THE ULTIMATE EXPERIENCE IN PHOTOGRAPHY, FILMMAKING AND DIGITAL IMAGING

PHOTOPLUS EXPO

100+
SEMINARS, PHOTO WALKS AND MASTER CLASSES TO CHOOSE FROM!

CONFERENCE_
OCTOBER 21–24
EXPO__OCTOBER 22–24
JAVITS CENTER_NYC

WWW.PHOTOPLUSEXPO.COM
REGISTER TODAY!

#PPE15

PHOTO+ MEMBERS SAVE 30% ON CONFERENCE SEMINARS, CONTESTS AND MUCH MORE!

WWW.PHOTOPLUSEXPO.COM
The 2015 PDN PHOTOPLUS INTERNATIONAL CONFERENCE + EXPO is almost here! Register now to ensure you get into the À La Carte seminars, Photo Walks, Master Classes and special events you want. PhotoPlus Expo (PPE) is the photography industry’s premier event where each attendee will have unlimited access to emerging technology and hundreds of opportunities to learn new techniques. Our conference will help you stay on top of industry trends, discover new creative solutions and expand your personal and professional network.

**CHOOSE FROM OVER 100 SEMINARS + MASTER CLASSES!**

This year, PhotoPlus Expo will host over 100 educational seminars in a variety of tracks for enthusiast, emerging-pro and professional photographers, digital-imaging artists and filmmakers. Check out our entire lineup of seminars inside on the Lighting, Portraiture, Wedding & Event, Commercial, Editorial & Photojournalism, Post-Production, Filmmaking, and Business & Marketing track. Register today for the best seminar selection.

Photo Walks and Master Classes offer diverse learning experiences in intimate settings limited to 25 and 50 people respectively. Learn techniques and be inspired by some of the world’s most prominent photographers, and under their guidance, depart with new images that may be the perfect complement to your portfolio.

**VIP Expo Pass _Limited Quantity_ Become a VIP at PPE!**

Upgrade your experience at the show with a VIP Expo Pass. In addition to a three-day pass to PhotoPlus Expo, you also get exclusive opportunities and privileges. Truly immerse yourself at PhotoPlus Expo and get exclusive access, discounts and opportunities for the entire duration of the event.

As a VIP Expo attendee you will receive:

- Three-day admission to PhotoPlus Expo with priority admission and seating at all keynote presentations
- Admission to our Thursday night private PhotoPlus Bash where you’ll meet and mingle with our PhotoPlus conference speakers, portfolio reviewers and select exhibitors
- Instant badge pick-up at the VIP Customer Service Desk for more time on the expo floor
- The official PhotoPlus Expo VIP Bag packed with special promotions from a variety of exhibitors, over 100 of which will include a Golden Ticket that can be redeemed for a special prize valued up to $250, including photo gear, gift cards and more! Current prize sponsors include Lomography, B&H and The International Center of Photography.

**NEW _Young Adult Pass**

The PhotoPlus Young Adult Pass qualifies anyone between the ages of 17 and 25 to experience the PhotoPlus Conference + Expo at new, lower prices than ever before. PhotoPlus Expo is the best experience available for any young adult interested in learning about the art and craft of photography or pursuing a career in the photo industry, while also experiencing the latest technologies, products and services and how to benefit from them.

Buy any seminar pass and receive admission to our Oct. 22 and Oct. 23 Keynote presentations, plus a three-day pass to the Expo Hall. See all options and prices inside.

**BUY ANY SEMINAR PASS** and receive admission to our Oct. 22 and Oct. 23 Keynote presentations, plus a three-day pass to the Expo Hall. See all options and prices inside.

**BECOME A MEMBER OF PHOTO+ AND SAVE UP TO 30% !**

PHOTO+ (WPPI & PhotoServe) is pleased to extend a special offer to its members, including discounts on PhotoPlus and WPPI Conference Seminars, early access to conference registration, and 30 percent discounts on all entry fees for PDN and Rangefinder photo contests and select WPPI competitions. Membership benefits also include subscriptions to PDN and Rangefinder magazines (print, online, and digital editions), a listing on the PhotoServe.com and many vendor/association discounts, all available throughout the year.

