



FOR IMMEDIATE RELEASE

WPPI Celebrates 30th Anniversary in 2010

Annual WPPI Convention and Trade Show offers over 120 classes for professional photographers from around the world

Culver City, CA (January 19, 2010) – Celebrating its 30th anniversary this year, as always, Wedding & Portrait Photographers International (WPPI) is poised to provide professional photographers with unparalleled educational opportunities starting March 4, 2010.

All WPPI 2010 classes, events and the trade show will take place at the MGM Grand in Las Vegas, NV, from March 4–11, 2010. WPPI is the largest annual expo and conference in the U.S. for professional photographers. Each year more than 11,000 professional photographers gather in Las Vegas, NV, to learn from the best and see the latest and greatest products from the hundreds of exhibitors that participate in the trade show.

“WPPI is the place for professional photographers to access the very best in intensive and empowering photographic education,” said George Varanakos, WPPI’s Group Publisher and Executive Vice President. “And this momentous 30th reunion of photographers from around the world will amaze all who attend. The networking opportunities are abundant and the educational classes are more than plentiful, making it an educational and trade show forum that no professional photographer should miss.”

Registration for WPPI 2010 is available via its newly redesigned convention and trade show website: <http://www.wppionline.com/storage/lasvegas/home.html>, which also includes highlights from the 2009 convention.

WPPI Educational Opportunities

WPPI Plus Classes – March 4th & 5th – The 2010 schedule of WPPI PLUS classes (for WPPI members only) is jam-packed with talent, wisdom, imagination, expert advice, creativity, inspiration and insight. Simply put: visionaries. Classes are limited to 25 people. Check out the complete list of WPPI PLUS instructors and class topics at: <http://www.wppionline.com/storage/lasvegas/plus.html>

WPPI Business Institute – March 6th – Comprised of six sessions, the WPPI Business Institute focuses on the challenges that professional photographers face today and how these challenges can create unique opportunities for growth, success and creativity. It is offered for a standalone price of \$99 or can be purchased as an additional add-on to attendees’ full-convention registration. For the full day’s lineup visit: <http://www.wppionline.com/storage/lasvegas/bi.html>

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WPPI All About Schools – March 6th – Perfect for school photographers, or those looking to get into school photography, the WPPI All About Schools programming includes a lineup of speakers that will cover the ABCs of breaking into and sustaining a profitable business in the school photography market. Topics will include: why professional photographers should consider offering school portraits; how to book it; how to shoot it; how to manage the workflow; and lastly, how to sell it. It is offered as an add-on to attendees' full-convention registration at just \$99. For the full day's lineup visit: <http://www.wppionline.com/storage/lasvegas/aas.html>

WPPI Platform Classes – March 7th–10th – Platform Classes are included as part of the full-convention registration. Speakers in each two-hour session will cover topics including Business, Photoshop, Portrait, Wedding, Lighting and Posing, Photojournalism, Commercial, Video and more. For a full listing of Platform Classes visit: <http://www.wppionline.com/storage/lasvegas/plat.html>. In addition Spanish Platform Classes (<http://www.wppionline.com/storage/lasvegas/spanish.html>) are available March 8th–10th.

WPPI MasterClasses – March 7th–10th – These two-hour MasterClasses are offered as an add-on to attendees' full-convention registration at just \$50 each or 3 for \$100. Pre-registration is required to attend a MasterClass. There are only 35 seats per program. Seven specialties tracks will be offered including Business, Photoshop, Portrait, Wedding, Lighting and Posing, Nature and Landscape, and Photojournalism and Commercial. Interested attendees can check out the complete list of 2010 WPPI MasterClass speakers at: <http://www.wppionline.com/storage/lasvegas/mc.html>

About WPPI

Wedding & Portrait Photographers International (WPPI) is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30th convention anniversary in 2010, WPPI is a professional organization that exists to help member photographers by providing them with exclusive information, programs and professional services to assist with their photographic artistry and business needs. WPPI routinely supplies its members with new benefits and valuable industry information enabling them to compete effectively, especially in tough economic times. WPPI membership gives photographers the resources they need to succeed and the tools they require to build and develop a strong personal support network.

In 2009, WPPI completed its 29th annual Convention and Trade Show, drawing over 12,000 attendees and 365 exhibitors to its new convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

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Contact:

George Varanakis
Rangefinder Publishing/WPPI
310-846-4770, ext. 324
gvaranakis@rfpublishing.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com / leighnofi@sironline.com