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THURSDAY, OCT. 25 STEPHEN SHORE
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INTERNATIONAL CONFERENCE + EXPO

The ultimate experience in photography, video and digital imaging.

The 2012 PDN PhotoPlus International Conference and Expo is almost here. Now's the time to guarantee your place at the leading photography, video and digital imaging event of the year.

PhotoPlus Expo is the only place where you have infinite access to emerging technology, trends and top talent while test driving new imaging tools, discovering creative solutions and expanding your personal and professional network. The entire conference and expo are dedicated to helping expand your expertise, so please arrive curious, and you'll leave inspired.

EDUCATION EMPOWERS!

There are dozens of reasons to register for a conference seminar; whether you want to improve your sense of lighting, style, color or design; expand your expertise in taking, processing or printing digital images; learn how to run a successful photography business or discover the latest trends from world-class presenters to stay on top of the market and ensure your on-going success.

Choose from over 90 conference seminars and 9 Hands-on Labs. These 2-hour and 3-hour information-packed seminars presented by leaders in their field will inspire and educate you. Hands-on Labs provide an intimate, practical experience through personalized instruction.

THERE IS POWER IN INFORMATION

Educational offerings include camera technique, lighting & posing, retouching and managing a photography business and much more—all taught by world-class presenters and industry leaders. Plus, you'll have infinite access to emerging technology, the latest trends and awe-inspiring talent, all while discovering the very latest photographic products, solutions and services and making new contacts.

Conference Seminar Pricing Options

Choose from a variety of conference seminar passes that suit your needs and budget.

- **FULL CONFERENCE PASS / $475*:** Best Value. Includes a 3-day pass to all conference seminars* Oct. 25–27, a 3-day pass to PhotoPlus Expo and admission to all keynote presentations. *Hands-on Labs sold separately. **Save $35** when you register online using promo code located on back cover (on-site: $510).
- **ONE DAY CONFERENCE PASS / $185*:** Includes a 1-day pass to all conference seminars* on a single date of your choice; Thursday, Oct. 25; Friday, Oct. 26; or Saturday, Oct. 27. Also includes a 3-day pass to PhotoPlus Expo and admission to all keynote presentations. *Hands-on Labs sold separately. **Save $35** when you register online using promo code on back cover (on-site: $220).
- **HANDS-ON LABS / $150 each**: Includes admission to a Hands-on Lab of your choice. Buy 1 or more, sold individually. Also includes a 3-day pass to PhotoPlus Expo and admission to all keynote presentations. Register online and save using your promo code on back cover (on-site: $170 each).
- **A LA CARTE CONFERENCE PASSES / 2-hour seminars $85 each / 3-hour seminars $105 each:** Includes admission to any single 2-hour or 3-hour seminar. Buy 1 or more, sold individually. Also includes a 3-day pass to PhotoPlus Expo and admission to all keynote presentations. Special discounts for students with a valid student ID. Register online and save using your promo code on back cover (on-site: 2-hour seminars $95 each / 3-hour seminars $120 each).
- **WPPI UNIVERSITY – October 24th / $99**: Brought to you by Wedding and Portrait Photographers International, WPPI U is a full-day series of seminars, the day before PhotoPlus opens, especially for wedding and portrait photographers who envision a successful career in photography. You'll have the opportunity to learn from some of the most talented and successful photographers in the industry on subjects including lighting and posing techniques, wedding and portrait tips, business planning and marketing, post-production (Lightroom and Photoshop) and more! Also includes a 3-day pass to PhotoPlus Expo and all keynote presentations Oct. 25–27. Special discount for students with a valid student ID. **Save $40** when you register online using promo code on back cover (on-site: $139).

