

PHOTO & FILM EXPO 2011

The most anticipated event in any SA photographers diary - The **PHOTO & FILM EXPO** - is finally upon us! **Africa's largest photographic event** takes place for the 3rd time at the **Coca-Cola Dome** in Johannesburg from the **13th - 16th October** and tickets are selling out fast! Get to www.webtickets.co.za to ensure you book yours early...

With **more exhibitors** than ever before, showcasing (and selling) more photographic and film related products and the best possible **show specials** this is the ideal opportunity to upgrade your gear and get those accessories you 'need'..

It's also the only platform available to really get to compare a **full product range** and all the brands **hands on**.

Attendees get ***free** access (on a first arrival basis) to over **100 workshops and demonstrations** at the event. R200 gets you a weekend pass (limited) that allows you access for all 4 days so you don't miss a thing, day passes are available for only R80 (R40 for under 16's and pensioners).

Be sure to arrive first to secure your spot at one of the numerous workshop areas or get to a demo area and watch a live shoot take place, from start to finish.

There is a dedicated Adobe workshop area with unique presentations outlining all the major features of CS5 and more, a 'strobist' area where minimalists and gadgeteers hang out, a full fashion studio setup, a wedding area, and even a demo area inside a blow-up studio (worldwide debut at the PHOTO & FILM EXPO)!

In the 2 main arenas expect to be wowed by the biggest line-up of speakers yet, from international guest speakers such as the world renowned Rufus Deuchler flying in from Italy to top local photographers like Roger De La Harpe, Kevin Shoulder, Dror Eyal, Lou Coetzer, David Larsen, Brett Florens, David Rogers, Deryck Van Steenderen, David Oosthuizen, Ian Mitchinson, Darryl Van Niekerk, Sean Nel, Mia Ziervogel, Mike Tippett, Anton Van Niekerk, Brett Florens, Greg Marinovich, Jodi Bieber and many more... See full schedule once completed at www.photofilmexpo.com

This year a dedicated gallery area has been created where independent photographers can have their work professionally displayed at the event, plus expect to see the second leg of the very successful PHOTOS FOR HOPE charity drive hosted on the mezzanine level. On the 16th July PHOTO & FILM EXPO supported the first leg which raised R45 000 for THE SUNFLOWER FUND and we're expecting the gallery at this second leg to be larger and even better supported than the first. Photographers are encouraged to continue to donate images - visit www.photofilmexpo.com/sunflowerfund.html for submission details.

The PHOTO & FILM EXPO has become renowned for the incredible giveaways that attendees to the event have a chance to win..

This year giveaways have been taken to a new level with more than double the number of prizes being handed out and an unbelievable lucky draw 'grand prize'.

One lucky attendee will walk off with a prize consisting of:

Nikon D7000

SB700 Flash

Samsung laptop

NEC Spectraview monitor

Epson A3 photographic printer

Elinchrom studio lighting kit

Adobe Photoshop CS5

Lexar memory card

Manfrotto tripod and head

Backdrop support system and backdrop

Lowepro camera bag

Energizer batteries and charger

CS5 Visual Quick Start Guide

CODP photographic training

and more...

And ArtInsure will insure all the prizes for a year!

With the PHOTO & FILM EXPO receiving full support from virtually the entire industry a broad advertising campaign and online ticket pre-sales it seems this years event will be the busiest yet. The 2011 PHOTO & FILM EXPO is using practically all the available floorspace within the Coca-Cola Dome this year so there's plenty to see, be sure to book your tickets early and subscribe to the newsletter to get all the latest updates first.

If you need more info about the event then mail info@photofilmexpo.com or call Matt/Chanti on 011-7821219.

PHOTO & FILM EXPO, 13th - 16th October at Coca-Cola Dome