

# HALLOWEEN & PARTY EXPO

Houston, TX • January 24-27, 2009

**For Immediate Release  
July 1, 2008**

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

---

## **Attendees from As Far Away as Australia Planning To Attend Houston Halloween and Party Expo**

(HOUSTON, TX – July 1) The Halloween & Party Expo, scheduled for January 24-27, 2009 in Houston, Texas, is attracting attendees from around the globe.

“We were surprised to see buyers from Australia, Great Britain, and the Netherlands registering online this early,” says Jonathan Erwin of Halloween & Party Expo. “We expected that attendees from the United States and Canada would already know about the Expo, and would register early—which they have. But we didn’t anticipate that news about the show would have traveled around the world at this point. It’s very exciting; this will truly be an international show.”

Erwin says that the Halloween & Party Expo will have much to offer attendees. In addition to the opportunity to visit and place early orders with top industry exhibitors, the Expo will be home to several special events. For example, one of the industry’s leading publications, *Paper and Party Retailer*, is planning an industry party on Friday, January 23.

Additionally, an industry style show will highlight the evening’s events on Saturday, January 24. “The George R. Brown Convention Center’s Theater Assembly Hall, which is a beautiful facility, is the perfect setting for our style show,” adds Erwin. “It will add a dimension to the event not seen in previous shows.”

--MORE--

Moreover, Leg Avenue will also be conducting style shows during show hours on the Expo floor.

The Halloween & Party Expo will also be the setting for the return of the famous Rubie's Halloween Bash, the largest party of its kind in the industry. The party, which Rubie's throws for its customers, will take place in the George R. Brown's ballroom on Sunday, January 25.

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.

Top industry vendors have already secured their spot for the show, which is 85 percent sold. These companies include: Rubie's Costume Company, AMSCAN, Disguise, California Costumes, Leg Avenue, Fun World, Hallmark, Forum Novelties, InCharacter Costumes, Paper Magic Group, American Greetings, and Rasta Imposta. The complete current exhibit list can be found on the expo's website, [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com).

The National Costumers Association, Paper First Affiliates, and Party Club of America endorse the Halloween & Party Expo. In fact, both PFA and PCA will be holding both their annual meetings and member events in Houston before the Expo. "We are thrilled by the support that the industry's premier buying groups have given us," Erwin says. "Their endorsements demonstrate how excited the buyers are to attend a new, early show."

For more information on the Halloween & Party Expo, to reserve a booth space, or to register to attend, go to [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com) or call 877.347.EXPO.

##