Upgrade to the Ultimate Photography Experience — Get a Gold Expo Pass

- **GOLD EXPO PASS / $60:** Includes a 3-day pass to PhotoPlus Expo with exclusive privileges and opportunities such as an onsite Gold Expo Service Desk, admittance to the Gold Expo lounge with free Wi-Fi, admission to all keynote presentations ($30 value), a premium swag bag filled with premiums and special offers. Also, 20 lucky Gold Expo Pass buyers will find a Golden Ticket in their bag for an amazing prize valued up to $500 such as an iPad, photo gear from B&H Photo, gift cards and more! Save $40 when you register online using promo code on back cover. (on-site: $100)

Explore the Expo

- **EXPO ONLY / Free:** Includes a 3-day pass to PhotoPlus Expo. **Save $40** when you register online using your promo code on back cover. (on-site: $40)

Special Events

TEST DRIVE RALLY / FREE

WEDNESDAY, OCT. 24 6:00 – 8:00 PM

This is your chance to preview of the latest photography gear and creative solutions the day before PhotoPlus Expo begins. Held at the Javits Convention Center on Oct 24., from 6–8pm, admission is included with all registrations completed online before October 24 — use promo code on back cover.

PDN PHOTOPLUS BASH / $40 each

THURSDAY, OCT. 25 8:30 – 10:30 PM

2012 PDN PHOTOPLUS BASH

Don't miss the annual Bash, this year at Madame Tussaud's Wax Museum:
234 W. 42nd St. New York, NY
The festivities include cocktails, music, a photo shoot and fun! Tickets, $40/person, can be purchased online.

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RESERVE EARLY! Most of the hotels will sell out so be sure to make your reservations early.

	SINGLE/DOUBLE*
Hamptons Inn Times Square South	$299
New York Marriott Marquis	$294
The Manhattan at Times Square	$319
The New Yorker	$269
Hotel New York	$255

*Lowest average rate. Does not include taxes and fees.

Schedule at a Glance

WEDNESDAY, OCTOBER 24

WPPI University	9:15 AM – 5:45 PM
B+H Imaging on the Verge	3:00 PM - 6:30 PM
Test Drive Rally	6:00 PM – 8:00 PM
PDNedu | Nikon Meet and Greet	6:30 PM - 8:00 PM

THURSDAY, OCTOBER 25

Conference Seminars	8:45 AM – 6:00 PM
Expo Hours	10:00 AM – 5:00 PM
Keynote Presentation by Stephen Shore	12:00 PM – 1:00 PM
PhotoPlus Expo BASH	8:30 PM – 10:30 PM

FRIDAY, OCTOBER 26

Conference Seminars	8:45 AM – 6:00 PM
Expo Hours	10:00 AM – 5:00 PM
Keynote Presentation by David LaChapelle	12:00 PM – 1:00 PM

SATURDAY, OCTOBER 27

Conference Seminars	8:45 AM – 6:00 PM
Expo Hours	10:00 AM – 4:00 PM
Keynote Presentation by James Balog	12:00 PM – 1:00 PM

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ADDITIONAL SUPPORT: PhotoPhilanthropy, PhotoServe.com A visual database of the world's best photographers, thepantry.biz

FREE access to all keynotes ($30 value) with your purchase of any Seminar and/or Gold Expo Pass — use promo code on back cover.

WEDNESDAY, OCTOBER 24

	WPPI U	WPPI U	B&H IMAGING ON THE VERGE	B&H IMAGING ON THE VERGE
9:15 AM – 10:45 AM	NEW! ***The Knot* Presents: Getting Published, How to Think Like an Editor [WA1]** Laura Cave	NEW! **Wait for the Moment or Create the Moment? [WA2]** Jerry Ghionis		
11:15 AM – 12:45 PM	NEW! **Family Portraits: The Big Money Makers [WB1]** Michele Celentano *Sponsored by* Canon			
2:15 PM – 3:45 PM	NEW! **Help-Portrait: Making A Difference With Your Camera [WC1]** Jeremy Cowart	UPDATED! **Posing & Lighting for Weddings [WC2]** Bambi Cantrell *Sponsored by* Epson		
4:15 PM – 5:45 PM	NEW! **Get Real: A Case for Authenticity in Wedding Imagery [WD2]** Denis Reggie *Sponsored by* Canon	NEW! **Shooting Winning Portraits: From Cliché to Creativity [WD2]** Henk Van Kooten *Sponsored by* Graphistudio	3:00 PM – 4:30 PM **Video for Photography Programs: Incorporating Visual Communication in Modern Photography Curricula [BH1]** *Sponsored by* B&H	
5:00 PM – 6:30 PM			**Preparing Successful and Employable College Graduates [BH2]** *Sponsored by* B&H	**Higher Education Photo Programs: Key Points to the Admissions Process [BH3]** *Sponsored by* B&H
5:00 PM – 8:00 PM	**Test Drive [TDR] & *PDNedu* | Nikon Meet and Greet**			

