

HALLOWEEN & PARTY EXPO

Houston, TX • January 24-27, 2009

For Immediate Release
July 22, 2008

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

Houston Halloween & Party Expo Responds to Buyers and Vendors on Need for Early Show

(HOUSTON, TX – July 22) When buyers and vendors in the Halloween, Costume and Party Industries asked for an early show, the organizers of the 2009 Halloween & Party Expo listened—and delivered.

“Both buyers and vendors came to us expressing a need for an early show so that orders could be placed in time for the Halloween season,” says Jonathan Erwin of Halloween & Party Expo. “We created the Halloween & Party Expo at the George R. Brown Convention Center in Houston, January 24-29 to meet their needs.”

The immediate response to the expo by both vendors and buyers has been astounding, adds Erwin. The show is already more than 85 percent sold and buyers are signing up to attend from as far away as Australia and Great Britain. The expo is also receiving solid endorsements from industry leaders.

“A Halloween show at the end of January is perfectly timed for this industry...Rubie’s and its affiliated companies – Secret Wishes, Charades, Forum Novelties and Halloween Resource Center – are going and will make the Halloween & Party Expo in Houston our major show of the year. We’re also excited that Houston will be the venue for the Rubie’s Party,” said Howard Beige, Executive Vice President, Rubie’s.

--More--

The annual meetings for the nation's largest party buying groups, Paper First Affiliate and Party Club of America, will also be held in conjunction with the Expo. Paper First Affiliates will be conducting their annual meeting prior to the show at the Hilton of Americas Hotel, while Party Club of America will hold their meeting at the Four Seasons over the same dates.

"We are excited about the early show in Houston. The timing and location are perfect—our buying staff will be there," said Barry Morin of Party City Corporation, expressing the opinion of many in the industry.

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 include Rubies' Annual Halloween Bash on Sunday, Jan. 25; a Halloween style show on Saturday, Jan. 24; an industry party hosted by *Paper and Party Retailer* on Friday, Jan. 23; as well as Leg Avenue's sexy costume style during show hours on the Expo floor.

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 signed up for the expo 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.

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.

##