



FOR IMMEDIATE RELEASE

WPPI Introduces Inaugural Launch Pad Event

Exhibitors to preview new products at annual WPPI 2011 Convention and Trade Show

Culver City, CA (October 14, 2010) – Wedding & Portrait Photographers International (WPPI) announces its inaugural **Launch Pad** event taking place on Sunday, February 20, 2011 – the day before the WPPI 2011 trade show opens.

Free to all WPPI 2011 attendees and media, Launch Pad is the first event of its kind at the annual WPPI Convention and Trade Show where WPPI 2011 exhibitors will preview their new products to the professional wedding and portrait photography industry in advance of the annual Trade Show.

“We are so excited to offer our exhibitors this special platform from which to launch their new products,” said George Varanakos, WPPI’s Group Publisher and Executive Vice President. “As WPPI 2011 keeps getting bigger and better, it’s enhancements like this program that make WPPI the place for exhibitors to showcase their new products directly to their customers. And it makes it the ideal place for professional and up-coming photographers to learn about the newest and best products available to them.”

The annual WPPI 2011 Convention and Trade Show will take place February 17-24, 2011 at the MGM Grand in Las Vegas, NV. Launch Pad will take place on Sunday, February 20, 2011 from 3 pm to 6 pm. Refreshments will be served. For more information about WPPI 2011 and all of its workshops and events, please visit: <http://www.wppionline.com/storage/2011/home.html>

Full registration for WPPI 2011 and all workshops and events, including WPPI Launch Pad, will be open in late October 2010. The early bird registration rate for access to the WPPI 2011 Convention and Trade Show is \$199 for members and \$379 for non-members. After December 15th, WPPI 2011 registration will be \$259 for members and \$399 for non-members.

WPPI is the largest annual expo and conference in the United States for professional photographers. Each year thousands 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) is an organization that serves the educational and business needs of wedding and portrait photographers. WPPI is a professional

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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 2010, WPPI completed its 30th annual Convention and Trade Show, drawing over 14,000 attendees and 320 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

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