THURSDAY, OCTOBER 25

	MASTERING LIGHT	SHOOTING MEMORABLE MOMENTS	CREATING FOR CLIENTS	SOCIAL MEDIA + MARKETING
8:45 AM – 10:45 AM 8:45 AM – 11:45 AM	UPDATED! **Hot Sun, Cool Images [TA1]** Cliff Mautner *Sponsored by* Nikon	NEW! 8:45 AM – 11:45 AM **So You Want to Take Great Portraits [TA2]** Parish Kohanim *Sponsored by* Canon	UPDATED! 8:45 AM – 11:45 AM **The Big Picture: Editorial Photography Behind the Scenes [TA3]** Art Streiber *Sponsored by* DigitalFusion	UPDATED! 8:45 AM – 10:45 AM **The Wonderful World of Websites and more…Portfolios, Promotions and Solutions for Navigating the Internet [TA4]** Moderator: Louisa Curtis Panelists: Michele Chant, Elise Daher, Julie Grahame & Manuela Oprea *Sponsored by* Agency Access, liveBooks & APA
12:00 PM – 1:00 PM	**Keynote [TK] • Challenging Convention • Stephen Shore**			
1:30 PM – 3:30 PM	NEW! **Big Results From Small Strobes: Shooting Action Sports and Portraits with Speedlites [TB1]** Tyler Stableford *Sponsored by* Canon	**Focus on Fabulous Boudoir [TB2]** Bambi Cantrell *Sponsored by* Epson	NEW! **Your Picture Gets Reviewed: How to Survive and Conquer at Portfolio Reviews [TB3]** Moderator: W.M. Hunt Panelists: Ariel Shanberg & Mary Virginia Swanson	NEW! **Going to Market: Maximizing Portrait and Wedding Profits [TB4]** Dane Sanders *Sponsored by* Adobe, WHCC & Smugmug
4:00 PM – 6:00 PM	NEW! **Light and the Dramatic Portrait for Video [TC1]** Michael Grecco *Sponsored by* Hasselblad	NEW! **Posing Everyone! [TC2]** Jerry Ghionis *Sponsored by* Nikon	NEW! **Secrets of Great Travel Photography [TC3]** Andy Katz *Sponsored by* Sony	**Social Networking Essentials for Photographers [TC4]** Lindsey Adler *Sponsored by* Sigma & Mpix Pro
8:30 PM – 10:30 PM	**PDN PhotoPlus Bash • Madame Tussauds**			