**SPECIAL EVENTS**

- NEXT GEN EVENT: WHAT’S NEXT—HOW TO FIND WORK, BE CREATIVE, AND GET NOTICED
  JASON GROUPP, RYAN PARRILLA, DYLAN HATTEM, JACQUELINE TOBIN, HOLLY HUGHES
  WEDNESDAY, OCTOBER 21, 3:00 PM - 4:30 PM

The Next Generation of photographers is rising rapidly, and many struggle with the question, “what’s next?” This special meetup event for photographers ages 17 to 25 will provide relevant and up-to-the-minute information on how to jump-start your career and/or discover your next big move. Director of education Jason Groupp will offer advice on serving the photography community and provide an overview on how to get the most out of PhotoPlus Expo. 16-year-old photographer Ryan Parrilla and his manager, Dylan Hattem, will share insight on how they got creative and leveraged media outlets to fuel the rise of the Parrilla’s career. *PDN* and *Rangefinder* editors Holly Hughes and Jacqueline Tobin will give advice on getting noticed by creatives.

Don’t miss this great opportunity to meet your peers and get your free education on! Following the meetup, you’re invited to join us for Test Drive, the free panel discussion (#trending), new product preview + networking event.

**(Price: Free to all 17 to 25 years old, registration required)**
SPECIAL EVENTS

■ KEYNOTE: FAST FORWARD TO THE AMERICAN DREAM
LAUREN GREENFIELD, SPONSORED BY CANON
THURSDAY_OCTOBER 22, 12:30 PM - 1:30 PM
Set against the backdrop of the financial crisis of 2008 and its aftermath, award-winning documentary photographer Lauren Greenfield introduces her latest work, WEALTH: The Influence of Affluence, a 25-year examination of how the ideas of wealth and the American Dream have been produced, exported and manifested around the globe. Long considered a preeminent chronicler of youth culture, gender and consumerism, Greenfield is the author of three best-selling monographs (Fast Forward, Girl Culture and THIN), an award-winning director of four documentary films (THIN, kids+money, Beauty CULTURE, and The Queen of Versailles), and the director of the international viral video, #likeagirl. In Fall 2016, Phaidon will publish a major monograph of the work, alongside related exhibitions at the Annenberg Space for Photography in Los Angeles and the International Center of Photography in New York City (including an original 30-minute documentary film).

■ KEYNOTE: STREET PHOTOGRAPHY: THE COMMON AND THE PHENOMENAL
DENNIS KEELEY, JEFFREY SCALES, KEN SCHLES, SALLY DAVIES
FRIDAY_OCTOBER 23, 12:30 PM - 1:30 PM
Over the years, image-makers have consistently employed original styles in capturing compelling images from common places and daily life. Now, with Instagram, Facebook and a host of other social network sites, photographers can share their images instantly. Join Dennis Keeley, chair of the Photo and Imaging program at Art Center College of Design in Pasadena, as he moderates a panel of remarkable talent, all coming together to explore new ways to define and practice one of the more fascinating and enduring documents in photography: the street photograph.

■ TEST DRIVE: PANEL DISCUSSION, NEW PRODUCT PREVIEW + NETWORKING EVENT
WEDNESDAY_OCTOBER 21, 5:00 PM - 6:00 PM
5:00 PM – 6:00 PM #trending technology panel discussion. Hear industry leaders share insight on how social media and technology are changing the way we capture, share and think about photography. Immediately following the panel discussion, join our new product preview and networking event to test and compare the latest photography gear, and explore the newest software solutions and photographic services from dozens of PhotoPlus Expo exhibitors the evening before the Expo officially opens.

For up-to-date information, like us on Facebook and follow us on Twitter @photoplusexpo.

Free access to all keynotes with any Conference Pass.

RESERVE YOUR ROOM TODAY

RESERVE EARLY! Many of the hotels will sell out, so make your reservation today for the best selection and price. Prices are average lowest rate with a check-in of 10/20/2015, check-out of 10/24/2015.

ONLINE: www.compass.onpeak.com/73PHO150
CONTACT FORM: http://www.onpeak.com/Page.cfm/Link=38/ID=38

Yotel New York ............................................................. $259
Wyndham New Yorker ................................................... $279
Hampton Inn Times Square South .................................... $309
TRYP Time Square South .............................................. $319
New York Marriott Marquis .......................................... $339

All rates are subject to applicable state, local and occupancy taxes.

