On-Site Contact Number:**

**Sponsor**

# PROJECT ENGAGEMENT DETAILS

## SCHEDULE

**Number of Shooting Days:**

**Duration of Days:**

**Start Time (incl 45 min set-up):**

**Finish Time (incl 45 min pack-up):**

**Move-in Date/Time:**

**Move-out Date/Time:**

**Is Venue secure at night?**

**Travel time between venue and hotel:**

**Venue parking location:**

**Venue parking costs:**

**Photo Location:**  **Registration**  **Trade Show Area**  **Sponsor Booth**  **Other**

## Lessons Learned / Best Practices / Notes

1. Headshot Tools
2. Power cords (2x black/orange)

# Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or Type  
 See Specific Instructions on Page 3

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Michael D. Price</b>	
<b>2</b> Business name/disregarded entity name, if different from above <b>Fairfield Photography, LLC</b>	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.	
<input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) ▶ _____	
<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):	
Exempt payee code (if any) _____	
Exemption from FATCA reporting code (if any) _____	
<small>(Applies to accounts maintained outside the U.S.)</small>	
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. <b>P.O. Box 284</b>	Requester's name and address (optional)
<b>6</b> City, state, and ZIP code <b>Pickerington, OH 43147</b>	
<b>7</b> List account number(s) here (optional)	

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

<b>Social security number</b>									
<b>OR</b>									
<b>Employer identification number</b>									

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of _____	Date ▶ _____
------------------	--------------------	--------------

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

- Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)

# PRICING WORKSHEET

<b>PROJECT REVENUE</b>	<b>Quantity</b>	<b>Amount</b>	<b>Total</b>
Creative Fees		\$0	\$4,000.00
Website Delivery		\$0	\$ 0.00
File Naming		\$0	\$ 0.00
Assistant Staff – Express Delivery		\$0	\$ 0.00
Additional Sponsorships		\$0	\$ 0.00
Billed Expenses		\$0	\$ 0.00
<b>TOTAL</b>			<b>\$4,000.00</b>

<b>PROJECT EXPENSES</b>	<b>Quantity</b>	<b>Amount</b>	<b>Total</b>
Hotel		\$0	\$ 0.00
Rental Car		\$0	\$ 0.00
Airfare – CMH to site		\$0	\$ 0.00
Airfare – Site to CMH		\$0	\$ 0.00
Mileage		\$0	\$ 0.00
Heavy Baggage Fee (SWA)	2	\$75	\$ 150.00
Parking - CMH		\$0	\$ 0.00
Parking – Client location		\$0	\$ 0.00
Meals or Per Diem		\$0	\$ 0.00
Photographer Time Expense		\$0	\$ 0.00
Assistant 1 Staff Time Expense		\$0	\$ 0.00
Assistant 2 Staff Time Expense		\$0	\$ 0.00
Simple Photo Share (per day)		\$0	\$ 0.00
			\$ 0.00
<b>TOTAL</b>			<b>\$ 150.00</b>

<b>OTHER EXPENSES</b>	<b>Quantity</b>	<b>Amount</b>	<b>Total</b>
Sponsor Banner		\$26	\$ 26.00
			\$ 0.00
			\$ 0.00
			\$ 0.00
<b>TOTAL</b>			<b>\$26.00</b>

<b>PROJECT NET (Total Revenue less Total Expenses)</b>	<b>\$3,799.00</b>		
--	-------------------	--	--

## CONTRACTING

Availability of electronic form of registration info by when

- First Name
- Last Name
- Email Address

Review cancellation fee

Document covered expenses. Room? Parking? Other?

Availability of tables – 1x6’ 2x8’

WiFi access code / restrictions

Revise and send PDF agreement to host or sponsor

Date Sent: \_\_\_\_\_

Date Received: \_\_\_\_\_

Approval of working/signage preview

Deliver Signed W-9 after signed agreement

## SPONSORSHIP

Obtain Sponsor logo – high res. Date Received: \_\_\_\_\_

Correct Sponsor URL for click through: \_\_\_\_\_

Obtain Event logo – high res. Date Received: \_\_\_\_\_

Will sponsor collateral be displayed / distributed at photo area? (Yes/No) \_\_\_\_\_

Sponsor / Host approval of email design, banner design, web landing design. \_\_\_\_\_

Date Approved: \_\_\_\_\_

## SIGNAGE AND ADVERTISING

Event Program Notice for Headshots

Platform / Speaker Announcements

Website Schedule Notice

Sponsor Booth Signage

Photo Booth Banner/Signage for Sponsor(s)

Banner Sent to Signs365 (no less than 10 days prior to departure)

## SPACE AND POWER REQUIREMENTS

12’x24’ space, not set up next to large windows

Within 13’ of 110v AC power

Near high traffic / high visibility area

Availability of one 4’ or 6’ table (Photo area)

Availability of one 6’ or 8’ table (signage, signups, sponsor(s) info)

## PRE-EVENT

---

- Establish Photo Location - 12'x24' minimum - high ceiling. Dark/No windows nearby. Ceiling height?
- Photo Location Power – within 13' of center of 12x24 area
- Obtain Event Logo - Full Res JPG
- Resize Event Logo copy - Resized to 600 px rectangle JPG
  
- Obtain Sponsor Logos - 300px or 600px JPG + URL
- Shoot with AC adapter or camera batteries?

## HEADSHOTTOOLS.COM SETUP

---

- Create New Job
- Add Sponsor+Event Logo
- Change QR Redirection at FairfieldPhoto.com
- Print Smartphone QR code signup sign
- Update iPad to use correct Job Sign-In URL
- Update HT Gallery Landing Page for Sponsor info
- Set HT Upload Tool in Chrome
- SmartShooter file naming [U][O]

## SOFTWARE VERSION CHECK

---

- ProSelect Version Check
- Photo Mechanic Version Check
- Photoshop CC Version Check
- Filezilla Version Check
- JPEGMini Version Check
- Simple Photo Share App Version Check
- 
- 

## PROSELECT SETUP

---

- Ensure ProSelect license is available for laptop
- Create ProSelect Album in Event folder
  - New Album named for event
  - Ensure “Preferences / Display / Display Mirroring / Keep Same Size (faster)” is UNCHECKED to maximize size of image in 2<sup>nd</sup> monitor
  - Ensure Windows display resolution setting for USB-C AOC monitor is 1920x1080.
- Ensure Preview image number is ON – (“N”)

## NIGHT BEFORE EVENT

---

- Laptop Battery fully charged
- Camera Batteries fully charged
- AD600 and AD200 batteries fully charged
- Charge all iPads

# GRAY SETUP

## ON-SITE EVENT SETUP

---

- Establish WiFi access, passwords
- Locate Power outlet - must be within 13' of outlet
- Establish overall space and orientation (12'x24')
- Laydown tape measure set for 20' as reference for centerline
- Install Power Cord and power divider
- Setup background Stand and background
- 
- 
- Set leading edge of StanceMat mat 66"/99" from BG
- Assemble EyeLighter and place center of stand #2 108" from BG on centerline
- Attach monitor arm and clamp to EyeLighter
- Attach AOC monitor to clamp and black USB-C cable
- Assemble portable stand #1
- Mount background illuminator AD-200 "C" with round head
- Set main light stand to 151" opposite mat's lead foot
- Set main light AD-600 "A". Align red guide marks (Flying Saucer). **PUSH IN BULB**
- Assemble DeepOcta or Selens 54" umbrella
- Mount DeepOcta or Selens to AD-600 "A"
- Turn on AD-600 "A"
- Raise main light so AD-600 knob is at 80-"90" depending on subject
- Assemble Tether Tools cross arms and mount to tripod
- Extend tripod to full height. Set tripod 17' from background
- Assemble kicker light stand
- Assemble kicker light with grid.
- Set kicker light stand to approx. 80". Mount AD200 "D" & turn on. Set Group "D". Angle down to subject.

