

HALLOWEEN & PARTY EXPO

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Halloween & Party Expo Launches New Features on Website

(Houston, Texas) As a way to keep exhibitors and buyers connected and informed year-round, the Halloween & Party Expo has expanded its website's coverage of industry and show-related news. The redesigned homepage features news about the show itself, articles about the industry as a whole, and information about the show's home location, Houston, Texas.

"Since our show caters to the entire Halloween, costume, and party industry, and because our website is viewed by attendees and exhibitors from around the globe, we think our website is a natural place to feature not just show information, but also the latest industry news— 365 days a year, 24 hours a day," says Jonathan Erwin, one of the Halloween & Party Expo's organizers.

For example, the site currently features an article about Party City's support of Iraq-War Veteran, Troy Yocum, and his "Hike for Heroes." Yocum has a personal mission to walk 7,000 miles across America to raise funds and awareness for military families in need. Party City is conducting a nationwide in-store donation drive, which allows its customers to support Yocum's efforts. "This is just an example of the type of positive industry news that we want to help circulate," Erwin says. "We encourage any of our attendees or exhibitors to share their great stories with us."

Another recent website article was about Trick-or-Treat for UNICEF. For more than 60 years, children across America have aided children in need by collecting coins at Halloween using UNICEF's iconic orange boxes. The article on the website reminds supporters they can also host a Halloween fundraising party during the month of October to help this worthy cause.

Also, because the show wants to further educate attendees about Houston itself, the website now includes articles on everything from features on area restaurants to helpful travel tips, such as its spotlight on the city's incredible \$4.50 one-way shuttle to George Bush Intercontinental Airport (IAH). "Houston has a lot to offer its visitors," Erwin says. "Our goal is to continue to inform Expo goers about Houston's attractions, restaurants, and entertainment, so when they aren't conducting business, they are enjoying the city." Two recent articles about Houston on the site are "Houston is THE Place to Be," and "Houston is Rated as One of the Top 25 Cities." You can see them by clicking the news tab located at www.HalloweenPartyExpo.com.

In addition to news items, Halloween & Party Expo also regularly updates its website with a current list of exhibitors. "We definitely want buyers to know which exhibitors will be at the show." Erwin says. "And we want exhibitors who haven't signed up to know how close we are to a sell out."

"Houston is ranked amongst the nation's top 10 largest convention sites, and the Halloween & Party Expo occupies nearly 600,000 contiguous square feet of exhibit space." Erwin adds. "But we are already 90 percent sold, so manufacturers who want to reach our outstanding, global buying community, need to sign up soon. Our

attendees expect our exhibitors to be the best in the industry, and we want every manufacturer who belongs at the Expo to be there.”

Another exciting new feature of the Expo’s website is its series of on-site testimonials from the 2011 show. The testimonials emphasize that the Expo gives exhibitors the best opportunity to meet with serious buyers from across the globe, and offers buyers a unique opportunity to see the latest and greatest products that the industry has to offer. For example, in his testimonial Richie Marks of SKD Distribution Corporation states, “The presentation of a complete line in this format is like having a show room that everybody can come to. Everybody comes together at this crossroad and it helps our business incredibly.”

“The testimonials validate both that attending the Halloween & Party Expo is essential, and that the Expo provides an unbeatable forum for buyers and manufacturers to do business.” Erwin says.

In the age of instant information, the Expo will continue to find innovative ways to engage the community year-round.

The Halloween & Party Expo is endorsed by the National Costumers Association, the Halloween Industry Association and the International Balloon Association as well as Party Club of America and Paper First Affiliates, who conduct their annual meetings in conjunction with the show. The Expo is also home to the Halloween Costume Style Show, Industry Wide Celebration hosted by Party and Paper Retailer and Rubie’s Annual Halloween Bash. For more information about the Halloween & Party Expo, call 877.347.3976 or visit www.HalloweenPartyExpo.com.

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