

# **HALLOWEEN & PARTY EXPO**

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## **Houston TX • Jan 28-31, 2012**

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### **More in Store for Halloween & Party Expo Attendees**

(Houston, Texas) – When attendees return to Houston, January 28 to January 31, for the 2012 Halloween & Party Expo, they will find new tools designed to improve their show experience.

“Every year, we respond to the feedback we receive from our attendees on ways to enhance the show,” said Jonathan Erwin of the Halloween & Party Expo.

High on attendees’ wish list: Additional help in navigating the 600,000 plus square foot show with 1,400 plus booths and 350 plus exhibitors. “As the show has grown, we have to work harder to help our attendees find who and what they are looking for,” said Erwin. With this goal in mind, show organizers have designed several features to showcase exhibitors and direct attendees to their booths. For example, the new and improved Expo website has an enhanced planning tool that helps attendees find exhibitors and their products, set appointments, and more efficiently apportion their valuable time.

Moreover, the show organizers are placing plasma screens down the middle, 20-foot aisle, to act as information hubs. The screens will include Twitter and Flickr feeds, navigational tools, features about new products, show specials, celebrity appearance information, and much more. “The plasma screens will be a great way to create buzz and converse with our attendees,” said Erwin.

In addition to the digital information, attendees will also receive a great, new foldout map with an enlarged floorplan. The map will also advertise and highlight show specials, along with Houston restaurant and entertainment information.

Not only do show organizers want to help attendees to find who they are looking for on the show floor, but also to help their exhibitors spread the word about their products. The popular New Product Area, which features the latest must-see items, is one way they are doing just that. “The Expo has become a great place for exhibitors to unveil and premier new products and new product lines,” noted Erwin.

Model and “The Girls Next Door” star, Bridget Marquardt, found this out first-hand when she helped launch and model Roma Costumes’ new line at the 2011 Halloween & Party Expo. “I love the Halloween & Party Expo; it’s incredible here,” said Marquardt. “Everyone’s got to come to the Halloween & Party Expo – this is THE show to be at. There’s so much to see.”

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Show organizers also recognize the need to provide a little rest and relaxation for attendees. "Walking 600,000 square feet gets tiring," noted Erwin. So, the show is bringing back the popular Zen Den, but with a new twist: Massages are free! "The Halloween & Party Expo is a bustling, fast-paced environment," said Erwin, "and we feel offering free massages at the Zen Den can provide a short respite before heading back to the attendees' main goal – writing orders and seeing new products."

Attendees in the Sexy Costume section will be able mellow out in the Boo-hemian Lounge. With daily happy hour specials and entertainment provided by live, professional DJs, the relaxed, lounge environment provides the ideal spot to kick up their feet and relax for a few minutes.

Attendees and exhibitors alike will want to spend some time at the Cyber Café/Recharge Zone in the Halloween section. "Computers will be available at the kiosks free of charge," said Erwin, "and our recharge zone will be a great go-to place for those needing battery boosts."

Attendees are already registering for the show. "Like us, I know they're excited about what will be new at the 2012 Halloween & Party Expo," said Erwin.

Visit [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com) for more details and registration information.

**The Halloween & Party Expo is endorsed by the National Consumers Association, the Halloween Industry Association and International Balloon 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 & 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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