

Beat: Technology

## Registration Now Open for PhotoPlus International Conference & Expo

### Largest US Photo Expo & Learning Center

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**USPA NEWS** - Whether photography is a career, a passion, or simply a way to capture life's precious moments, you can attend the PhotoPlus International Conference + Expo at the Jacob Javits Convention Center in New York City from October 19-22....

Whether photography is a career, a passion, or simply a way to capture life's precious moments, you can attend the PhotoPlus International Conference + Expo at the Jacob Javits Convention Center in New York City from October 19-22. PhotoPlus Expo is the largest photographic conference and trade show in North America where manufacturers demonstrate the latest imaging technology and world renowned photographers and filmmakers conduct educational seminars and photo walks under one roof.

More than 250 leading manufacturers of imaging hardware, software, and accessories will be on hand to demonstrate the latest technology and techniques in the world of photography and filmmaking. Throughout the Expo, manufacturers will be offering special show discounts on products and services, giveaways and raffles, and conduct free educational presentations with some of the world's most renowned photographers and filmmakers.

During the Expo, attendees can also visit the Photographers Resource Center where they can sell their used equipment, get their cameras professionally cleaned and /or repaired and get advice on how to handle copyright infringement and manage small business financials.

The Expo will feature a special Wedding Pavilion. If you are a wedding or portrait photographer or thinking about expanding your business to include these services you will want to visit the WPPI Wedding Pavilion at PhotoPlus Expo.

The three-day Expo pass is free to everyone who registers online before August 31. Early bird pricing is now available on all education tracks including À€ La Carte Seminars, Intensive Classes, Master Classes, and Photo Walks. In addition to getting the discounts, early registration will ensure access to the widest selection of educational programming before they sell out.

Attendees looking to hone their skills in specific areas of photography in a more formal classroom setting will find more than 100 Master Classes, seminars, and photo walks available throughout the Expo and Conference. Conducted by many of the world's most renowned photographers and filmmakers, attendees will learn the latest techniques in lighting, portraits, business, post-production and so much more.

This year's series of photo walks give participants an opportunity to explore New York in small groups led by some of the industry's foremost photographers and educators. Morning and afternoon sessions are scheduled to accommodate most schedules.

For attendees who really want to concentrate on one specific area of learning and are prepared to dig in for a full day of activities, PhotoPlus has created its Intensive Pre-Conference classes just for you. These classes each focus on a single topic including Photoshop, Lightroom, Lighting, Editing & Sequencing for Print, Wedding, and Final Cut X all instructed by industry leaders.

All Master Classes at PhotoPlus are limited to 50 students and offer comprehensive, hands-on instruction. Instructors include Susan Stripling, Lindsay Adler, Scott Kelby, John Harrington, Me Ra Koh, Joe McNally, Brooke Shaden, Eli Reed, and many more.

Regardless of the topic or specific technique you want to learn more about, you will find it in the comprehensive listing of seminars conducted this year at PhotoPlus Expo. Whether its studio or natural lighting, poses for portraits, or how to incorporate video into existing client services, these along with more than 100 other sessions will be on the schedule throughout the conference.

The Official Portfolio Review at PhotoPlus Expo, presented by the Palm Springs Photo Festival, is the most productive and cost-efficient way to have your work viewed by 175 of the most respected picture editors, art directors, and art buyers in the world. Honest and constructive feedback on your existing portfolio is a necessary part of the process of reaching the next level of excellence. During PhotoPlus, attendees will have an opportunity to sit face-to-face with industry pros responsible for hiring and commissioning

photographers and filmmakers throughout the year...

Source : PDN PhotoPlus International Conference + Expo

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