FRIDAY, OCTOBER 26

	MASTERING LIGHT	SHOOTING MEMORABLE MOMENTS	CREATING FOR CLIENTS	SOCIAL MEDIA + MARKETING
8:45 AM – 10:45 AM 8:45 AM – 11:45 AM	NEW! 8:45 AM – 11:45 AM **Studio & Location Electronic Flash for Natural Light Photographers [FA1]** Kevin Ames *Sponsored by* Dynalite	NEW! **Starting a Portraiture Business from the Ground Up [FA2]** Sue Bryce	NEW! 8:45 AM – 11:45 AM **Before Our Eyes: A Panel Discussion on New Creative Ways for Photographers to Work with Foundations and NGOs [FA3]** Moderator: Chris Rainier Panelists: Valenda Campbell, Nancy Farese, Ed Kashi & Rick Guidotti *Sponsored by* PhotoPhilanthropy	UPDATED! **How to Get Work From Ad Agencies [FA4]** Moderator: Debra Weiss Panelists: Candace Gelman, Kevin Jordan & Doug Menuez
12:00 PM – 1:00 PM	**Keynote [FK] • David LaChapelle**			
1:30 PM–3:30 PM	UPDATED! **Speedlights + Speedlites [FB1]** Lou Jones	NEW! **Cristina Mittermeier: Giving Purpose to Your Work [FB2]** Cristina Mittermeier *Sponsored by* Sony	NEW! **Making a Career in Editorial Photography [FB3]** Modertor: Rob Haggart Panelists: Chris Buck, Jake Chessum & Martin Schoeller	NEW! **Crowdfunding Your Photography Project [FB4]** Moderator: Gerd Ludwig Panelists: Aaron Huey, David Chacellor, Justin Jensen & Karim Ben Khelifa
4:00 PM – 6:00 PM	NEW! **Secrets of Great Portrait Lighting [FC1]** Brian Smith *Sponsored by* Sony	NEW! **Wedding Photography: New Business Tips and Strategies for Today's Bride [FC2]** Sal Cincotta	NEW! **How to Create Engaging Environmental Active Lifestyle Imagery [FC3]** Adam Barker *Sponsored by* Arc'teryx	NEW! **Marketing to Brides: Hone Your Marketing and Pitch to the Decision Maker [FC4]** Liz Banfield & Melanie Nashen

SATURDAY, OCTOBER 27

	MASTERING LIGHT	SHOOTING MEMORABLE MOMENTS	CREATING FOR CLIENTS	SOCIAL MEDIA + MARKETING
8:45 AM – 10:45 AM 8:45 AM – 11:45 AM	8:45 AM – 11:45 AM **The Power of Lighting in a Digital World [SA1]** Tony Corbell *Sponsored by* WHCC	NEW! **Nature's Elusive Beauty [SA2]** Jennifer Wu *Sponsored by* Canon	NEW! **The Art & Business of Portraiture [SA3]** Moderator: Michael Foley Panelists: Chris Buck, Charlotte Dumas & Lydia Panas	NEW! 8:45 AM – 11:45 AM **Search Engine Optimization for Photographers, Don't Be Invisible Essential Training [SA4]** Blake Discher *Sponsored by* ASMP
12:00 PM	**Keynote [SK] • James Balog: Chasing Ice • James Balog • Sponsored by Nikon**			
1:30 PM – 3:30 PM		NEW! **Today's Food Photography: Stylist and Photographer Collaborations [SB2]** Victoria Granoff & TBA	NEW! **Your Picture Here: How to Get Published in *The New York Times Magazine, GQ, Time, Vanity Fair* and *Wired* [SB3]** Moderator: W.M. Hunt Panelists: Joanna Milter, Krista Prestek, Paul Moakley, Judith Pucket-Rinella & Carrie Levy	UPDATED! **How to Be Your Own Best Rep [SB4]** Moderator: Debra Weiss Panelists: Andrea Kaye, Reed Young & TBA
4:00 PM – 6:00 PM	UPDATED! **Digital Vision in Low Light with National Geographic Photographer Gerd Ludwig [SC1]** Gerd Ludwig *Sponsored by* Canon	NEW! **The Art of Glamour Photography [SC2]** Lou Freeman	NEW! **(Mis)representation: The Underrepresentation of non-Whites and Women in the Arts [SC3]** Moderator: Charles Guice Panelists: John Edwin Mason, Miriam Romais & TBA	UPDATED! **PDN's 30: Strategies for the Young Working Photographers [SC4]** Moderator: Amber Terranova Panelists: Sam Kaplan, Mark Fisher, Andy Katz & TBA *Sponsored by* Sony, Adobe, Canson & ASMP

