

HALLOWEEN & PARTY EXPO

Houston, TX • January 23-26, 2010

For Immediate Release
September 25, 2009

Contacts:
Jonathan Erwin or Marc Metteauer
Phone: 877-875-5173

Halloween & Party Expo Designed To Help Retailers Boost 2010 Sales; Will be the Only Place to See All Key Vendors Under One Roof in 2010

(HOUSTON, TX – September 25, 2009) Although the 2009 Halloween retail selling season is just getting revved up, the organizers of the Halloween & Party Expo are already working hard to give retailers an extra edge in 2010.

“For retailers, thinking ahead is a way of life. It may be 2009, but we have to be one step—or one year—ahead of the consumer,” says Jonathan Erwin, of Halloween & Party Expo. “The timing of the Halloween & Party Expo will give retailers a huge head-start in 2010 by giving them an opportunity to place orders early, and by offering educational seminars designed to boost in-stores sales.”

With the economy in recovery mode, Erwin believes 2009 and 2010 are poised to be strong years for the industry. “The popularity of Halloween continues to grow, especially with adults. Regardless of what is going on with the economy, people like to take the time to celebrate with their friends,” he explains. “Dressing up for a night is a great way to do that, especially when Halloween is on the weekend.”

So, while retailers are gearing up for this year’s Halloween celebrations, they are also already registering for the Halloween & Party Expo to get ready for next year.

—MORE—

Erwin says that, because the show is well on its way toward selling out, retailers won't have any trouble finding the vendors that they are looking for in Houston. "The Halloween & Party Expo is the only chance retailers will have to see our industry's top vendors—like Rubie's, Amscan, Disguise, Hallmark, and Leg Avenue, just to name a few— all under one roof," he says. "We're thrilled with our list of exhibitors. It reads like a who's who for our industry."

Retailers interested in attending the Halloween and Party Expo should visit www.HalloweenPartyExpo.com to register. The site provides 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.

For more information on the Halloween & Party Expo, to reserve a booth space, to see the current exhibitor list, or to register to attend, please go to www.HalloweenPartyExpo.com or call 877.347.EXPO (3976).

##