

wppi 2020 POST SHOW REPORT



WPPI is the all-encompassing event for visual story tellers to ignite and renew their passion for this ever-changing industry. For five days each year, wedding, event and portrait photographers and filmmakers come together in Las Vegas to be inspired. Attendees come to the show not only to 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.

WHO IS THE WPPI ATTENDEE?

JOB TITLE

Professional Photographer—Full Time.....	35%
Professional Photographer—Part Time.....	23%
Advanced Amateur/Photography Enthusiast...	10%
Photographer's Assistant.....	9%
Filmmaker/Videographer.....	4%
Other.....	4%
Marketing, Sales, or Advertising.....	4%
Studio Ownership or Management.....	3%
Student (High School or College).....	3%
Art Director/Creative Director/Photo Editor.....	2%
Educator (High School or College).....	1%
Lab Manager/Owner/Technician.....	1%
Photo Retail Buyer.....	1%

\$36,609,587
PURCHASING POWER DOLLARS

6400*
QUALIFIED ATTENDEES

COMPARED TO 5900 IN 2019.

*does not include exhibitor/staff/vendors.

7%

OVERALL INCREASE IN QUALIFIED ATTENDEES.

44%

INCREASE IN YEARLY CONFERENCE ATTENDEES.

48%

ATTENDEES WERE NEW!

YEARS OF EXPERIENCE

Less than 1 year **8%**

1 year to 5 years **29%**

6 years to 10 years **21%**

More than 10 years **31%**

Other **11%**



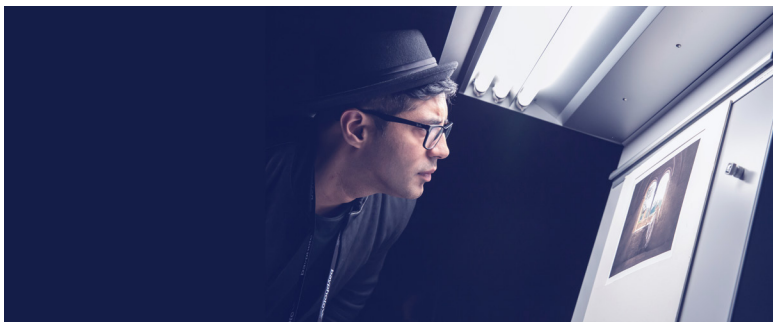
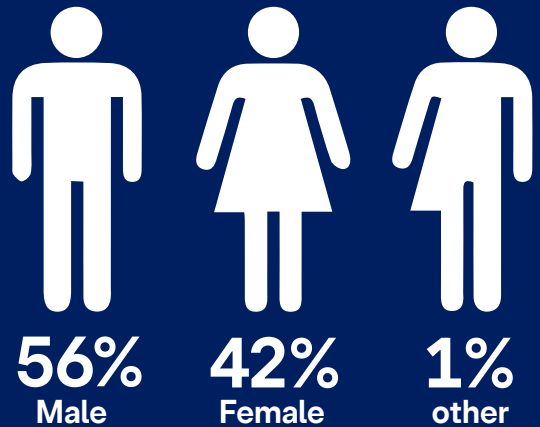
WHO IS THE WPPI ATTENDEE?

SPECIALTY

Wedding.....	26%
Portraiture (People, Pets).....	18%
Commercial/Editorial/Corporate.....	9%
Fashion/Beauty/Boudoir.....	9%
Events (non wedding).....	9%
Outdoor Photography-Nature, Landscape, Wildlife.....	6%
Filmmaking/Video/Cinema/Documentary.....	5%
Fine Art.....	5%
Travel.....	4%
Photojournalism.....	3%
Other.....	3%
Sports / Action.....	2%
School (school portraits, school events, etc.).....	1%



GENDER



CONTACT US FOR MORE INFORMATION



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