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BETTER BUSINESS	TIPS + TRENDS	IN MOTION	POST-PRODUCTION	HAND'S ON–ADVANCED
NEW! 8:45 AM – 11:45 AM **The Future of Storytelling [TA5]** Daniel Milnor *Sponsored by* Blurb	NEW! 8:45 AM – 11:45 AM **Fine-Art Digital Printing [TA6]** John Paul Caponigro *Sponsored by* Epson	NEW! **Filmmaking for Weddings and Events: Harnessing your DSLR's Video Function [TA7]** Rob Adams	NEW! 8:45 AM – 11:45 AM **Photographer Workflow: How to Use Lightroom 4 and Photoshop CS6 to Accelerate Your Processing Time and Improve Your Photos [TA8]** Julieanne Kost *Sponsored by* Adobe	NEW! **Glamour & Fashion Retouching [TA9H]** Carrie Beene
NEW! **Seeing Color: Creating Dynamic and Saleable Images [TB5]** Seth Resnick	UPDATED! **The Life of A Photograph [TB6]** Sam Abell *Sponsored by* Canon	NEW! **How to Evolve Projects Across Media Platforms [TB7]** Ed Kashi & Julie Winokur	NEW! **The Ultimate Lightroom 4 Experience for Photographers [TB8]** Jared Platt *Sponsored by* Adobe	NEW! **The Power of Lightroom 4 Metadata, Presets, and Collections [TB9H]** Eduardo Angel
NEW! **Portrait Sales: Increasing the Revenue, Decreasing the Awkwardness [TC5]** Tamara Lackey *Sponsored by* Adorama, Artsy Couture & WHCC	NEW! **Mastering the Night: From Gaining Access to Choosing Gear to Perfecting Technique and More [TC6]** Moderator: Jill Waterman Panelists: Gabriel Biderman, Steve Duncan & Linda Rutenberg *Sponsored by* PDN	UPDATED! **Landing and Executing the Hottest Video Jobs [TC7]** Moderator: David Walker Panelists: Jessica Dimmock, Michael Lavine, Mark Peterson & Josh Victor Rothstein *Sponsored by* PDN	NEW! **On the Road with Lightroom 4 and Photoshop CS6 [TC8]** Nevada Wier *Sponsored by* Adobe	NEW! **Professional Video Editing Strategies [TC9H]** Richard Harrington

BETTER BUSINESS	TIPS + TRENDS	IN MOTION	POST-PRODUCTION	HAND'S ON–INTERMEDIATE
	NEW! 8:45 AM – 11:45 AM **Black & White Mastery [FA6]** John Paul Caponigro *Sponsored by* Canon	NEW! 8:45 AM – 11:45 AM **Digital Cinema Essentials & Editing for Photographers [FA7]** Eduardo Angel	NEW! **Retouching Power With Photoshop CS6 [FA8]** Suzette Allen *Sponsored by* Adobe	NEW! **The Creative Digital Darkroom With Lightroom [FA9H]** Katrin Eismann
NEW! **Gregory Heisler: The Evocative Portrait [FB5]** Gregory Heisler *Sponsored by* Canon	**12 Steps to Improve Your Digital Photography [FB6]** Stephen Johnson *Sponsored by* Canon	UPDATED! **The Business of Video [FB7]** Gail Mooney *Sponsored by* ASMP	NEW! **New World Workflow—Editing Stills and Video for Multimedia Storytelling [FB8]** Tyler Stableford *Sponsored by* Adobe	NEW! **The Black & White Digital Darkroom with Photoshop CS6 & Nik Silver Efex Pro [FB9H]** Katrin Eismann
NEW! **To Be Published or Self Publish? [FC5]** Mary Virginia Swanson	UPDATED! **Perception, Light, Gesture, Color and New Work [FC6]** Jay Maisel Sponsoredby Epson & Nikon	UPDATED! **The Documentary Hybrid: Photography + Filmmaking [FC7]** Lauren Greenfield *Sponsored by* Canon	NEW! **The Art of Storytelling [FC8]** Jeff Medford & Ross Hockrow *Sponsored by* Adobe	NEW! **Exploring Video With Photoshop CS6 [FC9H]** Richard Harrington

