

HALLOWEEN & PARTY EXPO

Houston, TX • January 24-27, 2009

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

Houston Halloween & Party Expo To Offer Early Bird Seminars; Host Buying Group Meetings

(HOUSTON, TX – October 10, 2008) - The annual meetings for the nation's largest party buying groups, Party Club of America and Paper First Affiliates, will be held in conjunction with the Halloween & Party Expo in Houston, January 24-29. Paper First Affiliates will be conducting their annual meeting prior to the show at the Hilton Americas Hotel, while Party Club of America will hold their meeting at the Four Seasons over the same dates.

"Members of the buying groups and vendors had been expressing a need for an early show so that orders could be placed earlier in the season," says Jonathan Erwin of Halloween & Party Expo. "We created the Halloween & Party Expo at the George R. Brown Convention Center in Houston to meet that need."

"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 an industry party hosted by *Paper and Party Retailer* on Friday, Jan. 23; Leg Avenue's sexy costume style show on Saturday, Jan. 24; and Rubie's Annual Halloween Bash on Sunday, Jan. 25.

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Show to Offer Seminars

The Early Bird Seminars, which are free to show attendees, will take place on Sunday, January 25 and Monday, January 26 from 7:45 to 8:45 a.m. The seminars will feature industry leaders discussing such important and revenue-enhancing topics as:

- Merchandising and Themes: Increase Ticket Sales
- The Halloween Costume Wall
- How to Stretch Your Halloween Marketing Dollars
- The Wow Effect – How to Make Your Store Stand Out from the Competition
- Music Makes the Party
- Creating Excitement and Sales with Balloon Sculptures
- Accessorizing to Make Sales (Panel)
- Selling Halloween on the Internet
- Straight Talk on PCI Compliance

Details on the seminars and the schedule can be found online at

www.halloweenpartyexpo.com.

Early Registrants to Receive Chance for Cruise

Halloween & Party Expo has also announced that eligible individuals who register to attend the show by December 1, 2008 will automatically be entered in a contest to win a cruise. The winner will set sail on a seven-day cruise for two in an ocean-view room aboard Voyager of the Seas, a Royal Caribbean Cruise.

“This is a great prize. Everything normally included when you purchase a cruise will be part of this giveaway: cruise fare for two, all meals in the dining rooms, entertainment on board, the swimming pools, the Jacuzzis, the exercise room, room service, all port charges and fuel surcharges. Plus, we are including \$100 in shipboard credit for the winner to use,” adds Erwin. For official contest rules and regulations, go to www.halloweenpartyexpo.com.

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

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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.

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