

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



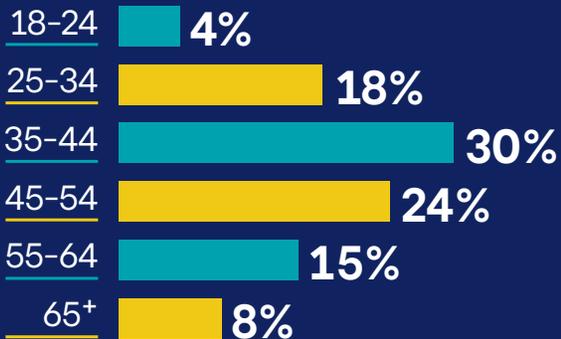
wppi POST SHOW REPORT

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.

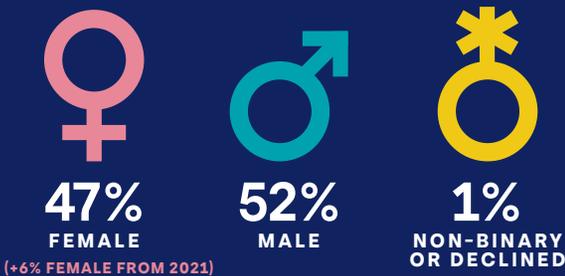
32%

OF ATTENDEES OFFER BOTH PHOTO + VIDEO SERVICES

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)

CONTACT YOUR SALES REP FOR MORE INFO.



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