



WPPi

2027

Exhibitor & Sponsor Prospectus →

CONFERENCE + EXPO | FEB 28 – MAR 4, 2027 | THE RIO, LAS VEGAS

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Nothing Converts Like Face to Face.

Photography is changing fast. AI, the creator economy, new revenue streams, and the people navigating all of it come to WPPI to figure out what's next. Every year, **6,000+ photographers and creators** travel to Las Vegas to discover new gear, build relationships, and invest in their businesses.



These aren't passive attendees: **81% find new products at the show** and **65% say what they experience at WPPI influences their purchasing decisions** more than any other channel, online retail included.

There's something a scroll can't replicate: a real conversation, a hands-on demo, the moment a product clicks. That's what live events do that nothing else can. And WPPI is where it happens.

PREVIOUS HIGHLIGHTS



6,000+ Photographers. Three Days. One Show.

THESE AREN'T PASSIVE ATTENDEES BROWSING OUT OF CURIOSITY.

They come ready to invest in gear, in software, in services, in education. Most attendees run their own businesses and make their own purchasing decisions. When they find something at WPPI that solves a real problem, they buy.

→ **6,000+**

PHOTOGRAPHERS AND CREATORS ATTEND EACH YEAR

→ **75%**

RATE WPPI IMPORTANT OR VERY IMPORTANT TO THEIR BUSINESS

→ **81%**

FOUND NEW PRODUCTS FOR THEIR BUSINESS AT WPPI 2026

→ **65%**

SAY WPPI IS MORE INFLUENTIAL ON PURCHASES THAN ANY OTHER CHANNEL

Who's In the Room

WPPI brings together **wedding and portrait photographers, content creators, and studio owners** from around the world, at every stage of their career, from emerging artists to established names who have been coming for decades.



→ **57%** REPEAT ATTENDEES, LOYAL AND PURCHASE-READY

→ **43%** FIRST-TIMERS BRINGING FRESH PERSPECTIVES AND NEW BUDGETS

→ **84%** OF EXHIBITORS RATE WPPI IMPORTANT OR VERY IMPORTANT FOR THEIR BUSINESS

→ OVER HALF OF ATTENDEES ARE UNDER 45: A YOUNG, DIGITALLY NATIVE, AND DEEPLY ENGAGED CREATIVE AUDIENCE WITH REAL PURCHASING POWER.

What makes this audience different:

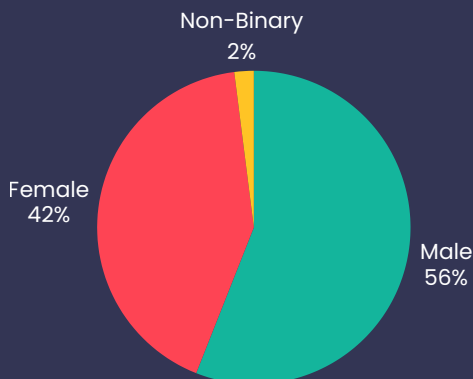
IN-PERSON INFLUENCE

65% say seeing a product live at WPPI influenced their purchasing decisions more than any other channel. There is something a scroll simply cannot replicate.

COMMUNITY & LOYALTY

73% of attendees made new industry connections at the event, and a strong core returns year over year. This audience builds relationships with the brands they discover here.

Who You're Talking To



They come to:

- Discover new gear, tools, and services
- Stay ahead of creative and industry trends
- Build lasting professional relationships
- Learn from the best in the business
- Score exclusive show deals and early product access
- Connect with brands they want to work with

You'll reach:

- Independent photographers and studio owners
- Commercial photographers and content creators
- Photography educators and influencers
- Business decision-makers with real purchasing power

What's New in 2027



The Rio Ballroom is the pulse of the show. Brasilia is where the work gets done.

BUILDING ON A BREAKOUT YEAR



2026 raised the bar.

The conference opened with a keynote from **Annie Leibovitz**, introduced **50% new speakers**, added **25% more seminars**, and launched a series of **focused one-day Summits** covering Wedding, Portrait, Boudoir, Lighting, and Business & Marketing.

BUILT FOR MORE ENGAGEMENT



The Brasilia Ballroom debuted the **WPPI Podcast Stage**, a live drop-in interview series bringing unfiltered conversations with photographers, educators, and brand leaders to the expo floor.

The **Clubhouse lounge** gave attendees a dedicated space to connect and recharge between sessions.

