



WPPI Announces Third Annual Launch Pad Event

Exhibitors to preview new products at annual WPPI 2013 Convention and Trade Show

New York, NY (February 19, 2013) – [Wedding & Portrait Photographers International](#) (WPPI) announces today its third annual **Launch Pad** event taking place on Sunday, March 10, 2013. Free to all WPPI 2013 attendees and media, Launch Pad exhibitors will preview their new products to the professional wedding and portrait photography industry the day before the 2013 WPPI Expo opens.

“WPPI’s Launch Pad event has proven to be a tremendous success where our exhibitors have the opportunity to launch their new products and services to all WPPI attendees the day before the big Expo begins,” said Jeff McQuilkin, Show Director of WPPI. “In addition, this event provides an ideal social setting for photographers of every skill level to learn about the newest and best products available to them.”

Over 25 exhibitors are expected at WPPI’s Launch Pad, demonstrating some of the latest products and services for emerging and professional wedding photographers including Fujifilm, White House Custom Colour, Spinlight 360, Via Photo, CameraMator by HYPER and Tether Tools among many others.

The WPPI 2013 Conference, Expo and special events will take place at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. WPPI is the biggest event in the world for wedding and portrait photographers. Last year, nearly 16,000 registered attendees and over 180 speakers from throughout the United States as well as from 46 foreign countries as far away as Latin America, Australia and Russia gathered in Las Vegas, NV for WPPI. Attending professional photographers and those looking to begin their career in photography were able to learn from the best and see the latest and greatest products from 330 exhibitors that participated in the expo.

Registration (<http://registration3.experientevent.com/ShowWPP131/?flowcode=ATT>) for WPPI 2013 is open now. Registration rates are \$275 for WPPI members and \$399 for non-members. These rates include one (1) free guest, over 165 Platform classes, exclusive access to live judging of the 16x20 Print and Album Competitions, evening special events and a 3-day pass to the biggest photography expo for wedding and portrait photographers.

For more information about WPPI 2013 and all of its workshops and events, please visit: <http://www.wppionline.com/wppi-show.shtml>

About WPPI

Wedding & Portrait Photographers International (WPPI), a division of Nielsen Photo Group, is an organization that serves the educational and business needs of wedding and portrait photographers. 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 succeed in today's active photo market business. [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 2012, WPPI completed its 32nd annual Conference and Expo, featuring 330 exhibitors in its convention space at the MGM Grand Hotel in Las Vegas. The annual WPPI 2013 Conference and Expo is set to take place this year at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. For more information visit: www.wppionline.com.

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