

# HALLOWEEN & PARTY EXPO

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**For Immediate Release**

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## **Halloween & Party Expo Announces**

### **Keynote Speaker**

“The secret to record Halloween sales is to not to hope for foot traffic, it's to DRIVE foot traffic,” says Bob Negen, a professional retail trainer, best-selling author and renowned speaker. Negen will be giving the show-opening keynote address, titled *The Foot Traffic Formula - How to Keep the Doors Swingin' and the Register Ringin'*, at the upcoming Halloween & Party Expo. The presentation will kick-off the start of the Expo on Saturday, January 22nd from 9:30 - 10:30 a.m. and the show floor will open at 11:00 a.m.

As Negen says, “If your marketing dollars are more of a waste than a WOW you won't want to miss this session!” Attendees will learn how to:

- Generate tons of foot traffic without spending a fortune on advertising.
- Ensure customers leave raving about the experience they had.
- Get local non-profits to send members and supporters to their shops.
- Position their stores to get a jump start on next year.

Bob has spent the past decade teaching retail store owners and managers the nuts-and-bolts skills they need to run a successful business. He takes the customer-focused business philosophy developed at his own retail business and applies it to the new realities of retail - increased competition, incredible price pressure, and the availability of 24/7 shopping on-line.

“We are thrilled to offer attending buyers, store owners, presidents, vice presidents and sales managers an educational keynote with money-making strategies that are sure to work in their business. We guarantee the audience will leave the keynote and enter the show fired up about their retail stores. It's what we want this show to be about,” says Jonathan Erwin of the Halloween & Party Expo. “I have heard Bob speak on a number of occasions at high-profile conferences, and he provides not only motivation, but practical, to-the-point information that stores need to bring people in the door, service them better, and make more money.”

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Another bonus for those who attend the Opening Keynote: the Halloween & Party Expo is offering a prize drawing for those in attendance. Visit [www.HalloweenPartyExpo.com](http://www.HalloweenPartyExpo.com) for more information on the session and specifics on location and registration. Don't miss out on THE show for the Halloween, Costume and Party Industry. It's the one-stop shop for all your Halloween, Costume and Party orders for the year...with the bonus of educational seminars, networking events, and an affordable location!

**For more information about the Halloween & Party Expo, call 877.347.3976 or visit [www.HalloweenPartyExpo.com](http://www.HalloweenPartyExpo.com).**

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