pdn PhotoPlus Expo

2012 Fact Sheet!

OCTOBER nyc2012

CONFERENCE 24-27

EXPO 25-27

PDN'S PHOTOPLUS EXPO CELEBRATES 30 YEARS OF INNOVATIVE IMAGING AND EDUCATING, ATTRACTING 20,000+ PROFESSIONAL PHOTOGRAPHERS, ENTHUSIASTS AND EDUCATORS FROM AROUND THE WORLD!

Presented by: Photo District News (PDN)
Nielsen Expositions, a leading organizer of trade shows and educational conferences

LOCATION/VENUE:
New York City/Javits Convention Center

EVENT DATES:
October 24-27, 2012

SHOW DATES & TIMES

CONFERENCE HOURS
WPPI UNIVERSITY
Oct 24th 9:15am - 5:45pm

PHOTOPLUS EXPO CONFERENCE SESSIONS
Oct 25th 8:45am - 6:00pm
Oct 26th 8:45am - 6:00pm
Oct 27th 8:45am - 6:00pm

EXPO HOURS
Oct 25th 10:00am - 5:00pm
Oct 26th 10:00am - 5:00pm
Oct 27th 10:00am - 4:00pm

SPECIAL EVENING EVENTS
TEST DRIVE RALLY
Oct 24th 6:00pm - 8:00pm

PHOTOPLUS BASH
Oct 25th 8:30pm – 10:30pm

EXHIBIT BOOTH SIZES:
Minimum of 10x10 sq. ft (100 sq. ft.), 100 SQF increments thereafter

COST OF BOOTH SPACE:
$39.50 per square foot, $250 extra per open corner

GENERAL CONTRACTOR:
Freeman

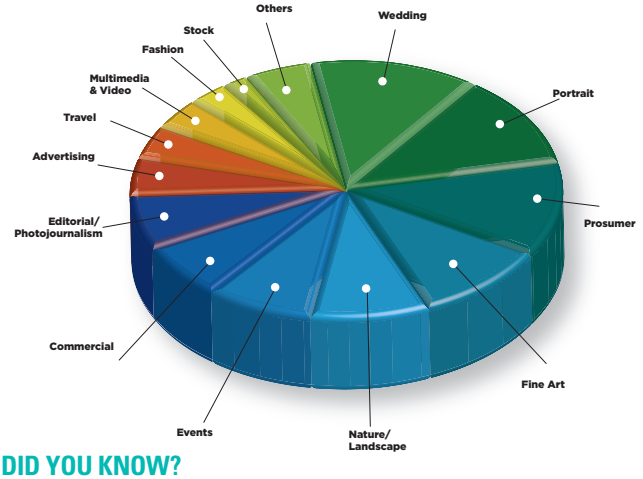
EXHIBITOR RESOURCE CENTER:
Visit www.photoplusexpo.com and find everything you need including links to download the Prospectus, Contract, Floor Plan, and Service Kit. Also learn how to receive Hotel & Travel discounts, FREE Expo passes for your customers, as well as advertising and sponsorship opportunities to enhance your visibility at PDN PhotoPlus Expo!

ATTENDEE PROFILE:
Connect with 24,000 highly qualified attendees from every area of the photographic industry in one place, over 3 exciting days.

MOST ARE PROFESSIONAL/ADVANCED PHOTOGRAPHERS, PLUS:

- Freelance Photographers
- Photographer's Assistants
- Art Directors/Creative Directors
- Corporate Communications/ Marketing Directors
- Lab Managers/Owners/Technicians
- Studio Managers
- Multimedia Producer/Developers
- Video Producers and Videographers
- Engineers / IT Professionals
- Production/Prepress Managers
- Photo Editors
- Photo Retailers / Business Owners
- Photographic Design Equipment Manufacturers
- Educators
- Students
- Press Agents

PHOTOGRAPHERS FROM ALL SECTORS ATTEND!
Primary Types of Photography



DID YOU KNOW?

- Trade Show News Network ranks PhotoPlus Expo among the top 250 trade shows in the United States in 2011.
- A recent PhotoPlus Attendee Survey revealed many traveled great distances, ready to buy the latest technology:

93% plan to purchase services or products from an exhibitor within the next 12 months

60% plan to spend up to $10,000 with exhibitors they saw at the show

45% attend only one tradeshow: PDN PhotoPlus Conference + Expo

CONTACT US TODAY! // Melissa Kittson melissa.kittson@nielsen.com // Ph: 703-554-2814 Fax: 703.852.7380