And the **Sneak Peek Happy Hour** became a standout moment, with brands unveiling new gear in a relaxed, social setting that kept people talking.

A FLOOR BUILT DIFFERENTLY



2027 builds on all of it.

The Rio Ballroom is a vibrant, energetic floor full of the community atmosphere, sponsor stages, and brand presence that have made WPPI what it is.

In 2027 we're introducing **The District**, WPPI's first fully reimagined floor in the Brasilia Ballroom. It's not organized by brand category. It's organized by workflow stage, **built around four pillars that reflect how photographers and creators actually live and work today**. Activation-first, not booth-first. Every brand presence in The District is designed to put attendees inside a real experience with your product.

Across The District, attendees are immersed in live environments: Studio Bays, one-on-one workstations, the Growth Lab lounge and stage, the Hybrid Creator Studio, and the Print Bay. They are not just browsing. They are doing. And your brand is right there with them.

Introducing The District

01



CAPTURE

Cameras, lenses, lighting, audio, and on-set essentials, activated through live Studio Bays where attendees work with gear in real scenarios.

02



CREATE

Editing, workflow, AI, and content creation tools, with one-on-one workstations where brands demonstrate real workflows from capture to final output.

03



GROW

The Growth Lab: a central stage focused on audience building, branding, social, and commerce. Plus a Hybrid Creator Studio for personal brand content.

04



MONETIZE

Print, albums, digital products, subscriptions, and merch. The Creator Monetization Stage helps photographers turn their work and expertise into recurring revenue.

Who's on the Stages

Attendees come to WPPI to learn from the best in the world. We'll continue kicking off with a high-profile keynote to bring the community together, and keep bringing fresh voices and new perspectives to the stage in 2027, alongside the industry icons our community knows and loves. 2026 speakers included:



ANNIE LEIBOVITZ



JESSICA KOBEISSI



JOSE VILLA



LAUREN ASHLEY



LINDSAY ADLER



AB+DM



MEG LOEKS



PRESTON LUKE



JESSICA WHITTAKER



CASSIDY LYNNE



JERRY GHIONIS



KELLY BROWN



ANITA SADOWSKA

Seminar, Summit, and Photo Walk sponsorships put your brand alongside the names attendees travel to see.



FER JUARISTI



DAVID SUH



ELENA S BLAIR



AUDREY WOULARD

and more!

Who Already Shows Up

The industry's most trusted brands choose WPPI year after year. You'd be in good company:



Agenda at a Glance

Sunday, February 28, 2027

7:30 AM - 5:00 PM	REGISTRATION
8:00 AM - 5:00 PM	Icon Awards Live Judging Day 1
8:00 AM - 4:30 PM	Summit: Business & Marketing, Wedding, Portrait
5:00 PM - 7:00 PM	Sneak Peek Welcome Reception
10:30 PM - 1:00 AM	After Hours Club

Monday, March 1, 2027

7:30 AM - 5:00 PM	REGISTRATION
7:00 AM - 2:00 PM	The Clubhouse: Full Conference Pass Lounge Wellness Session and Coffee
8:00 AM - 5:00 PM	Icon Awards Live Judging Day 2
8:00 AM - 4:30 PM	Summit: Business & Marketing, Boudoir, Lighting
8:30 AM - 6:00 PM	Seminars
10:00 AM - 4:00 PM	Regipalooza
11:30 AM - 1:30 PM	Photo Walks
11:30 AM - 4:30 PM	Beer Garden
2:30 PM - 4:30 PM	Photo Walks
8:30 PM - 11:30 PM	Opening Night Party
10:30 PM - 1:00 AM	After Hours Club

Tuesday, March 2, 2027

7:00 AM - 6:00 PM	REGISTRATION
7:00 AM - 2:00 PM	The Clubhouse: Full Conference Pass Lounge Wellness Session and Coffee
9:00 AM - 10:30 AM	Keynote
10:30 AM - 4:30 PM	Expo + The District
11:30 AM - 1:30 PM	Photo Walks
11:30 AM - 4:30 PM	Beer Garden
12:00 PM - 2:00 PM	The Clubhouse: Full Conference Pass Lounge Access
2:00 PM - 7:00 PM	The Clubhouse: Full Conference Pass Lounge Programming, Networking and Happy Hour
3:30 PM - 4:30 PM	Seminars
3:30 PM - 5:30 PM	Photo Walks
4:00 PM - 6:00 PM	Golden Hour Photo Walks
5:00 PM - 6:00 PM	Seminars
7:30 PM - 10:00 PM	ICON Awards
10:30 PM - 1:00 AM	After Hours Club

