

HALLOWEEN & PARTY EXPO

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Education, Entertainment, and Enterprise Highlight

Houston's 2011 Halloween & Party Expo

(HOUSTON, TX) – Mix cutting-edge educational sessions, with dazzling entertainment, and a huge helping of deal making and you get the 2011 Halloween & Party Expo. This four-day event was once again the showcase for the Halloween, Costume, and Party Industry's hottest new products, which buyers from across the globe came to see, feel, and—most importantly—buy for their stores.

“The primary purpose of the Expo is to put buyers in contact with exhibitors and to facilitate order writing. But we also want the show to be educational and fun,” said Jonathan Erwin of the Halloween & Party Expo. “We pride ourselves on putting on a show by the industry, for the industry. We sincerely appreciate the support of the buyers and exhibitors, and plan to tweak the show so that it gets better and better every year.”

Bob Negen, best-selling author and renowned business coach, set the tone for the 2011 Expo with his opening keynote address. “He definitely had show attendees raving about his session,” said Erwin. “His goal was to teach store owners how to ensure customers leave raving about the experience in their shops.” Negen gave attendees tips on how to generate tons of foot traffic, work with local non-profits, and make customers for life.

Following Negen's keynote, Expo attendees were directed by street performers to the Expo floor, where a costume show from Rubie's kicked off the four-day event. Attendees spent all day cruising the Expo floor, which covered over 600,000 square feet of the George R. Brown Convention Center. With over 400 exhibitors from the Halloween, Costume and Party Industry, the focus of the show is business. “You have just about everybody here that we buy from, “ said Dona Candela from Candela Sales, who was able to write 80% of her orders for the year while in Houston.

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After the Expo attendees finished their Saturday business, they were entertained by the famous Halloween Costume Style Show, which featured more than 30 participating vendors. A runway of lights from the show's Jumbotron led attendees to the main stage, where they received an electric show highlighting new costumes with dance numbers and visual effects. Over 100 costumes were presented in a wonderfully choreographed event.

"We thought last year would be hard to top, but the Halloween Costume Style Show continues to be a great feature each year at the Halloween & Party Expo," added Erwin. "We appreciate the enthusiasm of participating exhibitors and buyers who attend the event."

To add to the eye-popping entertainment people have come to expect onsite, the show partnered with J&D Entertainment to add visual and interactive entertainment for attendees. "We wanted to provide some relaxing and fun areas throughout the show as a way to say thank you to our attendees and exhibitors," said Erwin. An aerial artist, juggler, stilt walker, three painted street-performer statues, and costumed models all spiced up the show floor with a unique mix of entertainment.

There were opportunities to win prizes, from wearing a FunWorld tie for a chance to win \$100 cash, to guessing the correct number of balloons stuffed in a hearse, to driving home in a Mini Cooper given away by Leg Avenue, or winning \$600 gift cards from Rubie's companies. Attendees could also relax and refresh at the Expo. The 'Boo-Hemian Lounge' offered couches, a full bar and groovy beats, while the 'Zen Den' was a sanctuary for massages. There was a 'Green Scream' area to take a fun photo with costume accessories, which ended up on the Jumbotron throughout the show.

Erwin added that the show remains committed to providing attendees with education to help improve their bottom line. Topics of this year's Early Bird educational sessions ranged from how to increase sales with sexy costumes, couple's costumes and special holiday costumes, to how to capitalize on party décor, custom printing, bows and balloons.

"To continue to benefit buyers and exhibitors alike, we will listen and act on the feedback we receive. If you attended this year, please visit our website to complete the online evaluation at www.HalloweenPartyExpo.com. We look forward to seeing everyone back in Houston Jan. 28-31, 2012 for next year's Expo," said Erwin.