



FOR IMMEDIATE RELEASE

Nielsen Photo Group Announces Registration is Open for PDN PhotoPlus International Conference + Expo 2012

*Learning and Technology Take Center Stage with PhotoPlus Expo Test Drive Rally,
Educational Conference, Expansive Exhibit Hall and WPPI University*

*Gold Expo Pass Offers Admission to Keynote Presentations, Gold Expo
Lounge, Exclusive Customer Service Desk, Premium Gift Bag Filled with Surprises
and Golden Ticket Raffle Entry for Valuable Prizes*

New York, NY – June 19, 2012 – The Nielsen Photo Group (NPG) announced today that [registration](#) for its [PDN PhotoPlus International Conference + Expo](#) -- October 24-27, 2012 at the Javits Convention Center in New York City -- is now open. Celebrating its 30th year of bringing continuing education, emerging technology, and photographers and image-makers together, PhotoPlus Expo 2012 continues a tradition of creating opportunities for attendees to explore new visions for the future.

The educational conference begins on Wednesday, October 24 when Wedding and Portrait Photographers International (WPPI) presents *WPPI University*, a one-day series of seminars designed to sharpen creative and business skills for photographers who want to break out on their own. The WPPI University conference pass (\$99 online/\$139 onsite) includes access to eight seminars featuring tips, techniques, and insight to marketing your brand, promoting your services, and building a successful photography business.

The PhotoPlus Expo conference offers more than 95 educational seminars and hands-on labs for attendees to hone their skills, learn new techniques, and participate in discussions with some of the most respected, successful and visually creative photographers and digital image-makers in the world. Conference passes may be purchased in advance in a variety of options; Conference À la Carte (priced individually), One Day Conference (\$185 online/\$220 onsite) or Full Conference, October 25-27 (\$475 online/\$510 onsite). All conference passes include free admission to the Test Drive Rally on Wednesday evening, 3-day Expo pass and complimentary admission to all keynote presentations. [Conference information](#) is available online now, searchable by date, title, track or speaker name. Full seminar descriptions will be available online on June 21.

The expo will feature more than 250 exhibitors demonstrating the largest variety of photographic and digital imaging products and services in North America. Attendance for the three-day show is expected to reach record levels, drawing an anticipated 22,000 people who will meet with representatives from the biggest brand names serving the photography industry, and touch-and-try access to the latest imaging technology on the market. [Registration](#) for admission to the PhotoPlus Expo exhibit hall is free through October 24.

"We are very proud to be celebrating 30 years of service to the photographic industry," explains Jeff McQuilkin, Director - PDN PhotoPlus International Conference & Expo. "The photo industry is a very tight group of professionals who view this annual event as the one time during the year where they can experience what's next and meet face-to-face with old friends, make new ones, and learn and share together. I believe that attendees and exhibitors alike regard PhotoPlus Expo as an opportunity that should not be missed by anyone in the industry."

Attendees may also purchase a special PhotoPlus Gold Expo Pass, which offers tremendous value and includes complimentary admission to keynote presentations, a private Customer Service Desk, Gold Expo lounge with free WiFi, and a premium gift bag filled with products, special offers, and discounts on a variety of products and services and more. Additionally, 20 lucky Gold Expo Pass buyers will find a Golden Ticket in their gift bag for an amazing prize valued up to \$500, such as an Apple iPad, photo gear prizes from B&H Photo, gift cards and much more. Gold Expo Passes are available in limited quantity and can be purchased in advance online for \$60 or onsite for \$100.

On Wednesday evening, October 24, PhotoPlus Expo will present its second annual Test Drive Rally from 6:00 p.m. -- 8:00 p.m. at the Javits Convention Center. The Test Drive event provides a sneak preview of products and technologies from PhotoPlus exhibitors prior to the expo's official opening. During the event, Test Drive attendees will have an opportunity to post live Tweets about some of the new and interesting products and services they see there. [Registration](#) for the event is required.

About PDN PhotoPlus International Conference + Expo

Designed for professionals in the photographic and imaging industries, PhotoPlus Expo showcases the latest advances in photography, digital imaging and video. Held annually at the Javits Convention Center, attendees have the opportunity to explore an inspiring array of photography and imaging products and services - everything from image capture and color management to retouching and storage - all from the industry's leading manufacturers. The show also offers photography, video and digital imaging seminars and hands-on labs taught by world-renowned experts with a focus on cutting-edge innovations in digital imaging products and techniques.

#

Media Contact:

Lou Desiderio
Synergy Communications, Inc.
917-627-0912
lou@pr-synergy.com

Scott Heath
Synergy Communications, Inc.
951-735-3686
scottheath@pr-synergy.com

Website: <http://www.photoplusexpo.com>
Facebook: <http://www.facebook.com/photoplusexpo>
Twitter: <http://www.twitter.com/photoplusexpo>