



FOR IMMEDIATE RELEASE

WPPI 2012 Sets the Standard for Successful Conventions and Trade Shows

Next annual WPPI Convention and Trade Show set for March 7-14, 2013

Hollywood, CA (March 8, 2012) – [Wedding & Portrait Photographers International](http://www.wppionline.com) (WPPI) announces today that its recently concluded WPPI 2012 Convention and Trade Show once again set the standard for successful conventions and trade shows. Completing its 32nd year, WPPI 2012 featured 181 speakers, 320 trade show exhibitors, with 15% of exhibitors being first-timers, packed classes and trade show aisles, and more media attendees than ever before.

All WPPI 2012 classes, events and trade show took place at the MGM Grand hotel and conference center in Las Vegas, NV, from February 16-23, 2012. WPPI is the biggest show in the world for wedding and portrait photographers. More and more professional photographers gather year after year to attend WPPI 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.

“From the moment registration opened, WPPI 2012 was buzzing with excitement and enthusiasm by attendees,” said George Varanakos, WPPI’s Group Publisher and Show Director. “The classes were packed by attendees searching for education and inspiration from the best of the best in the wedding and portrait photography industry. The aisles of the trade show occupying approximately 80,000 square feet of exhibit space were equally packed with photographers and more media than ever before looking for information on the best products available in our industry today. It was a great opportunity for many of our exhibitors to launch their new products. The trade show hours proved to be a great success to exhibitors and attendees alike.”

Despite an economy that remains turbulent, WPPI 2012 included nearly 15,000 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. On hand to teach WPPI attendees the tips and tricks to success were some of the world’s finest photographic instructors including Jerry Ghionis, Jasmine Star, Cliff Mautner, Bambi Cantrell, Doug Gordon, Jeremy Cowart, Mindy Weiss (one of the biggest wedding planners in the country), Sal Cincotta, Julieanne Kost, Me Ra Koh, Bruce Dorn, Catherine Hall, and Tamara Lackey just to name a few. In addition to nearly 160 classes and workshops including WPPI U, WPPI again offered print and album competitions (with winners from all over the world) and increasingly popular Spanish language classes for attendees.

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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 once again a smashing success.

And WPPI's second annual Launch Pad event attracted nearly 2,000 attendees once again eager to check out new products from nearly 60 exhibitors the day before the trade show opened.

[Click here](#) to view a gallery of images 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 Convention and Trade Show, featuring 320 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. The annual WPPI 2013 Convention and Trade Show is set to take place at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. For more information visit: www.wppionline.com.

The first ever WPPI Mexico Conference & Trade Show takes place at the World Trade Center in Mexico City November 28-30, 2012. For more information visit: <http://www.wppionline.com/wppi-mexico.shtml>

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