**Cine Gear Expo**

**News Release**

**Effective: February 12, 2024**

**Cine Gear Expo Returns to New York, Adding First Annual Photo Focus Day**

*Industry City, Brooklyn – March 14-16, 2024*

Registration is now open for Cine Gear Expo NY 2024. This year, for the first time, Cine Gear adds Photo Focus, a full day dedicated to the vibrant East Coast photography community. Slated for Thursday, March 14, Cine Gear invites professionals and enthusiasts to this one-day instructive and inspirational experience dedicated to the art and craft of still photography.

Held in Building 3 of historic Industry City, the Photo Focus event includes exclusive seminars and workshops featuring New York photographers, brands and partners. Phil Caruso, award-winning, on-set stills photographer for top Hollywood films and television shows, will lead the first panel of the day, “*The Defining Moment On Set*.” In “*Travel Photography: On the Road with Esteban Toro*,” the renowned New York-based photographer/ filmmaker shares lessons from his globe-trotting profession. From ZEISS, photographer/professor Kenneth Hines and street-photographer Jason Vong will host a conversation bridging the intersections of modern photography.

Cine Gear Expo Exhibit booths open in Industry City's historic *Box Factory* March 15-16. On display will be the latest tech from film and photography equipment brands including Aputure, Astera, Core SWX, Creamsource, Flanders Scientific, Manfrotto Lighting, Matthews Studio Equipment, Nanlux, SmallHD, RatPac Controls, Teradek, Videndum, Wooden Camera, and more. The Society of Motion Picture and Television Engineers (SMPTE) will also be on hand in Booth 224. Cine Gear seminars are back in Camp David with sessions including *PRG presents* – *Broadway’s Visual Renaissance: Unveiling the Surge in Video Demand*. Friday night wraps with the let-your-hair-down “Cine Gear Industry Party,” sponsored by ARRI, and Saturday it's back to the show with booths and don’t-miss Premiere seminars from ARRI, ICG, and always popular ASC panel, this time dubbed *Cinematographers Creative Process – Deconstructing Scenes.*

Esteemed sponsors include: ARRI, Chapman/Leonard, MPB, PRG, and ZEISS. Check back for more about Premier Presentations.

Register for March 14-16, 2024 Cine Gear Expo NY including *Photo Focus*.

Registration is **FREE** through 11:59 p.m. PST on Saturday, March 9, 2024.

at: <https://www.cinegearexpo.com/ny-expo/ny-registration/>

Updates to the Photo Focus 2024 line up can be found: <https://www.cinegearexpo.com/ny-expo/schedule/photo-focus-event/>

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