BETTER BUSINESS	TIPS + TRENDS	IN MOTION	POST-PRODUCTION	HAND'S ON–BEGINNER
NEW! 8:45 AM – 11:45 AM **How to Maintain a Career in Photography [SA5]** Andrew Hetherington & Monte Isom *Sponsored by* Photoserve	8:45 AM – 11:45 AM **The Passionate Photographer – 10 Steps Toward Becoming Great [SA6]** Steve Simon *Sponsored by* Nikon & SanDisk	NEW! 8:45 AM – 11:45 AM **Anatomy of a Multimedia Project [SA7]** Corey Rich *Sponsored by* Nikon	NEW! **Hidden Gems in Photoshop – Tricks to Improve Your Workflow [SA8]** Bryan O'Neil Hughes *Sponsored by* Adobe	NEW! **Lightroom Workflow Foundations [SA9H]** Julieanne Kost
NEW! **How Assistants Turn Pro[SB5]** Moderator: David Walker Panelists: Sam Kaplan, Eli Schmidt & Michael Clinard *Sponsored by* PDN	NEW! **Snowflakes to GigaScapes: Maximizing the Creative Power of Today's DSLRs [SB6]** George Lepp *Sponsored by* Canon	NEW! **Cinematography with a DSLR [SB7]** Vincent Laforet *Sponsored by* Canon	NEW! **Photoshop Touch in Your Creative Workflow [SB8]** Luanne Seymore *Sponsored by* Adobe	NEW! **Photoshop CS6 Layers & Masking Demystified [SB9H]** Michael Ninness
NEW! **New Markets in Photography [SC5]** Moderator: Judy Herrmann Panelists: Susan Carr, Blake Discher, Richard Kelly & Peter Krogh *Sponsored by* ASMP		NEW! **Chronicles of a Modern-Day Photographer [SC7]** Erik Almas *Sponsored by* APA & the pantry	NEW! **12 New Things Every 21st Century Photographer Needs to Know [SC8]** John Paul Caponigro *Sponsored by* Adobe	NEW! **Zero Budget – No Problem Digital Video for Photographers [SC9H]** Katrin Eismann

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Exhibitor List

By Company Name & Booth Number*

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Academy Of Art University	237
Acme Made	736
Adorama Camera	937
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Album India	1221
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Archival Methods	469
Argraph Corporation	1073
ASA Books Inc	272
Athentech Imaging Inc	372
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Bay Photo Lab	572
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Chimera	265
ChromaLuxe	566
Circle Graphics	767
ClearBags	573
Course Technology PTR / Cengage Learning	762
Couture Book	269
Creative Edge	364
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Custom Brackets	569
Custom Photo Props LLC	349
Dahle North America	472
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ExpoImaging Inc	1253
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Harman By Hahnemuhle	1045
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Leica Camera Inc.	713
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Professional Marketing Services, Inc	1155
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PTS Consulting & Service Group, Inc.	1213
PWD Labs	166
Quantum Instruments Inc	546
R.T.S. Inc	445,446
Random House Inc./Amphoto	667
Renaissance Albums	554
Rocky Nook	4
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Samsung Electronics America	555
SanDisk Corp	255
Schneider Optics Inc	259
Shades of Paper Inc.	1149
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Square, Inc.	1227
Squarespace	973
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Tandent Vision Science, Inc	1119
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The Knot Wedding Network	1225
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TIFFEN	545
TOCAD America Inc.	1037
TOKINA, HOYA, KENKO, SLIK	1019
Topaz Labs	1065
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Vulture Equipment Works	266
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Western Digital	955
White House Custom Colour	254
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*as of August 3. For an up to date list of exhibitors please visit photoplusexpo.com

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Exceptional Keynote Presentations:

Stephen Shore

Oct. 25 ($10/ticket)

David LaChapelle

Oct. 26 ($10/ticket)

James Balog

Oct. 27 ($10/ticket)