

**FOR IMMEDIATE RELEASE**

June 23, 2009

**Halloween & Party Expo Receives HIA Endorsement;  
Booths Selling Fast**

**Ennis, TX**– The Halloween & Party Expo is proud to announce that the Halloween Industry Association (HIA) is endorsing it in 2010 and 2011. The 2010 Expo is scheduled for January 23-26 in Houston, Texas.

Halloween is the second largest commercial holiday in the United States, and is now the second most important retail season. As the major public show for the Halloween, party, and costume industries, the Halloween & Party Expo connects a global audience of serious buyers and sellers who are eager to tap into this incredibly dynamic market. Thousands of retailers, from single stores to mass market domestic and international chains, come to the Expo to view the latest industry products and services.

“HIA is incorporated for the purpose of building and promoting the celebration of Halloween, which aligns with the efforts of the Halloween & Party Expo,” said Jonathan Erwin, one of the Expo’s organizers. “This endorsement agreement represents the cooperative spirit and partnership between not only our two organizations, but within the entire industry.”

“HIA is excited to partner with the Halloween & Party Expo for the next two years,” said Michele Biordi, executive director of HIA. “This agreement provides HIA with the opportunity to strengthen its efforts to benefit the industry and the organization’s members by facilitating the buying process for both Halloween exhibitors and buyers.”

The 2010 Halloween & Party Expo is also endorsed by Party Club of America, Paper First Affiliates and the National Costumers Association. “With HIA’s endorsement, we now have the support of our industries’ most important and influential organizations, which is gratifying.” Erwin said. “We are thrilled to be working with these groups to make our show an even bigger success.”

Booths for the 2010 Halloween & Party Expo are selling quickly. As of June 20, 2009, 70% of the available booths are reserved. Exhibitors include: Rubies, Disguise, California Costumes, Forum Novelties, Amscan, Leg Avenue, Underwraps, InCharacter, Fun World, Rasta Imposta, Creative Converting, Hallmark/Party Express, SunStar, Loftus, and Elope. “We fully expect to have a larger show in 2010, and that’s saying a lot considering how big the show was in 2009,” Erwin said. “The Halloween & Party Expo will be the top order-writing event in the industry in 2010, just like it was in 2009.”

For a complete list of exhibitors, and for more information about the Halloween & Party Expo, please visit [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com).

For more information about HIA, please contact its national headquarters at 856-439-0500.

###