

HALLOWEEN & PARTY EXPO
Houston, TX • January 24-27, 2009

For Immediate Release
February 2, 2009

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**Houston Halloween & Party Expo –
First and Largest Halloween, Costume and Party Show of the Year,
Has Fantastic Debut**

(HOUSTON, TX – February 2, 2009) When buyers and vendors in the Halloween, Costume and Party Industries asked for an early show, the organizers of the 2009 Halloween & Party Expo listened—and delivered—successfully!

“Both buyers and vendors expressed a need for an early show so that orders could be placed in time for the Halloween season,” says Jonathan Erwin, one of the Halloween & Party Expo’s organizers. “We created the Halloween & Party Expo to meet that need. The feedback we have received tells me we succeeded. In fact, many exhibitors told me that this was one of the best shows they’ve ever had. The fact that the 2010 show is already 50% sold is a testament to how well the show went.”

“We concentrated on bringing in buyers who were ready to write business, and that’s what we got.” Erwin adds. “The buyers came ready and willing to place orders. And the exhibitors who were ready for them had a great show.”

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"We want to make the Expo even better next year. We encourage feedback and suggestions, so if you attended this year, please visit our website to complete the online evaluation at www.halloweenpartyexpo.com," says Erwin. "To continue to benefit buyers and exhibitors alike, we will listen and act on the feedback we receive. Our goal is to continue to grow and develop the Expo; our floorplan for 2010, which we will post on our website soon, already reflects some of requests for changes that we received from our exhibitors."

Highlighted quotes regarding the Party & Paper Retailer party:

"The *Party & Paper Retailer* party at the House of Blues was a tremendous way to kick off the first Halloween & Party Expo. Everyone had a great time, and the good vibe carried into the Expo itself. The band was awesome."

- Jonathan Erwin, Halloween & Party Expo

"The *Party & Paper Retailer* event was terrific. There was so much energy in the room. It was so well done, and really set the right mood and tone for the week."

- Don Morgan, Executive Director of Party Club of America

Highlighted quotes regarding timing:

"I like the fact that [the Halloween & Party Expo] is in January; that gives us a chance to take care of everything we need to at the beginning of the year. That way, we can prepare our stores for the merchandise."

- RC Ike, Party Time (Buyer)

"Rubie's and all of our other divisions (Forum Novelties, Charades and Secret Wishes) are all very, very pleased with the show and the location of Houston. Great convention center, nice aisle space...and moving this show to January is exactly what is needed in the industry to ensure on-time delivery for all of our accounts. We have seen all of our customers here and every customer that's walking around this convention center is an active buyer."

- Howard Beige, Rubie's Costume Company (Exhibitor)

"Well, I love the timing of the show; I like the location of the show. Well done - I like the [buyer] representation; it's awesome."

- Bob Rawlins, American Greetings (Exhibitor)

"There are a number of things we like about this show and I think it was spelled out beautifully when called the 'Early Bird' show. It is very key that the show is at the end of January as opposed to late February or March. Many of the buying decisions, whether every day or

seasonal, are made early, and [the timing of the Expo] lets us see customers and get decision makers to reach conclusions early so we can get orders done and shipped in a timely manner.”

- Angelo Giummarra, Amscan (Exhibitor)

Highlighted quotes regarding location:

“The treatment we have received in Texas has been phenomenal; [from] the staff of the hotel right down to the Expo itself. The people have been the best part of it; I mean, it’s been really good.”

- John Girolametti, Party Depot (Buyer)

“I think this facility is phenomenal...totally up to date, good quality signage. I really, really like the facility. The weather actually is wonderful because at this time in other cities...I am hearing it between 5 and 7 degrees. And to have these buying groups here (PCA, PFA and NCA), who normally have three different shows, makes this a very efficient option for us.”

- Scott Emmerman, InCharacter Costumes (Exhibitor)

Highlighted quotes regarding quality of buyers and vendors:

“People that have come to this show have come to do business. People that come to the [booth] don’t just want to have a look round; they do actually want to do business with you. The three buying groups are very important to us. We do a lot of business with those groups and have actually seen a lot more of their members here than we did in Las Vegas last year.”

- Maxine Andrews, Smiffy’s (Exhibitor)

“It’s nice to be able to come here. People who come here are serious about business. They are here to take care of business, to focus on the reason why they are here, and that’s a tremendous asset.”

- Warren Berkowitz, Forum Novelties (Exhibitor)

“Very large selection of vendors and products to chose from. We can write every order that we need to at this show, which is very convenient.”

- Craig Deschene, Funny Bones Party Store (Buyer)

“This is a fantastic show, probably the best thing that has happened to the industry as far as the location, the timing of the event and just the fact that it’s all inclusive - it includes everybody in this industry. Coming to Houston, the weather is great; it’s inexpensive to come to stay here. I will tell, you the response has been great...Someone asked me the other day ‘how do you like the show?’ and I said ‘I don’t know—I haven’t gotten out of the both the whole day long because we’ve been so busy.’”

- Jim Johnson, Creative Converting (Exhibitor)

“The fact that all of the buying groups (PCA, NCA, and PFA), as well as other organizations, like the Party Land folks, are all here in some shape or form surely makes life easier on us...It’s basically one stop shopping for everybody. It saves everybody a lot of time and effort for sure.”

- Jay Nafman, Disguise Inc. (Exhibitor)