Wednesday, March 3, 2027

7:00 AM - 6:00 PM	REGISTRATION
7:00 AM - 8:30 AM	The Clubhouse: Full Conference Pass Lounge Wellness Session and Coffee
8:00 AM - 9:00 AM	Seminars
9:00 AM - 11:00 AM	Photo Walks
9:30 AM - 10:30 AM	Seminars
10:30 AM - 4:30 PM	Expo + The District
11:30 AM - 4:30 PM	Beer Garden
12:00 PM - 2:00 PM	The Clubhouse: Full Conference Pass Lounge Access
2:00 PM - 7:00 PM	The Clubhouse: Full Conference Pass Lounge Programming, Networking and Happy Hour
3:30 PM - 4:30 PM	Seminars
3:30 PM - 5:30 PM	Photo Walks
4:00 PM - 6:00 PM	Golden Hour Photo Walks
5:00 PM - 6:00 PM	Seminars
5:00 PM - 7:00 PM	Exhibitor/Sponsor Speaker Happy Hour
8:30 PM - 11:30 PM	Wrap Party
10:30 PM - 1:00 AM	After Hours Club

Thursday, March 4, 2027

7:30 AM - 3:00 PM	REGISTRATION
7:00 AM - 3:00 PM	The Clubhouse: Full Conference Pass Lounge Wellness Session and Coffee
9:00 AM - 10:00 AM	Seminars
9:30 AM - 11:30 AM	Photo Walks
10:30 AM - 11:30 AM	Seminars
10:30 AM - 3:30 PM	Expo + The District
11:30 AM - 3:00 PM	Beer Garden
12:00 PM - 2:00 PM	Photo Walks

Subject to Change

What Exhibitors Say

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"We have been attending WPPI for over 25 years, and it truly feels like family. I've never felt like just a number, and that philosophy is something I carry into how I run my own business as well. I really appreciate how accommodating the WPPI team is when requests come up and how they genuinely try to find win-win solutions for everyone involved. That kind of partnership and support makes a big difference. WPPI continues to provide a wonderful platform for our industry to learn, grow, and network. This year, in particular, has been one of our best shows in several years, and the energy throughout the event has been fantastic."

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The quality of attendees in this field is next to none.

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"I had an amazing experience at WPPI. The event was inspiring and full of creativity. I loved connecting with other photographers and artists, discovering new techniques, and seeing so much innovation in the industry. I left feeling even more confident about the potential of our product and excited about the future of photography and how our product can empower creators."

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Sponsorship & Exhibitor Opportunities

WPPI is built on community, and we want our partners to feel that too. Whether you're looking for a booth presence, branded education, digital reach, or a fully custom activation, there's a way to show up that genuinely fits your brand and your goals.

On the Floor

- Standard Booths
- Custom Studio Bays: let attendees work with your product hands-on in a real scenario
- Custom Stages
- Booth placement, experience takeover, education or product/service integration within a themed pillar of The District: Capture, Create, Grow, or Monetize

Education & Content

- Summits and seminar sponsorships: your brand alongside the education attendees choose to attend
- Photo walks and hands-on workshops branded to your products

Digital & Mobile

- Pre-seminar, on-screen commercials (cinema style)
- Featured placement in the official WPPI app
- Wi-Fi buyout: your branding on every login
- Pre-show email features to our full attendee database

Events & Special Experiences

- Opening Night Party, hosted or co-hosted sponsorship
- Sneak Peek Happy Hours and the annual Wrap Party
- Registration sponsorship: your brand is the first thing every attendee sees
- Regipalooza

Pricing is available on request. Contact Dennis.Tyhacz@emeraldtx.com and he'll put together options that fit your goals and budget.

Why it Works

FOR EXHIBITORS ↓

WPPI attendees come ready to discover. They can pick up your product, talk to your team, and walk away having made a real connection. **65% say what they experience at WPPI influences their purchasing decisions more than any other channel.**

THAT KIND OF IMPACT DOES NOT HAPPEN ON A SCREEN.

FOR SPONSORS ↓

When you sponsor WPPI, you become part of the experience, not an ad next to it. Whether that's the session they still talk about, the party they loved, the custom experience that stopped them in their tracks, or the app they checked all week, **your brand is woven into how attendees remember the show.**

Let's Build Something Together in 2027.



The best opportunities go early, especially the ones that take real planning. Reach out now and we'll find the right fit for your brand.

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