

pdn+PHOTOPLUS 2017 Fact Sheet

INTERNATIONAL CONFERENCE + EXPO

Conference: October 25-28, 2017 Expo: October 26-28, 2017 Javits Convention Center - NYC

PDN'S PHOTOPLUS EXPO is the largest photography, filmmaking and digital imaging event in North America, drawing nearly 20,000 professional photographers, photography enthusiasts, filmmakers, students and educators from around the world. Don't miss this chance to exhibit and reach tens-of-thousands of qualified prospects, ready to compare and make purchasing decisions on your latest products and services.

Just a sample of our Key Retailers, Buyers & Media that attend the show:

- | | |
|-------------------|---------------------|
| Adorama | Macys |
| Amazon | New York Times |
| Best Buy | Newsday |
| B&H Photo & Video | NPR |
| BBCTV | The New Yorker |
| Consumer Reports | Party City |
| DP Review | Popular Photography |
| Fstoppers | USA Today |
| Getty | Vogue |
| Huffington Post | Wired |
| Infotrends | |

SHOW FEATURES

- | | |
|---|------------------------|
| Power of Print Experience on the Show Floor | Chinese Pavilion |
| #PPEFresh | German Pavilion |
| Show Floor Theater | NY VR Experience (New) |

"PhotoPlus remains one of the top and key shows in the industry. The energy and enthusiasm level from all exhibitors and public was strong. This means there is plenty of interest and energy in the Digital Imaging industry and Manfrotto continues to be among the top brands to keep the business moving forward."

Julio Salazar, Sales Director, Manfrotto Distribution, Inc.
www.manfrottodistribution.us

DID YOU KNOW?

Tap into an exclusive, loyal customer base – PhotoPlus attendees buy products and services based on what they see and interact with at the Expo.

92% of photographers come to the PhotoPlus Expo to see NEW companies and products.

60% of attendees will make purchasing decisions based on what they see at PhotoPlus Expo.

70% of photographers have been to PhotoPlus multiple times; an extremely loyal base of customers

72% of photographers only attend PhotoPlus Expo

82% of attendees say seeing a company or product at PhotoPlus influences their impression over other options.

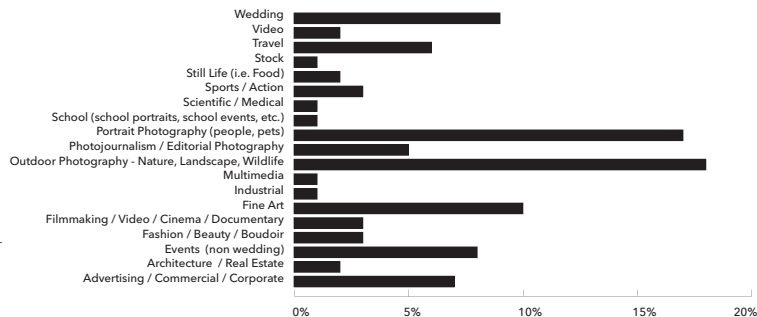
ATTENDEE PROFILE: Connect with nearly 20,000 photographers and buyers from over 60 countries in one place, over 3 exciting expo days.

- | | |
|--------------------------------|--------------------------|
| Professional Photographers | Studio Owners |
| Buyers | Photo Students/Educators |
| Advanced Amateur Photographers | Creative Professionals |
| Photo Industry Trade | Filmmakers |

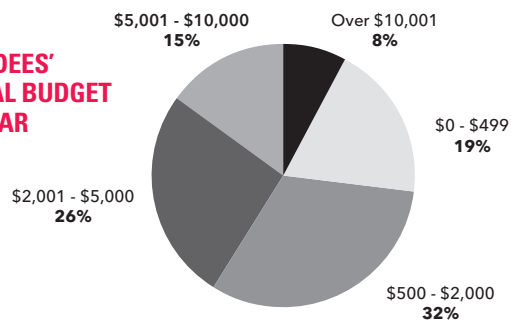
Expected Number of Exhibitors: 250
Expected Number of Registered Media: 550

PHOTOGRAPHERS FROM ALL SECTORS ATTEND!
Over 50% of PhotoPlus photographers have been professionals for over 10 years.

PRIMARY TYPES OF PHOTOGRAPHY



ATTENDEES' ANNUAL BUDGET FOR GEAR



CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

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For Chinese Pavilion: For German Pavilion: