

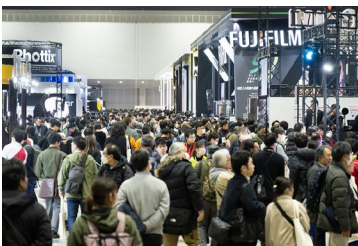


PRESS RELEASE

June 21, 2024  
FOR: All Press Representatives

**World's largest!**  
**The World's Premier Show for Cameras, Photography and Imaging**  
**CP+ CAMERA & PHOTO IMAGING SHOW 2025**  
**Call for Exhibitors Briefing Session**

The Camera & Imaging Products Association (CIPA) is hosting **CP+ 2025**, the world's premier show for cameras, photography, and imaging, at PACIFICO YOKOHAMA. One of the world's largest event of its kind, the 4-day industry show is scheduled to run from Thursday February 27 to Sunday March 2, 2025. Ahead of the event, **An Exhibitors Briefing Session (online) is scheduled from 14:00 - 15:00 on Thursday, July 18, 2024.**



**From beginners to professionals and Gen Z to seniors  
CP+ is one of the world's largest photography & videography industry events, hugely popular among photo and imaging enthusiasts of all ages, genders, and nationalities**

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CP+ is the camera and imaging industry event where camera, lens, accessory and software companies showcase their latest products and services. The event also features exhibits of works by popular photographers and video creators, as well as a series of talk sessions, seminars, and workshops. CP+ appeals to a broad range of visitors, including creators and professional photographers and videographers, young people looking for something photogenic, families interested in photography, and older people looking to perfect their hobby. In recent years, the event has also attracted visitors from outside Japan.

**Record 88 companies and organizations exhibited at the 2024 event, and around 50,000 visitors walked through the gate (30% more than the previous year)**

Alongside exhibits of the latest products and seminars, the successful 2024 event also featured various attractions for all-day fun, including event areas like the very popular kids' photo session for families and the PRARAIL exhibit for joyful little railfans. The gourmet sweet potatoes served in partnership with the Coedo Imo Park Sweet Potato Festival also entertained many visitors.

**CP+ 2025 reflects ever-evolving social media trends  
From creators and professional photographers and videographers to beginners and potential users Discover customers in all segments**

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CP+ 2025 quickly captures the global revival of dedicated cameras at the peak of the smartphone age, the latest social media trends, and more. From creators and professional photographers and videographers to people who are interested but finding it difficult to get started, and beginners wishing to make a social media debut, everyone can have fun at CP+ 2025 and discover their own inspirations and techniques for creating trending content. In pursuit of discovering potential customers, vendors will find this event highly effective. **Discount plans for first-time exhibitors** and a **Trial Exhibit Zone (tentative) where vendors can exhibit more casually** will be available. CP+ 2025 welcomes a wide array of businesses ranging from camera and accessory to companies across diverse sectors and industries offering new imaging technologies and services.

PRESS RELEASE

■ Exhibitor Categories

Cameras	Imaging	Connect
<ul style="list-style-type: none"><li>◆ Photography / Videography Equipment</li><li>◆ Mobile Devices with Built-in Camera Feature / Related Systems</li><li>◆ Other Multipurpose Cameras</li><li>◆ Telescopes / Microscopes /</li><li>◆ Audio Equipment</li><li>◆ Camera Peripherals</li><li>◆ Lighting Equipment</li><li>◆ Camera-Related Accessories</li></ul>	<ul style="list-style-type: none"><li>◆ Displays</li><li>◆ Editing / Processing</li><li>◆ Data Storages</li><li>◆ Film and Developing Supplies</li><li>◆ Printing</li><li>◆ Photography / Imaging Services</li><li>◆ Photo Display / Storage / Organization Supplies</li></ul>	<ul style="list-style-type: none"><li>◆ Computers (Content Creator PCs)</li><li>◆ Hobbies (Train / Aviation / Astronomy / Underwater / Animal / Cooking / Sports / Travel / Outdoor / Other General Photography Hobbies)</li><li>◆ Camera Related Services</li><li>◆ Props / Costumes</li><li>◆ Network-Related Equipment</li><li>◆ Mobile Phone Carriers</li><li>◆ Photography / Imaging Network Services</li><li>◆ Photography / Imaging Applications</li><li>◆ Social Networking Services</li><li>◆ Amusement</li><li>◆ Education</li></ul>

[CP+ 2025 Exhibitor Briefing Summary]

- Date / Time: Thursday, July 18, 14:00 - 15:00
- Event Format: Online (ZOOM)
- Application: Please apply via URL  
[https://us02web.zoom.us/webinar/register/WN\\_OzVqgSDtS0-F6jBOSa1u-w](https://us02web.zoom.us/webinar/register/WN_OzVqgSDtS0-F6jBOSa1u-w)

[CP+ 2025 Event Summary]

- Event Title: CP+ 2025
- Schedule: Thursday February 27 - Sunday, March 2, 2025 (4 days)  
Thursday February 27, 10:00 – 12:00: Admission time for VIP, press and influencers
- Venue: PACIFICO YOKOHAMA (Yokohama, Kanagawa Prefecture) / Online  
(Hybrid on-site & online event - Online event footage will be available as archive until March 31)
  
- Exhibitor Application Opening: **Thursday, July 18, 2024**
- Exhibitor Application Deadline: **Monday, September 30, 2024, 17:00**  
(Early application discounts available for new exhibitors - Further details to be provided in the Exhibitor Briefing Session)
  
- Exhibitor information session and booth allocation lottery: **Thursday, October 24, 2024 (online)**
  
- Visitor Registration Opening: **Early December 2024**

Official CP+ Website:  
<https://www.cpplus.jp/>

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