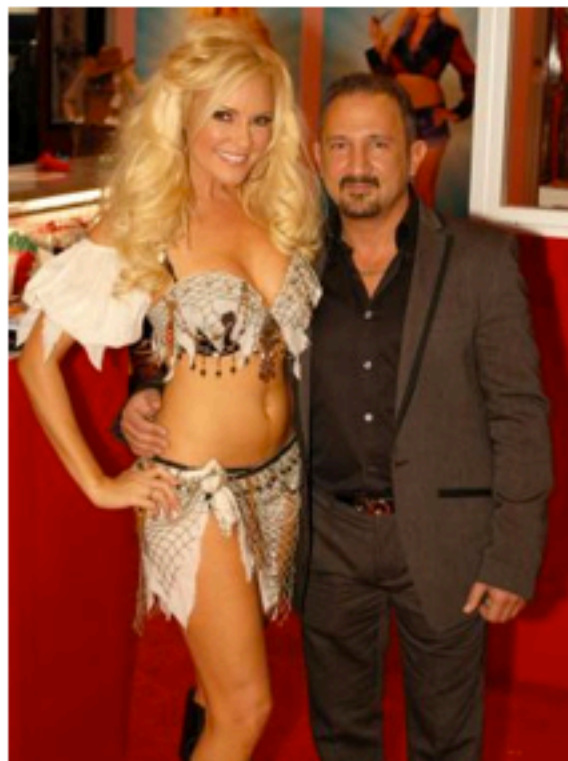


H&P Expo Welcomes 400-Plus Exhibitors



Bridget Marquardt and Sam Fard of Bridget by Roma Costume.

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From January 22 through 25, organizers welcomed over 400 costume exhibitors, along with buyers from specialty stores and chains, to Houston's George R. Brown Convention Center for the 2011 Halloween & Party Expo tradeshow.

Buyers from Party City; Fairvilla Megastore; Halloween Adventure; Fun F/X; BuySeasons; JCPenney and many other stores shopped this Halloween's costume lines by Rubie's; Delicious; Forum Novelties; Leg Avenue; Dreamgirl; Roma; Espiral; Charades; Party King; and Mystery House, among other brands.

According to Jonathan Erwin of the Halloween & Party Expo, the show once again combined shopping with other beneficial activities. "The primary purpose of the Expo is to put buyers in contact with exhibitors and to

facilitate order writing. But we also want the show to be educational and fun," he said. "We pride ourselves on putting on a show by the industry, for the industry. We sincerely appreciate the support of the buyers and exhibitors, and plan to tweak the show so that it gets better and better every year."

Bob Negen, a business coach and best-selling author, delivered the keynote address on Saturday, January 22. "He definitely had show attendees raving about his session," Erwin said. "His goal was to teach store owners how to ensure customers leave raving about the experience in their shops."

Following Negen's address, Rubie's Costume Company kicked off the event with a costume show. That night, more than 30 vendors sent models in their costumes down the runway at the annual Halloween Costume Style Show.

Throughout the show's four days, there were opportunities to win prizes, from wearing a FunWorld tie for a chance to win \$100, to driving away a Mini Cooper, courtesy of Leg Avenue, to winning a \$600 gift cards from Rubie's. James Reid of Kansas City Costumes won the prize from Rubie's.



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