SCHEDULE AT A GLANCE

WEDNESDAY_OCTOBER 21
Photo Walks ................................................................. 10:00 AM – 12:00 PM
À La Carte Seminars ............................................... 1:00 PM – 4:30 PM
Next Gen Event ......................................................... 3:00 PM – 4:30 PM
Test Drive ................................................................. 5:00 PM – 8:00 PM

THURSDAY_OCTOBER 22
Photo Walks ................................................................. 8:00 AM – 6:30 PM
Master Classes ......................................................... 8:00 AM – 6:30 PM
À La Carte Seminars ............................................... 10:15 AM – 6:30 PM
Expo Hours ................................................................. 10:00 AM – 5:00 PM
Keynote ................................................................. 12:30 PM – 1:30 PM
PhotoPlus Expo Bash ...................................................... 6:30 PM

FRIDAY_OCTOBER 23
Photo Walks ................................................................. 8:00 AM – 6:30 PM
Master Classes ......................................................... 8:00 AM – 6:30 PM
À La Carte Seminars ............................................... 10:15 AM – 6:30 PM
Expo Hours ................................................................. 10:00 AM – 5:00 PM
Keynote ................................................................. 12:30 PM – 1:30 PM

SATURDAY_OCTOBER 24
À La Carte Seminars ............................................... 10:15AM – 4:00 PM
Expo Hours ................................................................. 10:00 AM – 4:00 PM
Special Event-The Great Giveaway ................................ 12:00 PM

PDN PhotoPlus International Conference + Expo is presented by Photo District News. Photo District News, a division of Emerald Expositions, is the leading publication for professional photographers and image-makers, offering information on technology, techniques and trends.
PHOTOPLUS EXPO 2015 CONFERENCE SCHEDULE

BUSINESS & MARKETING

WEDNESDAY OCTOBER 21
1:00 PM - 2:30 PM

☐ WA5 À LA CARTE
An Artist’s Journey: Surviving the Evolving Photo Industry
Jeremy Cowart
Sponsored by Canon

THURSDAY OCTOBER 22
10:15 AM - 12:15 PM

☐ TA2 À LA CARTE
The Headshot Game and How to Play it
Peter Hurley
Sponsored by Canon

☐ TA4 À LA CARTE
Picture This—New Strategies for Photographers Today
W.M. Hunt

☐ TA8 À LA CARTE
Your Roadmap To Success
Judy Herrmann
Sponsored by ASMP

THURSDAY OCTOBER 22
2:00 PM - 4:00 PM

☐ TB4 À LA CARTE
Learning to Thrive as an Artist: Business, Marketing and Style for Photographers
John Keatley
Sponsored by Black Rapid

☐ TB5 À LA CARTE
PDW’s 30: Strategies for Young Working Photographers
Holly Hughes
Sponsored by Canvas, Sigma & PDN

☐ TB6 À LA CARTE
More Clients in the Door: A Content-First Marketing Roadmap
Dane Sanders

FRIDAY OCTOBER 23
10:15 AM - 12:15 PM

☐ FA3 À LA CARTE
The Changing World of Stock Photography
Sarah Fix, Ken Sach, Jacob Pastrovich, Lynn Goldsmith, Cameron Whitman and Amy Steigbigel
Sponsored by Digital Media Licensing Association

☐ FA4 À LA CARTE
How To Publish Your Photo Book
Holly Hughes

FRIDAY OCTOBER 23
2:00 PM - 4:00 PM

☐ FB4 À LA CARTE
Google Hates Me
Rob Greer

☐ FB5 À LA CARTE
How To Get Work From Ad Agencies
Debra Weiss, Jana Jarosz, Janice Moses, Iliana Siller

☐ FB7 À LA CARTE
Project AIR—Turning a Small Commissioned Project into a Global Social Media Sensation
Vincent Laforet
Sponsored by Canon

FRIDAY OCTOBER 23
4:30 PM - 6:30 PM

☐ FC4 À LA CARTE
Sustaining Your Long-Term Project: Fundraising, Sponsorship, and Creative Focus
Mary Virginia Swanson

SATURDAY OCTOBER 24
2:00 PM - 4:00 PM

☐ SB3 À LA CARTE
Ignite Your Brand
Juliette Wolf-Robin
Sponsored by APA

☐ SB5 À LA CARTE
Top Tips To Jump-Start Your Photography Business
Jenn Hillenga
Sponsored by AdoramaPIX

COMMERCIAL

THURSDAY OCTOBER 22
8:00 AM - 10:00 AM

☐ MC04 MASTER CLASS
Lifestyle Photography Using a Mirrorless System
John Sterling Ruth
Sponsored by Olympus

THURSDAY OCTOBER 22
4:30 PM - 6:30 PM

☐ PW17 PHOTO WALK
Transformative Stories
Brooke Shaden
FRIDAY OCTOBER 23
8:00 AM - 10:00 AM

☐ MC11 MASTER CLASS
The Color of Light:
A Master Class in ‘Color’
Hernan Rodriguez
Sponsored by Tamron

☐ MC12 MASTER CLASS
Christopher Lynch
Christopher Lynch
Sponsored by Sony
FRIDAY OCTOBER 23
10:15 AM - 12:15 PM

