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## WPPI Launches New User-Friendly Website

*Easy to navigate site features detailed information regarding WPPI's annual convention and trade show, educational opportunities, events, travel information and more*

**Culver City, CA (November 3, 2009)** – Celebrating its 30<sup>th</sup> anniversary in 2010, the Wedding & Portrait Photographers International (WPPI) announces today its redesigned and easier to navigate convention and trade show Web site at: <http://www.wppionline.com/storage/lasvegas/home.html> . Loaded with all the information a professional photographer could need, the new WPPI website features complete WPPI 2010 details including educational opportunities, events, travel information and special deals as well as a full trade show exhibitor listing.

New to the WPPI website is the “WPPI Blog” and “My WPPI Schedule”. The “WPPI Blog” will feature photography tips and WPPI updates from numerous WPPI speakers. The “My WPPI Schedule” was created to help attendees organize their daily schedule by allowing them to check on the classes they want to attend, then add those classes to their schedule and then print out a customized schedule. Also featured on the newly redesigned homepage of the website is a highlight video showing scenes from the 2009 annual WPPI convention.

“Our newly redesigned website has so much to offer seasoned WPPI attendees as well as those new to the industry and thinking of attending the convention for the first time,” said George Varanakis, WPPI’s group publisher and executive vice president. “To succeed, today’s photographers need to be as knowledgeable about operating their businesses as they are about their cameras, lights and posing techniques. It’s now easier than ever to navigate through WPPI’s vast educational offerings to see what’s going to be happening when and where and why all photographers should be there.”

All WPPI 2010 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV from March 4-11, 2010. WPPI is the largest annual expo and conference in the world for professional photographers. Each year more than 11,000 professional photographers gather in Las Vegas, NV to learn from the best and see the latest and greatest products from the hundreds of exhibitors that participate in trade show.

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### **About WPPI**

The Wedding & Portrait Photographers International (WPPI) Convention and Trade Show, held annually in Las Vegas, NV, is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30<sup>th</sup> anniversary in 2010, WPPI is a professional organization that exists to help member photographers by providing them with exclusive information, programs and professional services to assist them with their photographic artistry and business needs. WPPI routinely supplies its members with new benefits and valuable industry information enabling them to compete effectively, especially in tough economic times. WPPI membership gives photographers the resources they need to succeed and the tools they require to build and develop a strong personal support network.

In 2009, WPPI completed its 29th annual Convention and Trade Show, drawing over 12,000 attendees and 365 exhibitors to its new convention space, the MGM Grand Hotel in Las Vegas. For more information visit: [www.wppionline.com](http://www.wppionline.com).

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