

# HALLOWEEN & PARTY EXPO

Houston, TX • January 23-26, 2010

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## **Buyers from Around the World Are Registering Early for the Houston Halloween & Party Expo**

(HOUSTON, TX – August 20) Buyers from across the globe are registering to attend the Halloween, Costume and Party Industries' largest and #1 show – the Halloween & Party Expo in Houston, January 23-26, 2010.

“Our online buyer survey, which we conducted after the 2009 Expo, confirmed that an early show in a warm, accessible place is what the buyer community wanted and needed,” says Jonathan Erwin of Halloween & Party Expo. “Through the survey, the buyers told us we hit the ball out of the park in Houston. The number of buyers, both domestic and international, who have already signed up to attend the Expo in 2010 reinforces that sentiment. The buyers know that the Expo will be even better in 2010.”

Erwin also says the attendees loved the great event hosted by Party and Paper Retailer that opened the Expo: “The party at the House of Blues was awesome, and it really set the tone for the Expo. We are thrilled that it will kick everything off again in 2010.”

Here are some other highlights from the survey:

### **The Buyers loved the mix of vendors:**

- RC Ike, Party Time: “An enormous variety of vendors here.”
- Paula Carlson, Paulina's Party Shop: “Everything we need from party supplies to Halloween to catering supplies. It was great!”
- Costume Gallery: “We enjoyed seeing and buying from some vendors that we have not seen in a long time.”

## **The Houston location really met the Buyer's needs:**

- John Girolametti, Party Depot: "The treatment we have received in Texas was phenomenal. It's the staff of the hotel right down to the Expo staff; the people have been the best part of it."

As one attendee said, "It is hard to narrow down to one best part. I liked the earlier time frame; I think it will help with deliverability from vendors. I really liked the location -- centralized for the nation, and a warm climate for those of us from up north! I'm glad most all of the major vendors were represented well so we could do most of our Halloween season ordering at or soon after the show. Your shuttle bus service was excellent; please keep up the frequent bus runs!"

"Now that the Halloween Industry Association, National Costumers Association, Party Club of America, and Paper First Affiliates are endorsing us, the Expo has truly become THE industry event," says Erwin. "It is the only place buyers will see the top Halloween, costume, and party vendors under one roof in 2010."

The Halloween & Party Expo has an easy online registration process for attendees. If attendees belong to a buying group, they simply need to provide the name of their buying group and their member number. Attendees who are not part of buying groups will need to provide proof of their business operations. Proof can include copies of their business license, resale tax certificate, or verification of tax-exempt status.

Top industry vendors signed up for the Expo include: Rubie's Costume Company, AMSCAN, Disguise, California Costumes, Leg Avenue, FunWorld, Hallmark, InCharacter Costumes and Rasta Imposta. The complete current exhibit list can be found on the expo's website, [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com).

For more information on the Halloween & Party Expo, to reserve a booth space, or to register to attend, go to [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com) or call 877.347.EXPO.