

HALLOWEEN & PARTY EXPO

Houston, TX • Jan 22-25, 2011

For Immediate Release

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Excitement Builds for THE Halloween & Party Expo

Exhibitors: show floor is 99% sold! Buyers: register and book your hotel room today!

The Halloween & Party Expo is fast approaching as we round the holiday season and head towards the New Year. And the excitement is growing; THE Show for the Halloween, Costume and Party Industry promises to be even bigger, better, and more spectacular than last year's successful event. With added floor space providing 75+ more booths, exhibitors and attendees alike are eager to experience what has become THE trade show event of the year. Almost four-hundred exhibitors will be showcasing the latest products to the industry's best buyers.

Building on the phenomenal success of the 2010 Expo, this year's show will incorporate many new events to draw in even more exhibitors and attending buyers. An opening Keynote address featuring Ben Negen, best-selling author and renowned speaker, will prime attendees with retail ideas and strategies. The wildly popular Halloween Costume Style-Show, produced by Lenz Talent of Las Vegas, will be returning this year, with participation from *Dance Houston* and attending exhibitors. For early risers, Early Bird Educational Seminars are available on a range of industry topics, such as: "Don't Forget the Christmas Costumes," "How to Profit by Partnering with the Community," and "New Trends in Sexy Costumes."

There are plenty of exciting attractions on the show floor, too. For example, attendees can peruse the two New Product Areas, which showcase the hottest new products by exhibiting attendees. After a hard day of order writing, attendees can cool their heels and listen to music at the Expo's Boo-Hemian Lounge, or get a massage at the "Zen Den." And the Puzzle-a-Day Giveaway Challenges will add a touch of suspense and even more excitement to the show days.

As if all of these onsite events aren't enough, the 2011 Halloween & Party Expo brings with it many other exciting events. Party & Paper Retailer is hosting an Industry Wide Celebration on Friday before the show opens, and, in celebration of its 60th Anniversary, Rubie's will be throwing a special Annual Halloween Bash on Sunday evening. After the Halloween

Costume Style Show on Saturday evening, The Halloween & Party Expo will be providing shuttle service to and from hotels to the Houston Pavilions, a downtown Houston hub that offers shopping, dining, and entertainment. Additionally, an onsite Houston CVB kiosk will help Expo attendees find additional entertainment and attractions during their stay.

The 2011 Halloween & Party Expo in Houston, Texas will be a spectacular event! Register today – You don't want to miss out on THE show for the Halloween, costume, and party industry. Visit www.halloweenpartyexpo.com to register online, or call 877.347.EXPO today!

For more information about the Halloween & Party Expo, call 877.347.3976.

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