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AWARD-WINNING PHOTOGRAPHER HERNAN RODRIGUEZ JOINS TAMRON USA AT PHOTO VIDEO WEST APRIL 27-28, 2013

*Hernan Rodriguez Joins Line-up of Nation's Top Photography Pros at Photo Video West
Appearing in the Tamron Theater*

San Diego, CA (April 1, 2013) – [Photo Video West](#), the largest [photo and video show](#) on the West Coast for photography professionals and amateurs, held April 27-28, 2013 at the Del Mar Fairgrounds, is pleased to announce the addition of award-winning photographer Hernan Rodriguez of TAMRON USA to the panel of professional presenters. Rodriguez divulges the techniques of his work in his seminar “Portraits That Speak ‘Beyond the Looking Glass,’” which he will present both Saturday and Sunday from 11:45 am – 12:45 pm in the Tamron Theater.

“Portraits That Speak ‘Beyond the Looking Glass’” takes an in depth look at the many factors incorporated into creating an honest and long lasting portrait. Rodriguez will cover techniques that have turned him into a photography sensation in the music, entertainment and sports industry, including how to place your subject in the most flattering light and how to establish a working relationship between the subject and photographer. He will review the choice of lenses and it’s uses in his personal work, from fashion, commercial and celebrity portraits, as well as capturing practical portraits while on vacation.

Rodriguez is an international, award-winning professional photographer with 25 awards, including the Black & White Spider Award for photographic excellence in fashion photography and the 2012 Aperture Award for portrait and illustration. Specializing in commercial photography and portraiture, Rodriguez’s artistic flair has secured clients such as Mario Reyes, former Ms. Universe, Alycia Machado, Muhammad Ali, Gabe Pruitt from the Boston Celtics, and DeSean Jackson from the Philadelphia Eagles. He has also directed and photographed advertising campaigns for Guess, Corona and AMA Racing. Rodriguez is the author of *75 Portraits*, which provides a look into the creative processes of images he created on his actual assignments.

[Photo Video West](#) serves as a forum for photographers to see the best brands, source for deals on photography equipment and gain valuable education from some of the best-known names in the industry. The two-day conference and expo offers educational seminars and how-to instruction, photography equipment and accessories, and portfolio review sessions that allow photo enthusiasts an opportunity to have their work critiqued by today’s leading photography, art and media experts. The exposition also touches on topics including videography, printing and framing, and mobile imaging.

Photographers in attendance won't want to miss Tamron's booth. Tamron USA, a leading lens manufacturer, will be exhibiting at booth #118 where professional photographer, Hernan Rodriguez will conduct live shooting demonstrations. Among the many lenses available for viewing, the 18-270mm VC All-in-One™ Zoom, SP24-70 F/2.8 Di VC USD and new SP70-200 F/2.8 Di VC USD will be featured by Rodriguez and showcased at the counter. Tamron will also give away an 18-270mm Di II VC All-In-One™ Zoom lens as the grand prize for each division in the [World Cup of Photography](#) competition. Lastly, Tamron is offering an additional \$25 bonus rebate when a lens is purchased at exhibiting authorized dealers: C&H Photo, Calumet Photographic, George's Camera Exchange, Nelson Photo Supplies, and Tuttle Cameras.

Attendees receive a complimentary raffle ticket upon entry, with an additional raffle ticket received for every \$25 spent on the showroom floor for a chance to win up to \$5,000 in products and services from brands showcased at Photo Video West. Advance tickets to the event are \$12 for a one-day pass and \$20 for a weekend pass. Tickets can be purchased online at www.photovideowest.com.

For more information on Photo Video West, visit www.photovideowest.com. A complete schedule of seminars can be found at www.photovideowest.com/schedule-tickets.html.

PHOTO VIDEO WEST

Photo Video West is recognized as the “go-to” event for photography enthusiasts on the West coast. Held April 27-28, 2013, the weekend-long conference and expo offers valuable education, shared interests with fellow attendees, and the best deals for buying and selling photography equipment. Whether an amateur interested in improving family portraits or an advanced professional interested in meeting top experts in the field, Photo Video West is not to be missed by those who share in the joy of being behind the lens. Visit www.photovideowest.com or call 619-312-1212 for more information.

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