



MARCH 16-19, 2008  
**LAS VEGAS**  
SANDS EXPO & CONVENTION CENTER



**For Immediate Release**  
**January 10, 2008**

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## **Show Preview: 24<sup>th</sup> International Halloween Costume & Party Show, 13<sup>th</sup> National Haunt & Attractions Show Poised to Deliver Four Days of Non-Stop Excitement, Opportunities**

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Popular Actor and Comedian, Frank Caliendo; Bridget of 'Girls Next Door' to Highlight Shows

**(Northfield, IL)** – The setting of the stage for the most-anticipated shows in the Halloween, party and haunt industries is near completion and organizers are unveiling the latest details of the 24<sup>th</sup> International Halloween, Costume & Party Show (HCPShow) and 13<sup>th</sup> National Haunt & Attractions Show scheduled March 16-19, 2008, 9:30 a.m. to 5:30 p.m. at the Sands Expo & Convention Center in Las Vegas.

“After a year of diligent planning for this exciting move to Las Vegas, we’re inviting our loyal and prospective buyers to experience firsthand our grandest shows ever,” said Joe Thaler, chief executive officer and chairman of TransWorld Exhibits, Inc. “Located on one level with a continuous floorplan of more than 500,000 square feet, the shows will host over 700 exhibiting companies offering the greatest representation of new and popular products as well as information on emerging trends in the Halloween, party and haunt industries.”

Among the scheduled events and activities on Sunday, March 16, is the return of the Opening Night Gala, which features the highly-acclaimed Fantasy Fashion Show, sponsored by FunWorld. The Gala begins at 5:45 p.m. Earlier in the day, Bridget Marquardt, cast member of the “Girls Next Door” program and well-known Halloween enthusiast, will be on-hand to join in the excitement of these shows.

The special events programming continues on Monday, March 17, at 1:00 p.m., with the 3<sup>rd</sup> Annual Lingerie Fashion Show, sponsored by Leg Avenue. Later that evening, Frank Caliendo, “dead on” impressionist, seven-year veteran on MadTV and star of the upcoming “Frank TV” will take center stage, beginning at 5:45 p.m.

Other special programming will include the HCPShow Seminar Series highlighted by panel discussions of leading independent retailers moderated by editors of key industry magazines covering specific concerns in the areas of promoting websites, boosting sales with party rentals, incorporating the adult/sexy costume craze into product lines, and designing value-added décor and centerpieces with simple balloon concepts. Additionally, “The Art & Science of Haunting” Seminar Series will fuel attendees with new techniques and business strategies to create memorable haunt-filled attractions.

“According to the buyers that attend these shows year after year, these shows are critical to them in the sourcing of product for their businesses. With the combination of the popularity of the Halloween season, the emergence of the adult market, and the demand for more parties and themed events as well as the latest in haunt technologies, these shows are the best resource to find the greatest variety of licensed products, new product launches, and creative ideas,” added Thaler. “And with the enhancements in our seminar and special events programming, the buyers will enjoy a complete marketing experience.”

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The 24<sup>th</sup> International Halloween Costume & Party Show and the 13<sup>th</sup> National Haunt & Attractions Show are *the* shows where buyers come to see the latest in giftware, seasonal items, Halloween merchandise, licensed products, animatronics, lighting, sound, and special effects. More than 700 exhibitors will showcase what's new among 10,000 visitors from 47 countries.

To attend or exhibit at either the 24<sup>th</sup> International Halloween Costume & Party Show or the 13<sup>th</sup> Annual Haunt & Attractions Show and for complete details on all special event programming, visit [www.hcpshow.com](http://www.hcpshow.com) and [www.hauntshow.com](http://www.hauntshow.com) or call 800-323-5462 or 847-446-8434 for international calls.

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