

## **Local Photographer Attends International Photographic Convention**

*New things are in store for clients of **(BUSINESS NAME)** after **(YOUR NAME's)** attendance at Imaging USA.*

**(YOUR CITY, STATE)—(YOUR NAME)** of **(BUSINESS OR STUDIO)** in **(YOUR CITY)** expanded **(HER/HIS)** skills by attending Imaging USA, the premier professional photographic convention in the United States. **(HE/SHE)** joined thousands of industry professionals attending this event January 8-10, 2017 in San Antonio, Texas.

**(INSERT PERSONAL QUOTE ABOUT WHAT YOU LEARNED OR GAINED FROM IMAGING USA, AND WHAT THAT MIGHT MEAN TO YOUR CLIENTS, I.E., CHANGES YOU MIGHT BE MAKING.)**

“Over the years, we have attended many conventions, but the highlight of each year was and still is attending Imaging USA,” adds PPA Chairman Michael Timmons, M.Photog.M.Artist.Cr., CPP, F-ASP. “The education everyone has access to here is nearly unlimited, from speaker after speaker presenting their messages, to when friends come together and share.”

Imaging USA is the longest-running international photographic convention, tradeshow and image exhibition in the world. The event dates back to 1869, when PPA began organizing its annual convention and tradeshow, ran by professional photographers for professional photographers.

More than 10,000 photography enthusiasts descended upon San Antonio for three days of photography education and inspiration as well as some exclusive photography-related shopping.

Highlights of this year’s event included the three-day Imaging Expo tradeshow, featuring more than 600 booths, giving photographers the opportunity to demo and purchase the latest products at deeply discounted and tradeshow-only prices. The event also hosted more than one hundred speeches, presentations and hands-on demonstrations by some of the most respected names in the industry. Photographers also found mentoring opportunities, portfolio reviews and 10,000+ photographers to network with and create career-spanning relationships—a real bonus for photographers, who typically work for themselves.

The photography learning and networking extravaganza helps photographers like **(YOUR NAME)** become better photographers and businesspeople, allowing them to better serve their clients in the process. For more information on Imaging USA visit [ImagingUSA.org](http://ImagingUSA.org).

To learn about booking your next photography session with **(YOUR BUSINESS NAME)**, visit **(YOUR WEBSITE)**.

About PPA:

Professional Photographers of America (PPA) is the largest international nonprofit association created by professional photographers, for professional photographers. Almost as long-lived as photography

itself, PPA's roots date back to 1869. It assists nearly 30,000 members through protection, education and resources for their continued success. See how PPA helps photographers be more at PPA.com.

Contact: **(YOUR NAME)**  
**(YOUR TELEPHONE NUMBER)**  
**(YOUR EMAIL ADDRESS)**

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Professional Photographers of America has prepared this sample news release to help you increase your visibility in the community. Please place the news release on your business letterhead, **SUBSTITUTING THE MATERIAL IN BOLD AND PARENTHESES FOR YOUR OWN INFORMATION**, and email it as soon as possible to the business editor of your local newspaper. It would also be a good idea to include a quote about what you hope to bring back from the convention. If you have additional questions regarding publicity, contact PPA's Communications Specialist, James Yates, at 404-522-8600, extension 226 or email [jyates@ppa.com](mailto:jyates@ppa.com).