☐ FA1 À LA CARTE
Lara Jade
FRIDAY OCTOBER 23
2:00 PM - 4:00 PM

☐ FB3 À LA CARTE
Turning Ideas into Pictures
Cig Harvey
FRIDAY OCTOBER 23
4:30 PM - 6:30 PM

☐ FC3 À LA CARTE
How to Think Conceptually in Commercial Work
Dan Saehinger

☐ PW26 PHOTO WALK
Light it, Pose it, Shoot it
Roberto Valenzuela

☐ MC14 MASTER CLASS
How To Stand Out In The Photography Crowd
Douglas Sonders
Sponsored by Phase One
SATURDAY OCTOBER 24
10:15 AM - 12:15 PM

☐ SA3 À LA CARTE
Vulnerability, Authenticity and Lessons Learned from a Viral Video
Ben Moon
Sponsored by Sony

EDITORIAL & PHOTO-JOURNALISM

THURSDAY OCTOBER 22
8:00 AM - 10:00 AM

☐ PW13 PHOTO WALK
Street Photography - The Power of Mirrorless
Frank T. Smith
Sponsored by Olympus

☐ PW14 PHOTO WALK
Discovering Chelsea’s Change: Exploring Details and Texture
Katrin Eismann
Sponsored by Sony

THURSDAY OCTOBER 22
10:15 AM - 12:15 PM

☐ TA3 À LA CARTE
Women of Vision at National Geographic
Elizabeth Krist, Jodi Cobb, Erika Larsen, Diane Cook, Stephanie Sinclair

THURSDAY OCTOBER 22
2:00 PM - 4:00 PM

☐ TB2 À LA CARTE
Visual Storytelling
Amit Vitale

☐ TB5 À LA CARTE
A Photographer, an Editor and the Making of a Personal Project
Nancy Borowick & James Estrin

THURSDAY OCTOBER 22
4:30 PM - 6:30 PM

☐ TC1 À LA CARTE
Perception, Light, Gesture, Color and New Work
Jai Maisel
Sponsored by Epson

☐ TC3 À LA CARTE
Adventure Photography
Michael Clark
Sponsored by Santa Fe Workshops

☐ PW16 PHOTO WALK
Ben Lowy & Ruddy Roye
Sponsored by Sony

☐ PW19 PHOTO WALK
The Art of Noticing
David Carol

☐ PW20 PHOTO WALK
Street Photography - Finding Life, Subjects and Projects
Jaleel King
FRIDAY OCTOBER 23
8:00 AM - 10:00 AM

☐ PW22 PHOTO WALK
Love the Process
David Carol

☐ PW23 PHOTO WALK
The Impossible Project
Starter Walk
Sponsored by Impossible Project

FRIDAY OCTOBER 23
10:15 AM - 12:15 PM

☐ FA6 À LA CARTE
One-Man-Band Filmmaking
Joe Switzer
Sponsored by B&H Photo

FRIDAY OCTOBER 23
2:00 PM - 4:00 PM

☐ SB6 À LA CARTE
Filmmaking Essentials
Eduardo Angel

LIGHTING

WEDNESDAY OCTOBER 21
3:00 PM - 4:30 PM

☐ WA5 À LA CARTE
One Light – Fashion and Glamour
Peter Coulson

THURSDAY OCTOBER 22
8:00 AM - 10:00 AM

☐ PW11 PHOTO WALK
Creative Lighting on Location
Rocco Ancora & Ryan Schembri

☐ PW12 PHOTO WALK
Creative Lighting on Location
Rocco Ancora & Ryan Schembri

SATURDAY OCTOBER 24
10:15 AM - 12:15 PM

☐ SA1 À LA CARTE
Style, Vision & Technique:
Shooting Portraits with Intention
Greg Heisler
Sponsored by Canon

SATURDAY OCTOBER 24
2:00 PM - 4:00 PM

☐ SB4 À LA CARTE
Travel Photography - Taking it to the Next Level
Andy Katz
Sponsored by Sony

☐ SB5 À LA CARTE
Travel Photography - Taking it to the Next Level
Andy Katz
Sponsored by Sony

☐ SB6 À LA CARTE
Travel Photography - Taking it to the Next Level
Andy Katz
Sponsored by Sony
MC2 MASTER CLASS
Studio Flash for Natural Light Photographers
Kevin Ames
THURSDAY, OCTOBER 22
10:15 AM - 12:15 PM

TB1 À LA CARTE
Light Fast and Well with Hotshoe Flash
Joe McNally
THURSDAY, OCTOBER 22
4:30 PM - 6:30 PM

