



FOR IMMEDIATE RELEASE

WPPI 2011 Breaks All Attendance Records

Next annual WPPI Convention and Trade Show set for February 16 – 23, 2012

Los Angeles, CA (March 4, 2011) – Wedding & Portrait Photographers International (WPPI) announces that it broke all previous attendance records with 16,000 attendees for its recently concluded WPPI 2011 Convention and Trade Show.

All WPPI 2011 classes, events and the trade show took place at the MGM Grand in Las Vegas, NV, from February 17–24, 2011. WPPI is the largest annual expo and conference in the United States for professional photographers. Each year a growing number of 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 2011 hosted attendees and speakers from throughout the United States as well as from 46 foreign countries as far away as Australia. In addition to more than 160 classes and workshops including the all new WPPI U, WPPI again offered print and album competitions (with winners from all over the world) and Spanish language classes for attendees.

“Thanks to our sponsors, WPPI 2011 was full of exciting new programs and energizing events that provided attendees with a high level of education, business support and networking opportunities,” said George Varanakis, WPPI’s Group Publisher and Executive Vice President. “And our inaugural WPPI U session was the most well received new program ever at WPPI. It seemed to take on a life all its own and attendees just loved it. WPPI U and our new Launch Pad event were the hottest additions to our constantly expanding Convention.”

WPPI U, a university-style, two-day workshop providing the fundamentals of photography to help today’s up-and-coming photographers not only strengthen their shooting skills, but also learn how to be successful in their business and marketing practices, was a smashing success with 600 attendees – the maximum that could attend.

And WPPI’s first ever Launch Pad event attracted nearly 2,000 attendees eager to check out new products the day before the trade show portion of the Convention began.

The annual WPPI 2012 Convention and Trade Show is set to take place next year at the MGM Grand in Las Vegas, NV, from February 16–23, 2012.

-more-

About WPPI

Wedding & Portrait Photographers International (WPPI) 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 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 2011, WPPI completed its 31st annual Convention and Trade Show, drawing 16,000 attendees and 330 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

#

Contact:

George Varanakis
Rangefinder Publishing/WPPI
310-481-7329
gvaranakis@rfpublishing.com

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