

# HALLOWEEN & PARTY EXPO

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## Houston TX • Jan 28-31, 2012

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### **Halloween & Party Expo Continues International Growth**

International exhibitors are contributing to an anticipated sell-out for the 2012 Halloween & Party Expo, which will take place at Houston's George R. Brown Convention Center from January 28-31, 2012. The 2012 show, which is nearly 90 percent sold, already includes vendors from countries including Taiwan, the United Kingdom, Canada, and Mexico. In addition to the growth in international exhibitors, there is also a rise in international buyer registration.

"More of the new [Expo] customers are coming from South America and, to a degree, from Canada. And there are plenty of Europeans here too," says Hanz Hisgen, Funny Fashion.

"Our analysis of the Expo's website traffic shows an increasing number of hits from around the world," said Jonathan Erwin of the Halloween & Party Expo. "We've seen the largest spike from several South American countries, and will be looking to further capitalize on that interest this year. Given the quality of exhibitors and attendees, we aren't surprised by the global interest."

Richie Marks, SKD Distribution Corporation, echoes that sentiment "[The Halloween & Party Expo] is the best venue I've ever been to" and sets an industry standard because it's "where the best of the best come for opportunities available nowhere else on the planet. The best products and best people come together each January in Houston, Texas."

The timing and location of the Halloween & Party Expo, which is held in January each year in Houston, is also contributing to its global appeal. "The early show dates certainly benefit domestic and international manufacturers and retailers" says Erwin. "And, because it's a major port and a leading energy capital, Houston has been a gateway to world markets for a long time."

With more than 350 exhibitors and over 6,000 buyers under one roof, the Halloween & Party Expo has become **The Show** that Halloween, Costume, and Party Industry manufacturers and retailers can't miss. "If you're going to choose one show to go to in the Halloween Industry, this is **The Show**," said Chuck Martinez, InCharacter Costumes.

"I think the Halloween & Party Expo is just great! It's the only show I would come back to every year," added Dona Candela, Candela Sales.

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The 2012 Halloween & Party Expo will once again provide the ultimate in comparison shopping . . . deal making . . . AND order writing. It's the only place buyers can see the industries' top manufacturers and service providers in the same place at the same time. With exhibitors grouped by product concentration areas, it will be easy for buyers to see what they want and what they need to see.

"It's the only place you can get everything under one roof. We love it! It's worth every penny coming," according to Robert Kelliher, a buyer with Party for Less.

"This show—produced for the industry and by the industry—brings vendors and buyers together from around the globe at the critical ordering time," said Erwin.

**The Halloween & Party Expo is endorsed by the National Consumers Association and the Halloween Industry Association as well as Paper First Affiliates and Party Club of America, 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](http://www.HalloweenPartyExpo.com).**

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