TC4 À LA CARTE
Speedlights & Speedlites
Lou Jones
THURSDAY, OCTOBER 22
8:00 AM - 10:00 AM

MC8 MASTER CLASS
Advanced Flash - Big Lights
Joe McNally
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

PW25 PHOTO WALK
Fashion on Location: One-Light Beauty
Joel Grimes
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

FB1 À LA CARTE
The Invisible Strobe: The Power of Handheld Flashes in the Digital World
Gerd Ludwig
Sponsored by Canon
THURSDAY, OCTOBER 22
8:00 AM - 10:00 AM

FB2 À LA CARTE
Drawing With Light
John Paul Caponigro
Sponsored by Epson
THURSDAY, OCTOBER 22
4:30 PM - 6:30 PM

PW29 PHOTO WALK
Urban Landscapes: Light, Shadows & Utilizing Architectural Backgrounds
Michael Grecco
Sponsored by Panasonic
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

SA9 À LA CARTE
Night Photography: Step-by-Step
Jill Waterman, Gabriel Biderman, Matt Hill
SATURDAY, OCTOBER 24
2:00 PM - 4:00 PM

PW01 PHOTO WALK
Posing Fundamentals for Boudoir and Beyond
Jen Rosenbaum
WEDNESDAY, OCTOBER 21
10:00 PM - 12:00 AM

PW02 PHOTO WALK
Portraits Unplugged
Bobbi Lane & Lee Varis
WEDNESDAY, OCTOBER 21
1:00 PM - 2:30 PM

WA1 À LA CARTE
The Quick and Simple Portrait
Drew Gurian
THURSDAY, OCTOBER 22
8:00 AM - 10:00 AM

PW12 PHOTO WALK
Portrait Lighting on Location—Beyond the Speedlight
Brian Smith
Sponsored by Sony
THURSDAY, OCTOBER 22
4:30 PM - 6:30 PM

PW15 PHOTO WALK
Learning Headshots
Lori Patrick
MC01 MASTER CLASS
Portrait Photography—Choosing the Right Lens & Light for Anyone
Erik Valind
Sponsored by Tamron
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

TA6 À LA CARTE
Posing Women
Sue Bryce
THURSDAY, OCTOBER 22
2:00 PM - 4:00 PM

TB3 À LA CARTE
Portraits Under Pressure
Victoria Will
THURSDAY, OCTOBER 22
4:30 PM - 6:30 PM

TC5 À LA CARTE
Lighting and Posing Simplified to Work Seamlessly Together
Roberto Valenzuela
FRIDAY, OCTOBER 23
8:00 AM - 10:00 AM

PW18 PHOTO WALK
Shooting On Location—Explore the High Line
Lindsay Adler
FRIDAY, OCTOBER 23
4:30 PM - 6:30 PM

MC09 MASTER CLASS
Body Beautiful: Lighting, Posing and Flattering the Human Form
Lindsay Adler
FRIDAY, OCTOBER 23
8:00 AM - 10:00 AM

MC20 PHOTO WALK
Landscapes in the City
Matt Kloskowski
FRIDAY, OCTOBER 23
10:15 AM - 12:15 PM

MC9 MASTER CLASS
Building Backgrounds for Composite Images
Renee Robyn
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

FAT À LA CARTE
The Basics of Custom Framing: An Overview for the Photo Industry
John Ranes
Sponsored by Crescent Cardboard And Tru Vue
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

FA5 À LA CARTE
How To Light, Pose and Shoot for Authentic Expression: Top Ten Tips for Dynamic Portraits
Tamara Lackey
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

FB8 À LA CARTE
Julienne Kost
Sponsored by Adobe
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

FB9 À LA CARTE
Building Backgrounds for Composite Images
Renee Robyn
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

SAT À LA CARTE
Lightroom vs Photoshop - Who Wins?
Katrin Eismann
Sponsored by Sony
SATURDAY, OCTOBER 24
2:00 PM - 4:00 PM

SB7 À LA CARTE
The Basics of Fine-Art Printing
Rocco Ancora
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

SB9 À LA CARTE
The Ultimate Lightroom Workflow
Matt Kloskowski
Sponsored by OnOne Software
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

SB8 À LA CARTE
Learning Headshots
Lori Patrick
Sponsored by Sony
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

SB6 À LA CARTE
The Basics of Fine-Art Printing
Rocco Ancora
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

SB7 À LA CARTE
Finding Beauty in Unexpected Places
Susan Stripling
FRIDAY, OCTOBER 23
4:30 PM - 6:30 PM

