

HALLOWEEN & PARTY EXPO

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Costume Style Shows Offer Fun, Unique Way to Display Hot New Looks

By Drew Gregorczyk

One of the Halloween & Party Expo's most popular and entertaining events will be back again in 2012. The Saturday Night Costume Style Show returns this year with even more dazzling, highly-anticipated costumes, as well as impressive new technology and multimedia to present the experience in the most professional and captivating way possible.

"It's a highly entertaining format with the industry's most creative costumes," said show producer, Rich Weber of Lenz Talent from Las Vegas, Nev. "The multimedia, models, and dancers carry the theme of each costume in entertaining ways." 2012 will be Weber's third year to produce the show, which has garnered rave reviews from buyers and exhibitors.

The upcoming production includes professional models and dancers from Houston and Las Vegas who dance, strut and flaunt down the runway in outfits ranging from adorable children's costumes and revamped Halloween classics, to relevant pop-culture inspired pieces and sexy, adult-oriented numbers.

One noticeable and impressive feature this year will be the addition of three enormous projection screens that can be presented separately or as one continuous 90 foot display. Background projections provided by Freeman Company, contracted by show management, will help set the mood for each costume's theme along with complementary additions such as fog, custom lighting and other unique multimedia effects. "The multimedia produced by Freeman's Steve Schoenberger, is some of the best I have seen in my 30 years of producing shows of this type," said Weber.

In addition to the annual style show hosted by the Expo itself will be exhibitor-produced shows. Just inside the show's entrance, front and center, attendees generally find Rubie's newest costumes featured in multiple shows each day, replete with professionally choreographed dance routines and audience interaction. In 2011, Rubie's newly licensed Lady Gaga and Jersey Shore costume lines created quite a buzz with their life-like dramas and reality TV show 'confrontational' performances. Be sure to check the schedule and stop by Rubie's to see what's new in 2012.

Leg Avenue will be sure to bring back its own style shows in 2012 to highlight new hot, sexy costumes. During the 2011 show, the company put a spin on its traditional costume style show utilizing Katy Perry's "California Girls" music with Leg Avenue-customized and inspired lyrics. Leg Avenue also has plans to give away another brand new car to one lucky attendee in 2012.

With these unique style show experiences and more in the works, attendees for this year's Halloween & Party Expo have a wealth of opportunity to check out what's new in 2012 while being entertained. Added Weber: "As the show closes, I

watch the audience and am thrilled to see the common response: Audience members looking at each other and saying, 'Wow!'"

For more information on these and a number of other events at the 2012 Halloween & Party Expo, visit the [Halloween & Party Expo Events page](#). This year's show will be held at the George R. Brown Convention Center in downtown Houston, Texas from January 28-31, 2012.

The Halloween & Party Expo is endorsed by the National Costumers Association, the Halloween Industry Association and the International Balloon Association as well as Party Club of America and Paper First Affiliates, who conduct their annual meetings in conjunction with the show. The Expo is also home to the Halloween Costume Style Show, Industry Wide Celebration hosted by Party and Paper Retailer and Rubie's Annual Halloween Bash. For more information about the Halloween & Party Expo, call 877.347.3976 or visit www.HalloweenPartyExpo.com.

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