## LIGHTING

---

- Set Flashpoint Pro Trigger ON to Low Power
- Turn on PocketWizard
- Main: A group AD-600 to M "1/8+.7" – Meter to f/11
- Kicker: D group AD-200 to M "1/4" – Meter to f/6.3
- BG Illuminator: C group AD-200 (2x) to M "1/4" – Meter to f/12.7 (.3 over main)

## CAMERA SETUP

---

- Expo Disc – Create Custom White Balance
- Mount camera and 70-200 with ARCA foot
- Attach AC/adaptor for camera body
- Mount SC-19 to camera and tripod
- Mount hotshoe splitter to SC-19 – PW + R2 Pro
- 70-200 VR – Focus – Full
- 70-200 VR - VR Off
- Clean sensor
- Camera Med JPG + RAW
- Camera JPG quality to Normal+
- Camera to 1/160
- Camera to 320 ISO
- Camera to f/11
- Plug in FTP Ethernet cable to camera

## LAPTOP SETUP

---

- Laptop plugged into wall - confirm power
- Plug in FTP Ethernet cable to laptop
- Plug in USB-C (monitor) to left side USB-C port
- Set laptop second desktop to "EXTEND"
- Attach KoolerTech Keyboard USB cable
- Ensure Filezilla FTP Server is running
- Start Photo Mechanic - Open Event Folder
- Start ProSelect
- Open ProSelect Event Album
- Enable second monitor in ProSelect
- Set main view group to "Maybe"
- Start ProSelect Watch Folder - "W"
  - Set Watch Folder location (tether capture, "Tethered Captures/LandingFolder")
  - Set Target Folder to Event Folder
  - Set Watch Folder input group to "Maybe"
  - Start Watch Folder
- Confirm external Keyboard w/ with ProSelect
- Start SPS Watch Folder Utility
- Ensure SPS event is "LIVE" before upload**

## VERIFY READY STATE

---

- Camera ON - Verify FTP with test photo
- Photograph Test Subject
  - Verify transfer of images
  - Verify catch lights in eyes
  - Verify shadow and reflector positions
  - Verify hair light quantity and quality
  - Verify even illumination of background
  - Verify BG frame and reflector are out of frame

## READY TO PHOTOGRAPH SUBJECTS

## SHOOTING

- 
- Invite subject to foot mat
- 
- Explain what will happen (shoot 2-4, pick favorite or reshoot until happy)
- Press external keyboard Keypad "W" to enable watch folder
- 
- Shoot 2-4 shots
  - Arms to side or hands in pockets.
  - Point forward foot to camera
  - Lean toward camera
  - Shoot into part of hair
  - Positive expression
- Press external keypad "ESC" to stop watch capture
- Pre-screen on ProSelect and delete clear rejects (press external Keypad "3" or ☹)
- Select all (External Keypad "A") and show remaining images as contact sheet (External Keypad "T")
- Remove more if needed (select rejects and press External Keypad "3")
- Show final for approval.
- Export images to SPS hot folder
- Press External Keypad "1" to commit favorite(s)
- Prep for Next
  - External Keypad "A"
  - External Keypad "3" to clear all from screen
  - External Keypad "S" to Save Album
- Excuse subject and seek out next subject
- Good quality image that could be a sample? Get release sticker signed! (optional)
- Enable watch folder - External Keypad "W"

## BREAKS

- 
- Save Album / Backup Event Folder
- Check camera battery levels
- Check light battery levels
- 
- 
- 
- Clean shooting area / hydrate / rest

# EQUIPMENT LOADOUT

## MANFROTTO ROLLING CASE

### Lid

- Tri-Grip Reflector (1x12 oz)
- Pro StanceMat 2-in-1 (1x5oz)
- Laptop Table w/2 sidecars (3x9oz)

### Outside Lid Pouch

- X-Drop BG (1x7oz)

