

**(Company Name)** to Meet with Photographers at Imaging USA  
*Attendees set to test the latest and greatest from **(Company Name)** in Nashville.*

**(Your City, Your State) – (Company Name)** announced today that it will exhibit at the Imaging USA Expo in Nashville, Tennessee, January 14-16, 2018.

With more than 10,000 photographers descending upon the Music City for Imaging USA, **(Company Name)** views the convention as a can't miss opportunity to get its new product lines in front of this large group of professionals.

**(Mention any new product/services you'll have available, or any show specials you know you'll offer...anything that will entice photographers to come visit your booth.)**

Specializing in **(service or product)**, **(Company Name)** sees the Imaging Expo as an excellent opportunity to get face-to-face with customers and show how they can make photographers' lives better.

"Photography and imaging professionals are at the heart of our business," says **(Name, Company Name's Title)**. "And Imaging USA is one of the best places to reach them."

**(Optional paragraph here referencing (Company Name)'s sponsorship level at Imaging USA 2018 and history of sponsoring)**

To get a first crack at great show specials and the chance to ask **(Company's)** specialists their questions, photographers can join them at the upcoming Imaging USA in January.

About **(Company Name)**:  
**(Company Boilerplate)**

About Imaging USA:

Imaging USA is the longest running national photographic convention, expo and image exhibition in the United States, drawing thousands of professionals from around the world. Dating back to 1880, when it began as the annual convention and trade show for Professional Photographers of America (PPA, [www.PPA.com](http://www.PPA.com)), the event is always growing and evolving. Major components of Imaging USA are the three-day Imaging Expo trade show, several all-inclusive parties and presentations by some of the biggest names in the photographic industry. Imaging USA's renowned educational classes are geared to improve a photographer's business skills, photographic repertoire and use of technologies. For more information, visit [www.ImagingUSA.org](http://www.ImagingUSA.org).

Contact: **(Name)**  
**(Phone Number)**  
**(E-mail) (URL)**

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*PPA has prepared this sample news release to help you increase your visibility in the community. Please use it to gather ideas for your own original release, or **SUBSTITUTE THE MATERIAL IN BOLD AND PARENTHESES FOR YOUR OWN INFORMATION**, and send it to any press contacts you wish. Don't forget to add in anything about your presence at Imaging USA that would raise photographers' interest. If you have additional questions regarding publicity, contact PPA's Communications Specialist (James Yates – [jyates@ppa.com](mailto:jyates@ppa.com); 404-522-8600, ext. 226).*