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WPPI Announces Second Annual Launch Pad Event

Exhibitors to preview new products at annual WPPI 2012 Convention and Trade Show

Hollywood, CA (December 16, 2011) – [Wedding & Portrait Photographers International](http://www.wppionline.com) (WPPI) announces today its second annual **Launch Pad** event taking place on Sunday, February 19, 2012. Free to all WPPI 2012 attendees and media, Launch Pad exhibitors will preview their new products to the professional wedding and portrait photography industry the day before the WPPI 2012 trade show opens.

“The new Launch Pad event at WPPI has proven to be a huge success where our exhibitors have the opportunity to launch their new products and services to WPPI attendees the evening before the big trade show begins,” said George Varanakos, Show Director of WPPI and Publisher of *Rangefinder*. “And Launch Pad is also the ideal place for photographers of every skill level to learn about the newest and best products available to them in a comfortable social setting.”

All WPPI 2012 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV, from February 16-23, 2012. WPPI is the biggest show in the world for wedding and portrait photographers. Last year, more than 16,000 professional photographers gathered 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.

Popular programs and events like Launch Pad, WPPI Plus, Photographers Ignite! and the Awards Night extravaganza, as well as helpful features like Pre-Board, will make WPPI 2012 the most exciting ever.

Registration for all WPPI 2012 classes, workshops, events and the trade show is open now: <http://www.wppionline.com/show/register.shtml> . The early bird discount rate for the WPPI 2012 Full Registration pass is \$199 for WPPI members and \$379 for non-WPPI members through December 19, 2011. On December 20th, these rates will increase to \$259 and \$399 respectively. These rates include one (1) free guest pass, 90 Platform classes to choose from and admission to special evening events and the biggest 3-day trade show for wedding and portrait photographers. Early bird discount rates also apply to WPPI University and Master Classes through December 19, 2011. For information on class offerings and schedules please visit: <http://www.wppionline.com/show/classes.shtml>

For more information about WPPI 2012 and all of its workshops and events, please visit: www.wppionline.com .

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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 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.

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Contact:

George Varanakis
Rangefinder Publishing/WPPI
gvaranakis@rfpublishing.com

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