FC2 À LA CARTE
In-Camera Artistry
Ryan Schmieder
Sponsored by LowePro
SATURDAY, OCTOBER 24
8:00 AM - 10:00 AM

Sa6 À LA CARTE
Real People Portraits: Start to Finish How to Light, Pose and Retouch
Bobbi Lane & Lee Varis
Sponsored by Fuji & Profoto
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

MC17 MASTER CLASS
Upgrade Your Photoshop Toolbox
Renee Robyn
FRIDAY, OCTOBER 23
8:00 AM - 10:00 AM

MC10 MASTER CLASS
Retouching like a Pro: Skin, Beauty and Color
Carrie Beene
FRIDAY, OCTOBER 23
10:15 AM - 12:15 PM

SB8 À LA CARTE
Be Known By Sight
Luke & David Edmonson
SATURDAY, OCTOBER 24
2:00 PM - 4:00 PM

SB8 À LA CARTE
Building Backgrounds for Composite Images
Renee Robyn
SATURDAY, OCTOBER 24
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Lightroom vs Photoshop - Who Wins?
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SB8 À LA CARTE
The Basics of Fine-Art Printing
Rocco Ancora
SATURDAY, OCTOBER 24
10:15 AM - 12:15 PM

FB6 À LA CARTE
Posing for Women
Jen Hillenga
Sponsored by AdoramaPIX
SATURDAY, OCTOBER 24
2:00 PM - 4:00 PM

FB8 À LA CARTE
Julianne Kost
Sponsored by Adobe
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

FB9 À LA CARTE
Building Backgrounds for Composite Images
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SATURDAY, OCTOBER 24
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SATURDAY, OCTOBER 24
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SB2 À LA CARTE
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Bobbi Lane & Lee Varis
Sponsored by Fuji & Profoto
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

FB6 À LA CARTE
Posing for Women
Jen Hillenga
Sponsored by Phase One
SATURDAY, OCTOBER 24
2:00 PM - 4:00 PM

FB7 À LA CARTE
Julianne Kost
Sponsored by Adobe
FRIDAY, OCTOBER 23
2:00 PM - 4:00 PM

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Rocco Ancora
SATURDAY, OCTOBER 24
4:30 PM - 6:30 PM

SB2 À LA CARTE
Be Known By Sight
Luke & David Edmonson
### PhotoPlus Conference + Expo Registration Options + Prices

<table>
<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>ATTENDEE TYPE</th>
<th>ADVANCE PRICE UNTIL OCT. 20</th>
<th>ONSITE PRICE OCT. 21 - OCT. 24</th>
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<td></td>
<td>Non-members</td>
<td>$549.99</td>
<td>$599.99</td>
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<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
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- Admission to all conference seminars, Oct. 21-24
- Three-day pass to PhotoPlus Expo, Oct. 22-24
- Admission to all Keynote presentations, Oct. 22-23
- Access to Test Drive: Panel Discussion, New Product Preview + Networking Event, Oct. 21, 5-8pm

May also purchase Photo Walks or Master Classes as add-on items

<table>
<thead>
<tr>
<th><strong>One-Day Conference Pass</strong></th>
<th>PHOTO+ Members</th>
<th>$159.99</th>
<th>$179.99</th>
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<td>Good for any day you choose (Wednesday, Oct. 21; Thursday, Oct. 22; Friday, Oct. 23 or Saturday, Oct. 24)</td>
<td>Non-members</td>
<td>$199.99</td>
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<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
<td>See website</td>
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</tbody>
</table>

- Admission to all conference seminars on a single day
- Three-day pass to PhotoPlus Expo, Oct. 22-24
- Admission to all Keynote presentations, Oct. 22-23
- Access to Test Drive: Panel Discussion, New Product Preview + Networking Event, Oct. 21, 5-8pm

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<thead>
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<th><strong>À La Carte Seminars</strong></th>
<th>PHOTO+ Members</th>
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<td></td>
<td>Non-members</td>
<td>$89.99 ea.</td>
<td>$119.99 ea.</td>
</tr>
<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
<td>See website</td>
</tr>
</tbody>
</table>

- Purchase individual conference seminar passes
- Three-day pass to PhotoPlus Expo, Oct. 22-24
- Admission to all Keynote presentations, Oct. 22-23
- Access to Test Drive: Panel Discussion, New Product Preview + Networking Event, Oct. 21, 5-8pm

<table>
<thead>
<tr>
<th><strong>Master Classes or Photo Walks</strong></th>
<th>PHOTO+ Members</th>
<th>$79.99 ea.</th>
<th>$99.99 ea.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Non-members</td>
<td>$129.99 ea.</td>
<td>$159.99 ea.</td>
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<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
<td>See website</td>
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</tbody>
</table>

