



FOR IMMEDIATE RELEASE

Inaugural WPPI NYC: Fall 2011

*Co-locating with PhotoPlus Expo, WPPI NYC set for October 26 – 28, 2011
at Javits Center*

Hollywood, CA (May 25, 2011) – Wedding & Portrait Photographers International (WPPI) announces [WPPI NYC](#) – the first ever WPPI trade show to take place on the East Coast. Co-locating with [PhotoPlus Expo](#) this fall in new exhibit space at the Jacob K. Javits Convention Center in New York City, *WPPI NYC* will host a full day of educational programs for professional photographers on Wednesday, October 26, 2011. A two-day tradeshow will follow on October 27-28, 2011 from 10:00am – 5:00pm each day.

“We are really excited to finally bring the enthusiasm and positive energy of WPPI to the East Coast,” said George Varanakos, Show Director of WPPI and Publisher of *RangeFinder*. “Co-locating with *PhotoPlus Expo* gives us the perfect opportunity to reach out to photographers on the East Coast and extend our educational offerings and trade show exhibits to established professional photographers, as well as those just entering the field, that may be new to the WPPI experience.”

“Combining the WPPI experience with the excitement of *PhotoPlus Expo* in New York is part of the vision we had when Nielsen acquired the show last year,” explains Lauren Wendle, vice president, Nielsen Photo Group. “This adds a new dimension and learning experience for PPE attendees and represents our first major step toward building expanded events and educational programming for the entire photographic community.”

WPPI 2011, which took place this past February, hosted attendees and speakers from throughout the United States as well as from 46 foreign countries. In addition to more than 160 classes and workshops, WPPI offered print and album competitions (with winners from all over the world). *WPPI NYC* will offer the first-ever 16x20 print competitions on the East Coast. Details are forthcoming.

All *WPPI NYC* classes and the trade show will take place at the Jacob Javits Center in New York City. Registered *WPPI NYC* attendees will also have full access to attend the *PhotoPlus Expo* tradeshow. The pre-registration rate to attend all *WPPI NYC* classes, the *WPPI NYC* tradeshow and *PhotoPlus Expo* tradeshow is \$99. On-site registration will be \$150. Registration details will be announced soon. In addition, all registered attendees of *PhotoPlus Expo* will have full access to *WPPI NYC*.

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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.

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 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 a record-breaking 16,000 attendees and 330 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. 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. For more information visit: www.wppionline.com.

About PDN [PhotoPlus International Conference + Expo](#)

Designed for professionals in the photographic and imaging industries, PDN PhotoPlus showcases the latest advances in photography, both traditional and digital. Held annually at the Jacob Javits Convention Center, attendees have the opportunity to explore an inspiring array of photography and imaging products and services - everything from image capture and color management to retouching and storage - all from the industry's leading manufacturers. The show also offers over 100 photography and imaging seminars and hands-on workshops taught by world-renowned experts with a focus on cutting-edge innovations in digital imaging products and techniques.

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