

For Immediate Release
(Date)

(Company Name) to Meet with Photographers at Imaging USA

(Your City, Your State)—Photographers better plan ahead, for **(Company Name)** has announced that it will exhibit at the Imaging USA trade show (Imaging EXPO) in San Antonio, Texas., January 16-18, 2011.

(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 make face-to-face contact 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."

If professional photographers want first crack at some great show specials and the chance to ask **(Company's)** specialists their questions, join them at the upcoming Imaging USA in January.

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

About Imaging USA:

The first major industry event of the year with the largest expo in North America exclusively for photography and imaging professionals, Imaging USA also includes almost 100 educational programs and one of the world's largest annual exhibitions of professional photography. Imaging USA is hosted by Professional Photographers of America (PPA, www.PPA.com) and their allied associations. With 22,000 members, PPA is the world's largest non-profit association for professional photographers and a leader in copyright advocacy. For more information, visit www.ImagingUSA.org.

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

###

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 Marketing Specialist (Angie Wijesinghe – awijesinghe@ppa.com; 404-522-8600, ext. 226).