- Master Classes limited to 50 people per class
- Photo Walks limited to 25 people per class
- Three-day pass to PhotoPlus Expo, Oct. 22-24
- Admission to all Keynote presentations, Oct. 22-23
- Access to Test Drive: Panel Discussion, New Product Preview + Networking Event, Oct. 21, 5-8pm

<table>
<thead>
<tr>
<th><strong>Keynote Presentations</strong></th>
<th>PHOTO+ Members</th>
<th>FREE</th>
<th>FREE</th>
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</thead>
<tbody>
<tr>
<td>Fast Forward to The American Dream, Lauren Greenfield</td>
<td>Young Adult</td>
<td>See website</td>
<td>See website</td>
</tr>
<tr>
<td>Friday, Oct. 23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street Photography: The Common and The Phenomenal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dennis Keeley, Jeffrey Scales, Ken Schles, Sally Davies</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th><strong>Expo Only</strong></th>
<th>PHOTO+ Members</th>
<th>FREE</th>
<th>$29.99</th>
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<tbody>
<tr>
<td></td>
<td>Non-members</td>
<td>FREE</td>
<td>$69.99</td>
</tr>
<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
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</table>

- Admission to the Expo show floor only
- Access to Test Drive: Panel Discussion, New Product Preview + Networking Event, Oct. 21, 5-8pm
- By selecting Expo Only, you will also be able to purchase individual seminars, Keynotes, Master Classes or Photo Walks

<table>
<thead>
<tr>
<th><strong>VIP Expo Pass – Limited quantity</strong></th>
<th>PHOTO+ Members</th>
<th>$75.00</th>
<th>$75.00</th>
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<tr>
<td></td>
<td>Non-members</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
<tr>
<td></td>
<td>Young Adult</td>
<td>See website</td>
<td>See website</td>
</tr>
</tbody>
</table>

- Three-day admission to PhotoPlus Expo with priority admission and seating at all Keynote presentations
- Admission to our Thursday night private PhotoPlus Bash where you’ll mingle with our PhotoPlus conference speakers, portfolio reviewers, and select exhibitors
- Instant badge pick-up at the VIP Customer Service Desk for more time on the expo floor
- The Official PhotoPlus Expo VIP Bag packed with special promotions from a variety of exhibitors, over 100 of which will include a Golden Ticket that can be redeemed for a special prize valued up to $250, including photo gear, gift cards and more! Current prize sponsors include Lomography, B&H, The International Center of Photography and more!

<table>
<thead>
<tr>
<th><strong>Portfolio Review</strong></th>
<th>PHOTO+ Members</th>
<th>$300.00 (Oct. 22-24)</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Non-members</td>
<td>$300.00 (Oct. 22-24)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Young Adult</td>
<td>$250.00 (Oct. 21)</td>
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</tr>
</tbody>
</table>

- The official PhotoPlus Expo Portfolio Review, in partnership with Palm Springs Photo Festival, for emerging and professional photographers
- Present your photography to key influencers that may give you jobs, exhibit or publish your work and advance your career
- You choose which reviewers you’ll meet with for feedback on your portfolio, five reviews per session. 10% discount on multiple sessions
- Register or learn more at www.palmspringsphotofestival.com/2015-review
### EXHIBITOR LIST

