

HALLOWEEN & PARTY EXPO

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The Halloween & Party Expo's Second Year a Huge Success!

(HOUSTON, TX – February 1, 2010) The Halloween & Party Expo proved once again that it is the premier show in the Halloween, Costume, and Party industry. Buyers from all around the world attended the Expo to view and purchase the latest products and services from an outstanding group of exhibitors.

The buyers who attended the Expo came ready to write orders. Nancy Simmers, a buyer with Party Central, Inc., spoke for many attendees, saying "about 95% of our orders are placed here at the Halloween & Party Expo."

David Spiegel of RG Costumes & Accessories, says "We chose to exhibit here at the Halloween & Party Expo because this is the place to be. It's the industry standard right now. It's the place where the industry is coming to shop." Linda Campese, of Expo-exhibitor, Scarecrow, Inc., echoed that sentiment: "[The attending] buyers are serious buyers who really write orders."

"Our primary goal is to provide a comprehensive market place for our buyer attendees. Our attendees are ready for business, and we want to give them every possible opportunity to see the best products that our industry has to offer," says Jonathan Erwin, one of the Halloween & Party Expo's organizers. "I talked to a lot of exhibitors who were having a fantastic show, and who were impressed with the quality of the buyers walking the floor."

"The Halloween & Party Expo is happy to provide a comfortable, business-friendly place for exhibitors and buyers to come together during a critical time of the year for order writing," Erwin says. "The venue is spacious and the weather couldn't have been better. From the many positive comments we received, it's clear that our industry is thrilled with Houston. We'll be here for many years to come."

While the first Halloween & Party Expo, in 2009, was a huge success, both attendees and exhibitors were impressed with the changes that were made for this year's Expo.

"We listened to all of the comments we received after the 2009 Expo, and worked hard to make this year's Expo even better." Erwin says. "Overall attendance was up, Early Bird

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Education Seminar participation increased, the Houston Pub Crawl was a success, and the Houston Convention and Visitor's Bureau helped us increase awareness of Houston's many restaurant and nightlife options. The Style Show was also an outstanding event; we could not have been happier with the turnout."

Many exhibitor and attendees shared Erwin's enthusiasm about the Style Show. Howard Beige of Rubie's Costume Company says, "The best Costume Style Show at any Trade Show I have ever seen!" Robert Berman of Rasta Imposta says, "Fantastic! My costumes looked amazing, the models were hilarious, and attendance was at capacity. I think you better make a bigger stage and have more seating for 2011!"

"To continue to benefit buyers and exhibitors alike, we will listen to and act on the feedback we receive." Erwin says. "We are industry and customer focused, and will continue to grow and develop the Expo. In fact, our floorplan for 2011, which we will post on our website soon, already reflects some of requests for changes that we received from attendees and exhibitors during this year's show. If you attended this year, please visit our website at www.halloweenpartyexpo.com to complete the online evaluation."

Here are some additional quotes from attending exhibitors:

"From the first minute of set up to break down, Houston was the perfect venue for success. Thank you for your cooperation and support in making this show a pleasure to exhibit at."

- *Robert Berman, Rasta Imposta*

"[We are] thrilled. Our whole experience in Houston was smooth, seamless and effortless. Set up and teardown were great. The Expo staff followed through on our meeting rooms and catering needs, and most importantly we were able to meet with established customers and with a lot of new customers. We are looking forward to H&P Expo 2011 in our expanded booth."

- *Jim Kelly, California Costume Collections*

"Smooth and stable!"

- *Scott Emmerman, InCharacter Costumes*

"Halloween & Party Expo gives us a wonderful opportunity to see numerous buyers all under one roof. A very convenient venue. It's worked out wonderfully for us...timing, hospitality and the buyers are here...we're excited to be in Houston."

- *Jay Nafman, Disguise, Inc.*

"It's beautiful, it feels like fresh air. It doesn't feel stuffy like some conventions. The aisles are big enough; it feels cozy, but does not feel overwhelming. I feel like I can walk the show and see everything I need."

- *Janet Teller, Dreamgirl*

"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*

"We love the timing of this show. It falls at the right time of year. You get to see everyone early, get the orders placed, and follow up with them the rest of the year."

- *David Spiegel, RG Costumes & Accessories*

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