### Large Compartment

- Mini EyeLighter (3x6oz) total
- Rails
- White Reflector
- Cross bars
- Base bracket
- X-drop stand – (2x9oz)
- Short travel Eyelighter stand (2x10oz)
- 54” Selens Covered Umbrella (2x7oz)
- Silver main light stand (4x7oz)
- FauxDeck, cable, case (7 oz)
- Blue cable case (13 oz) total
- Gray USB-3 right angle cord
- FTP Cable
- USB Video Cable
- Coiled TTL remote cable
- Articulating Arm (13 oz)
- Monitor Clamp for arm (5 oz)
- MH-33 AC Adapter and cord (11oz)

### Medium Compartment

- Sunpak tripod for table (2x9oz)
- Photogenic kicker stand-1 (2x2oz)
- Photogenic kicker stand-1 (2x2oz)
- Kicker softbox with ring-1 (2x3oz)
- Kicker softbox with ring-2 (2x2oz)
- Savage stand with clamp (2x4oz)
- Photogenic BG light stand (2x2oz)
- AD-BL-1 2x bulb w/ cap (2x3oz)
- AD-BL-2 1x bulb w/cap (2x3oz)
- AD-BL-3 1x bulb w/cap (2x3oz)
- AD-200 \*new\* tilt elbow (5oz)
- Tether Tools Cross Bar 1 (1x3oz)
- Tether Tools Cross Bar w/ Head (2x3oz)
- Feisol tripod (2x13oz)
- Tape Measure (8oz)
- Orange/black ext cord (1lb 6oz)

### Small Compartment 1

- AD200 “A” - Main (1x4oz)
- AD200 “D” – Kick left (1x4oz)
- AD200 “E” – Kick right (1x4oz)
- AD200 “C” – Dupe main or BG (1x4oz)
- Leatherman multi-tool (.4#)

### Over Compartments

### Other

- Lint Roller (3oz)
- Makeup Kit (7oz)
- Hairspray (14oz)
- Mirror (12oz)
- Sponsor stand/banner (3lb 3oz)
- FP Tablecloth (1lb 10oz)
- BG Light stand (2lb 10oz)
- iPad secure case, cable, keys (2 lbs)

