

HALLOWEEN & PARTY EXPO

Houston, TX • January 23-26, 2010

For Immediate Release
November 20, 2009

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Halloween & Party Expo Event Preparation – Everyone’s Joining In!

(HOUSTON, TX – November 20, 2009) – The Halloween & Party Expo is just nine weeks away and excitement is building. Buyers from around the world are registering to attend. Countries represented include: Aruba, Australia, Brazil, Canada, Chile, Columbia, Greece, China, Japan, the Netherlands, New Zealand, and the UK, just to name a few. “We’re very pleased with our international registrations, which will continue to grow.” says Jonathan Erwin, of the Halloween & Party Expo. “Registration is pacing ahead of last year, and we are well on our way towards exceeding our registration goals. The momentum is building for a very successful show.”

“Because of the endorsements of Party Club of America (PCA), Paper First Affiliates (PFA), National Costumers Association (NCA), and the Halloween Industry Association (HIA), we had a solid buyer-base committed to the show from day one.” Erwin says. “We are building an extremely impressive attendee list on that foundation. The attendees at the show will be decision makers from the best retailers in our industry, and they will be ready to conduct business.”

Enthusiasm continues to build around the Expo. “We are 95% sold in terms of booth sales, and exhibitors are constantly informing show management of exciting special guests, new product announcements, and booth events.” Erwin says. “To give just one example, Disguise has announced a special guest, Clive Barker, an artist, writer and film director best known for his work in both fantasy and horror fiction.”

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Other great events are also in the works. For example, Halloween & Party Expo has teamed with Rich Weber of *Lenz Talent* in Las Vegas to produce the 2010 Halloween Costume Style Show. "Many exhibitors have worked with Rich in the past, and are delighted to work with him again." Erwin says. "Rich is the industry's go-to producer, and we're excited to have him on board." This year's Costume Style Show will take place on the main Expo floor on Saturday, January 23rd after show hours. There will be a hosted reception from 5:00-5:30 pm, and the Costume Style Show will run from 5:30-7:00 pm.

Immediately following the Costume Style Show, attendees will have the opportunity to experience Houston's nightlife by participating in the Expo's Pub Crawl. Complimentary bus transportation will be provided to some great venues. "This is a special opportunity to mingle with fellow Expo attendees, explore Houston, and celebrate the first day of the show," Erwin says. "We're thrilled to have Houston's support for such an event." A large percentage of attendees have already registered to receive a wristband for the event. Wristbands will be provided for drink specials at each of the selected bars.

Retailers interested in attending the Halloween & 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).