

JOIN OUR COMMUNITY



WPPI is the all-encompassing event for visual storytellers to ignite and renew their passion for this ever-changing industry. For five days each year, wedding, event and portrait photographers and cinematographers come together in Las Vegas to be inspired. Those who come to the show not only identify new equipment, products and services but come to evolve their aesthetic, gain invaluable strategies to grow their business, connect with friends, be dazzled by stories from industry icons and create lasting memories. Join us at WPPI and be a part of our community.

Who is the WPPI Attendee?

Full or Part Time Professional Photographers and Independent Business Owners who are the final decision makers.

69% have been a professional photographer for more than 6 years

36% own a studio

56% earn more than half of their annual income from photography

43% are women
56% are men

Why Should You Meet Our Attendees?

48% placed an order with a current vendor at WPPI

To meet new customers, since **39%** of attendees were new in 2019

81% feel seeing a product at WPPI influences their purchase more than seeing it online or in a showroom.

89% of attendees found a new product/service at the show

46% placed an order with a new vendor at WPPI

63% plan to spend over \$2,000/year on photographic equipment and services

61% only attend WPPI

A sample of the Key Retailers, Buyers and Media that attend the show:

- Adorama
- B&C Camera
- B&H Photo Video Pro-Audio
- Digital Imaging Reporter
- Digital Photo Pro Magazine
- Fstoppers
- Glazers Camera
- Microcenter
- Photofocus
- Pictureline
- Resource Magazine
- SLR Lounge
- The Phoblographer
- The Slanted Lens
- Think Media
- This Week In Photo

WPPI is our premier show and is without a doubt one of our most important efforts we use to connect direct with our customers during the year.

- Travis Williams, Wholesale Sales & Global Distribution Manager, MagMod

Each year we look forward to meeting some of the best photographers and videographers in the industry at WPPI. Our 10th year at WPPI did not disappoint; we met high quality, passionate engaged attendees ready to learn from us and others how they can continue to up their game.

- Brian Campbell, Photoflashdrive.com

Booth Pricing:

\$39.95 per sq ft.

\$21,000 for 20 x 20 island

Marketing packages are available to help you achieve your goals, call for more info!

Contact Us to Learn More!



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