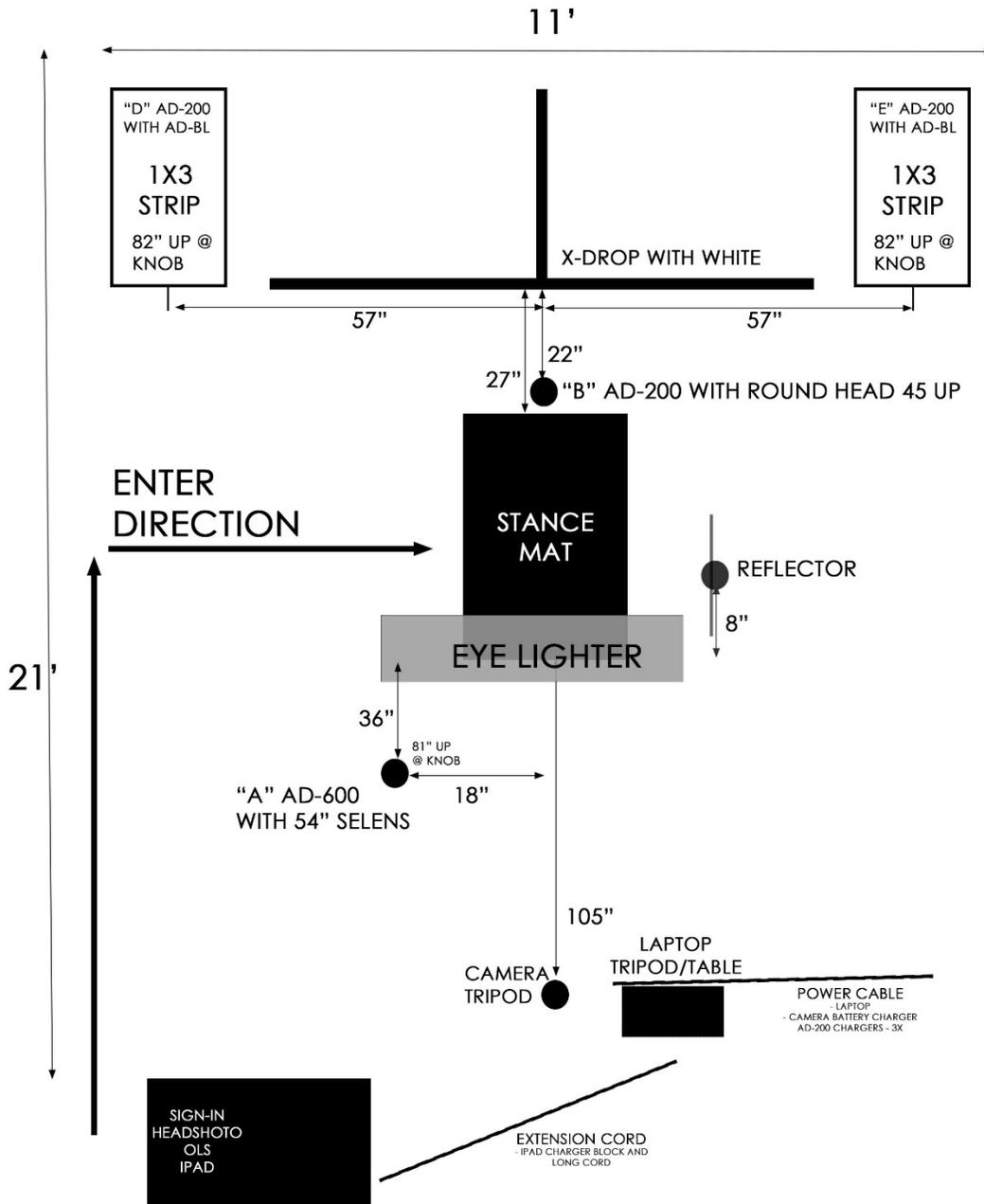
Manfrotto Rolling Bag – 13.7 lbs

## Weight and Load

Open embedded document and calculate bag weight



# Travel Headshot Bag Weight and Balance.xl



# EQUIPMENT LOADOUT

## THINK TANK CAMERA BACKPACK

### Camera

- Nikon Z9/Z6
- Nikkor 70-200 VR
- 70-200 VR lens foot
- 70-200 VR lens foot ARCA adapter
- Expo Disc
- Sekonic Light Meter
- EN-EL18 or EN-EL15 Batteries (2x)
- Battery kit
- PocketWizard and PW Cable
- Supon Dual TTL Hotshoe
- FOUR AD-200 batteries
- AD-200 EVOLV "D"
- AD-200 EVOLV "E"
- 
- 

### Laptop

- Asus Laptop
- Mouse
- Mouse Pad
- USB-C Hub + cable
- Laptop power brick and 3-prong lead
- FairfieldPhoto USB Flash Drives
- XQD USB-C Card Reader
- CFExpress USB-C Card Reader
- AOC USB-C Monitor
- 
- 
- 
- 

## ADDITIONAL PACKING ITEMS FOR LARGER PROJECTS

- EN-EL18 Battery Charger+cord
- EN-EL15 Battery Charger+cord
- AD-600 Battery Charger+cord
- AD-200 Battery Charger+cord
- Nikkor 24-120 Z lens
- EP88+ EH5C Z 6 AC adapter

## HEADSHOT TOOLS VIEWING EQUIPMENT

- iPad 1 in case – with default HT URL  X-Stand
- "SIGN UP HERE" overlap with band  Sponsor Banner for X-Stand
- 1 iPad security cables
- 1 USB-Lighting cables
- iPad Keys
- Fairfield Photography Table cloth
- 
- 

## Special Requirements for Event