

HALLOWEEN & PARTY EXPO

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Halloween & Party Expo To Offer Early Bird Seminars; Announces Cruise Giveaway

(HOUSTON, TX – September 3, 2008) Early Bird Seminars focusing on increasing retailer profits will be another highlight of the Halloween & Party Expo, which is set for January 24-29 in Houston.

“The Halloween & Party Expo’s primary purpose is to bring buyers and exhibitors together, earlier than ever, to write orders. But the show is also an excellent forum for networking and educational programs,” says Jonathan Erwin of Halloween & Party Expo.

The Early Bird Seminars, which are free to show attendees, will take place on Sunday, January 25 and Monday, January 26 from 7:45 to 8:45 a.m. The seminars will feature industry leaders discussing such important and revenue-enhancing topics as:

- Merchandising and Themes: Increase Ticket Sales
- The Halloween Costume Wall
- How to Stretch Your Halloween Marketing Dollars
- The Wow Effect – How to Make Your Store Stand Out from the Competition
- Music Makes the Party
- Creating Excitement and Sales with Balloon Sculptures
- Accessorizing Halloween Costumes for Profit
- Selling Halloween on the Internet

Details on the seminars and the schedule can be found online at

www.halloweenpartyexpo.com.

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Early Registrants to Receive Chance for Cruise

Halloween & Party Expo has also announced that eligible individuals who register to attend the show by October 1, 2008 will automatically be entered in a contest to win a cruise. The winner will set sail on a seven-day cruise for two in an ocean-view room aboard Voyager of the Seas, a Royal Caribbean Cruise out of Galveston, Texas. Ports of call for the cruise are Cozumel, Mexico; George Town, Grand Cayman; Montego Bay, Jamaica; and Galveston, Texas.

“This is a great prize. Everything normally included when you purchase a cruise will be part of this giveaway: cruise fare for two, all meals in the dining rooms, entertainment on board, the swimming pools, the Jacuzzis, the exercise room, room service, all port charges, fuel surcharges. Plus, we are including \$100 in shipboard credit for the winner to use,” adds Erwin. For official contest rules and regulations, go to www.halloweenpartyexpo.com.

The Halloween and 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.

For more information on the Halloween & Party Expo, to reserve a booth space, or to register to attend, go to www.halloweenpartyexpo.com or call 877.347.EXPO.

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