



WPPI Announces New Mobile App for 2013 Conference + Expo

Available for download now, the free WPPI 2013 Mobile app places all event information at attendees' fingertips

New York, NY (March 5, 2013) – [Wedding & Portrait Photographers International](#) (WPPI) announces today its free new Mobile app for its 2013 Conference + Expo taking place March 7-14, 2013 in Las Vegas, NV, at the MGM Grand Conference Center.

The WPPI 2013 Mobile app is a comprehensive electronic guide for attendees, created to help them plan and navigate their entire WPPI experience. The app contains a comprehensive list of more than 165 conference seminars, including PLUS, Master and Platform classes, with seminar and class descriptions and speakers, the entire Expo show floor map including exhibitors, and product categories, and all special event details plus much more.

“As the tradeshow industry continues to embrace mobile technology to enhance the event experience, WPPI leads the way in providing an innovative mobile solution for all conference and expo attendees,” said Jeff McQuilkin, Show Director of WPPI. “This new Mobile app is a must have for anyone attending WPPI 2013. It will surely help everyone make the best of their time at WPPI 2013.”

The app, sponsored by Sony, is available now for [iPhone](#), [Android](#) and [Blackberry](#) smartphones and mobile devices. WPPI 2013 attendees can download this helpful WPPI 2013 app at <http://app2013.wppionline.com/landing/>

WPPI 2013 Mobile App details include:

- Show Info
- Classes
- Speakers
- Exhibitors
- Product Categories
- Floor plans of the MGM Grand Hotel and Conference Center and the WPPI Expo
- Special Events
- Help
- Integration with Facebook

In addition, advanced features on the iPhone and Android native app will provide users with a truly personalized experience allowing them to create favorites lists, plan their agenda take notes and more.

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 and is open now. Registration rates are \$275 for WPPI members and \$399 for non-members. These rates include one (1) free guest, all Platform classes, 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: www.wppionline.com.

[Click here](#) to view a gallery of images from WPPI 2012.
[Click here](#) to view a video from WPPI 2012.

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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