

HALLOWEEN & PARTY EXPO

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Halloween & Party Expo is THE Show for the Halloween, Costume, and Party Industry

(HOUSTON, TX – June 24, 2010) – Exhibitors are touting the Halloween & Party Expo as THE show for the industry.

As Exhibitor David Spiegel of RG Costumes & Accessories says, "We chose to exhibit at the Halloween & Party Expo because this is THE place to be. It's the industry standard right now. It's the place where the industry is coming to shop."

Jonathan Erwin, one of the Halloween & Party Expo's organizers, says "The Halloween & Party Expo is no longer just The Early Show, it's THE Show. H&P Expo provides THE most inclusive list of exhibitors, THE most serious buyers, THE best weather and THE best timing for the Halloween, Costume and Party Industry. The support just keeps coming and we couldn't be more excited." He added that he was pleased by the numerous positive comments from exhibitors about the show.

"The 2010 Halloween & Party Expo was the perfect tradeshow to connect with our customers from all over the world. International attendance was excellent and allowed us to meet with so many people in one location. There is great value in communicating with existing and new customers face-to-face, and we've found the Houston show to be our best opportunity to do that," said Kathi Leiden with Zephyr Solutions.

Her comments were echoed by Kim Neil of Midwest Design Imports. "I would like to express what a terrific show the H&P Expo has become. We have always had great shows previously, but the 2010 H&P Expo tops the cake! We look forward to many more years of the same success."

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At the close of the first day of the show, Halloween & Party Expo will present the 2011 Style Show featuring the latest costumes in the industry. Erwin said the Style Show is another event in which the Expo is setting high standards and earning praise.

"Exhibitors and attendees left last year's Style Show saying it was the best they'd seen in 25 years. It's exciting to hear those comments, and know that we are also helping a non-profit organization in the process," said Erwin.

He explained that, among the Style Show's dancers were performers from Dance Houston, a non-profit organization.

Party & Paper Retailer will hold their annual Industry Wide Celebration and kick-off party Friday evening before the Expo opens. Once again, Rubie's Annual Halloween Bash will take place on Sunday evening. "It should be an even more exciting event this year because Rubie's will be celebrating their 60th anniversary," said Erwin.

Erwin encourages exhibitors who haven't reserved space to do so soon. He said the exhibit floor is already over 92% sold. "That's 98% if you're going by the size of the floorplan from 2010, but in 2011 we had to expand the floorplan. Over 70% of the booths were sold before the 2010 show even ended."

Check out HalloweenPartyExpo.com for more details on included events, show hours and to register today!

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