

It started with a passion, now it's your business.

Network with the brightest minds in the industry, reenergize your passion, and pick up some new photography techniques.



 PMA
Canada

Photo Expo

Ever dream of jumping into a van and spending a year as a wanderlust photographer? Learn how Ethan Meleg planned the trip and successfully ran his stock photography business from the road.

P1 **Outdoor Photography: Business on the Run!**

Ethan Meleg, Ethan Meleg Outdoor Photography
Sunday, September 12 · 10:00 a.m. – 12:00 noon



Drive new clients through your door, and increase averages, with this full-circle approach to sales and marketing for senior portraiture.

P2 **Get Wired for Senior Success**

Beth Forester, M. Photog. Cr., PPA Certified, Beth Forester Photography
Sunday, September 12 · 1:00 p.m. – 6:00 p.m.



Join Mike Long as he guides attendees into the hot genre of pin-up photography; complete with a couple of smokin' hot pin-up models!

P3 **Pinned Up**

Mike Long, Portland Pin-Ups
Monday, September 13 · 9:00 a.m. – 12:00 noon



PMA/PPOC Best Value

Registration: \$95 with discount code 2010PPOC

Includes admission to the Exposition on all 3 days, General Session Luncheons on Sunday and Monday, choice of educational breakout sessions on each day, and the PMA National Chairperson's Reception Sunday evening. Two (2) beverage tickets are also included for the reception. NOTE: pre-registration is required for each session.

Can't make the sessions? Visit the trade show floor by registering for 'Expo-Only'. It's FREE with discount code 2010PPOC.

PMA Canada Photo Expo 2010
September 11-13, 2010
Toronto Congress Centre
www.pmai.org/canadaexpo2010

Get hands-on with new products on the 20,000-square-foot trade show floor!