- 3D Robotics
- Academy Of Art University
- Adobe Systems
- Adorama
- AdoramaPix
- Albums i Inc.
- American Express OPEN
- Amridge Mtg
- Animoto
- Ansmann AG
- APA National
- Aperture Foundation
- Apresfoto
- Arca Swiss, Inc.
- Archival Methods
- Angraph Corporation
- Art To Frames
- Artifact Uprising
- ATOMOS
- Autel Intelligent Technology Co, Ltd
- B&H Photo, Video, Pro Audio
- Bay Photo Lab
- BeaMr Imaging LTD
- Berlebach Stativtechnik
- Black Rapid Inc
- BlackMagic Design
- Blazing Editions
- BorrowLenses.com
- Broncolor
- CamRanger
- Canon U.S.A.
- Canson Infinity
- Capital One
- Carl Zeiss, Inc.
- Cecilia Gallery LLC
- Chimera/CIS/Hensel
- China Intop Exhibition Co. Ltd.
- Copyright Enforcers, LLC
- Couture Book
- Crescent
- Custom Brackets
- Delkin Devices, Inc.
- Digital Silver Imaging
- Digital Transitions, Inc.
- Durico C & T
- DxO Labs Corp
- Dynalite
- Eizo Inc
- Elegant Album
- Epson America Inc
- ExpolImaging Inc
- Federal Ministry for Economic Affairs and Energy
- Filex
- FilmToaster
- FJ Westcott
- Flex Lens Shade
- Foba
- Focal Press
- Focus Camera Inc.
- Fotodiox Pro
- Fritipo Corp
- FUJIFILM North America
- Corporation
- GTechnology
- German Pavilion
- Goal Zero
- GRIP & SHOOT
- GTI Graphic Technology , Inc
- Gura
- Hahnmuhle USA
- Hasselblad
- Hasselblad Bron Inc.
- Helipan LichtfilterTechnik Summer GmbH & Co. KG
- HIPA
- Hitech Albums
- Hoodman Corporation
- HPRC Cases
- Hunt’s Photo and Video
- Image Brief
- iMax Marketing Global Ltd.
- Impossible Camera
- inkys inc
- Innova Art Ltd (USA)
- Interfit Photographic LTD
- IT Supplies
- Itoya / Skutr
- iUAS Inc
- JOBY
- Josephine Herrick Project
- JVCKenwood USA Corporation
- K & M Camera
- Kaiser Fototechnik Gmbh & Co. KG
- KEH Camera
- Kenko Tokina USA
- Knog Pty Ltd
- KODAK ALARIS
- Koy Lab
- LaCie
- Lee Filters
- Leica Camera Inc
- Lensbaby
- LenseRental.com
- Lexar
- Linhof Prazisionstechnik GmbH
- liveBooks
- Lowepro
- Lume Cube LLC
- MagMod
- Maine Media Workshops & College
- Manfrotto Distribution
- MediaBooth Pro
- Meural, Inc.
- Michigan Camera Inc.
- Midwest Camera Repair, Inc.
- Miller’s Professional Imaging
- MIOPS
- Mitsubishi Electric
- Moab by Ledger Paper
- Montage
- Museo
- MyCaseBuilder
- MyPublisher
- Nanuk by Plasticase
- New China Industry (ZS) Co. Ltd
- New York Institute of Photography
- Nikon Inc
- Nissin Flashes by Minox
- Novoflex Prazisionstechnik GmbH
- Olympus America Inc.
- omegaBrandess
- OP/TECH USA
- Other World Computing
- Panasonic Corp Of North America
- Patchwork Global, Inc.
- Peachpit
- Peak Design
- Peleman Industries/Unibind
- Phase One
- Photek USA
- Photo Nomads LLC
- Photo Star Gesellschaft fur fotografische Produkte mbH
- PhotoflashDrive.com
- Photoflex
- photokina / Koelnmesse GmbH
- Photokrafft
- Platypod Pro LLC
- PolarPro
- Print File, Inc
- Pro Drone Technology Co LTD
- ProDPI
- Professional Graphics Systems & Services, Inc.
- Professional Marketing Services Inc.
- QNAP, Inc
- Quantum Instruments
- R.T.S. Inc
- Red Bull Media House GmbH
- Red River Paper
- Reflectmedia
- Renaissance Albums
- Renca
- Retouchup.com
- Ricoh Imaging Americas
- Corporation
- Rocky Nook
- Rodenstock Photo Optics / Qioptiq
- Photronics GmbH & Co. KG
- Samsung Electronics America, Inc.
- Samy’s Camera
- Sandisk Corp
- Savannah College of Art & Design
- Schneider Optics Inc
- Scoutt Inc
- Seaport Digital
- Shades of Paper Inc.
- Shanghai Shenhao Professional Camera Co. Ltd
- ShootProof
- Sigma
- Sony
- Sood Studios PVT Ltd.
- Spider Holster
- SpinLight 360
- Square, Inc.
- Sunbounce
- Synology America Corp.
- Tamron USA, Inc
- Tether Tools
- TH Swedish
- The Knot
- The Lens Flipper by GoWing
- Think Tank Photo
- ThinkEleven LLC
- TIFFFEN
- Tiger Industrial Inc. dba ClickSnap
- Tocad America Inc
- Topaz Labs
- Transend Information, Inc.
- Tru Vue, Inc.
- Two Bright Lights
- Unicorn Graphics
- Unique Photo
- Used Photo Pro
- Vanguard USA
- Wacom Technology
- WANDRD
- WD
- Wenzhou Tarot Technology Company Ltd
- White House Custom Colour
- WhiteWall (Avenso Photo Art Inc)
- YourArtGallery.com
- YouVisit
- Yuyao Maxwin Electric Appliance S&T Co.
- ZENELLI