

# HALLOWEEN & PARTY EXPO

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## **Halloween & Party Expo Designed To Help Retailers Boost 2009 Sales**

(HOUSTON, TX – September 26, 2008) Although the 2008 Halloween retail selling season is just getting revved up, the organizers of the Halloween & Party Expo are already working hard to give retailers an extra edge in 2009.

“For retailers, thinking ahead is a way of life. It may be 2008, but we have to be one step—or year—ahead of the consumer. The timing of the Halloween & Party Expo will give retailers a huge head-start in 2009 by giving them an opportunity to place orders early, and by offering educational seminars designed to boost in-stores sales,” explains Jonathan Erwin, of Halloween & Party Expo.

With Halloween falling on a Friday this year, and on a Saturday next year, Erwin believes 2008 and 2009 are poised to be great sales years for the industry.

“The popularity of Halloween continues to grow, especially with adults. With Halloween on the weekend, it will make it far easier and attractive for our customers to host Halloween parties and similar events,” he explains.

So, while retailers are ringing up this year’s sales, they are also already registering for the Halloween & Party Expo to get ready for next year.

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Erwin says that, because the show is well on its way toward selling out (it is 92 percent sold already), retailers won't have any trouble finding the vendors that they are looking for in Houston. "The Halloween & Party Expo is the only chance retailers will have to see our industry's top vendors—like Rubie's, Amscan, Disguise, Hallmark, and Leg Avenue, just to name a few— all under one roof," he says. "We're thrilled with our list of attending vendors. It reads like a who's who for our industry."

Retailers interested in attending the Halloween and Party Expo should visit [www.halloweenpartyexpo.com](http://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, to see the current exhibitor list, or to register to attend, please go to [www.halloweenpartyexpo.com](http://www.halloweenpartyexpo.com) or call 877.347.EXPO.

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