

HALLOWEEN & PARTY EXPO

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Halloween & Party Expo in Houston Gets Down to Business! Remarkable Location, Terrific Exhibitors, and Unique Networking Opportunities

(HOUSTON, TX – October 20, 2009) – The Houston Convention and Visitors Bureau calls Houston the City of Infinite Possibilities. Throughout the city's history, it has proven to be just that. Despite being 50 miles inland from the Gulf of Mexico, it created the Port of Houston—now a world center of waterborne commerce; it still serves as the prime hub for NASA and its space exploration effort; and it is a city dedicated to industry of all stripes, offering great weather, easy travel, and networking-friendly entertainment venues.

“Houston is custom-made for conducting business,” says Jonathan Erwin, of Halloween & Party Expo.

“We picked Houston as the Expo's home, because it is the perfect blend of two things our exhibitors and attendees asked for. First, a place where they could see new products and place orders early, without having to worry about winter-time travel problems. Because of its warm climate, traveling to and from Houston in January is a breeze. Second, while the city has numerous first-class restaurants and entertainment venues, it is not burdened with the unnecessary distractions that lead to poor show attendance and slow business.”

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Of course, having the right city is only half the battle; the convention center has to be right, too. "The GRB is a great place to have an event. When you walk in, it doesn't feel institutional or like a warehouse, and that helps keep the exhibitors and attendees in a positive state of mind," explains Erwin. The George R. Brown's length and relatively shallow depth also means no exhibitor will feel like they are crammed in the back. "It's really a great, modern, beautiful venue."

In addition to providing a great place for buyers and exhibitors to do business and write orders, the Expo will also host several special events. These events range from industry parties to the latest costume shows to valuable educational seminars.

Friday, *Paper and Party Retailer* will kick off the Expo with an Industry Wide Party Celebration. Saturday, the Halloween & Party Expo will host a Halloween Style Show featuring over 30 companies and 80+ costumes, followed by a downtown Pub Crawl. Sunday, Rubie's will hold their Annual Halloween Bash. Monday evening, the Halloween Industry Association is presenting important updates to retailers regarding the Consumer Product Safety Improvement Act (CPSIA). Educational Early Bird Seminars will be held Monday and Sunday morning.

"Although our meeting does have some educational and networking aspects, its primary purpose is to provide an opportunity for manufacturers to show and sell their product to buyers. It is very much a 'working' show," says Erwin.

Exhibitors from 2009 are lined up and ready for a successful 2010. Cheryl Kerzner, VP of Product Development and Marketing for Disguise states, "The Houston Show is our major show for the specialty market this year, and we feel very confident about presenting our new lines there. We are really excited about being back in Houston in January!"

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, or to register to attend, go to www.halloweenpartyexpo.com or call 877.347.EXPO (3976).

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