



EXHIBITOR SUMMARY

50%

STATED wppi WAS "VERY IMPORTANT"
(UP FROM 28% IN 2021)

41%

OF EXHIBITORS WERE
"VERY SATISFIED"
WITH THIS YEAR.
(UP FROM 21% IN 2021)

NPS SCORE: 71

NET PROMOTER SCORE

TESTIMONIALS

“ We love exhibiting at WPPI because it is a great way to have our customers get hand-on experiences with our products. WPPI is an excellent way to help maintain our brand awareness across a range of our customer base. We are encouraged to see continued growth in turnout year after year. ”

John Long, TOCAD USA

“ As a manufacturer, WPPI is an essential event to attend, as it allows photographers to have a tangible and community supported experience with our products. It's great to work with the photographers as they discover new tools and build confidence in their skills. ”

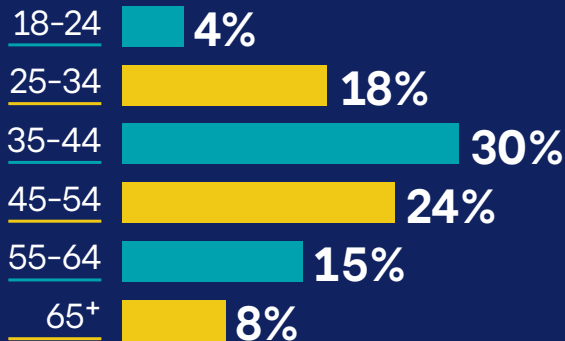
Jeanine Frest, Stella Pro Lights by Light & Motion

wppi

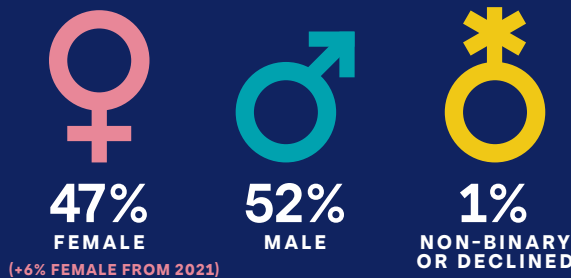
POST SHOW REPORT

Get your gear in the hands of an actively buying audience, all while networking with people who share your passion for everything photography. **WPPI** is your place to experience, explore and exchange with top industry professionals and give your brand the attention it deserves.

AGE OF ATTENDEES



GENDER OF ATTENDEES



OUR ATTENDEES HAVE
\$12.4M
IN PURCHASING POWER

42%

OF ATTENDEES IN
2022 WERE THERE
FOR THE FIRST TIME

70%

PLAN TO SPEND
MORE THAN
\$2,000
ON EQUIPMENT

68%

OF ATTENDEES HAVE
BEEN IN BUSINESS
6+ YEARS
(UP 2% FROM 2021)

32%

OF ATTENDEES OFFER BOTH
PHOTO + VIDEO
SERVICES

CONTACT YOUR
SALES REP FOR
MORE INFO.



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