

HALLOWEEN & PARTY EXPO



EXHIBITOR DIRECTORY

JANUARY 13-15, 2025

**THE EXPO AT WORLD MARKET CENTER
LAS VEGAS, NEVADA**

HALLOWEENPARTYEXPO.COM
#theHPE2025

CLARION
EVENTS

**HALLOWEEN
& COSTUME
ASSOCIATION**



ROMA

BOOTH # 519

www.romacostume.com • sales@romacostume.com



PLAYBOY
BY ROMA

BOOTH # 519

www.romacostume.com • sales@romacostume.com

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WELCOME LETTERS



On behalf of our team and our partners at the Halloween & Costume Association, we are thrilled to welcome you to the most spooktacular event of the year – the 2025 Halloween & Party Expo. This is the only event that brings all things Halloween, party, and celebration together under one roof - showcasing products and new trends that you simply can't find anywhere else!

The Halloween & Party Expo continues its tradition of offering you the latest and greatest in Halloween and party. Shop the show floor to find the latest accessories, costumes, makeup, decor, party supplies, and business resources you are looking for. Be sure to visit our new exhibitors and take advantage of show specials only found here in Las Vegas!

The show isn't just about purchasing the latest in costumes and party supplies; it's about fostering a community. In our Buyers Lounge, you can network with colleagues and grab a free lunch and a drink at happy hour! This is a great chance to recharge and review all that you've seen on the show floor while mingling with other attendees! We're also thrilled to be bringing back our Fashion Show, where you'll be able to see the latest in costume trends for the 2025 season.

As you're walking the floor or attending events, please let us know if our team can do anything to make the show more successful for you and your business. On behalf of the entire team, we are so grateful for your attendance at the Halloween & Party Expo. Your support and enthusiasm make this event possible, and we are committed to providing you with an unforgettable experience. We look forward to celebrating a successful season with you.

Enjoy the show!



MARNI GOLDEN VINCI

Show Director

HALLOWEEN & COSTUME ASSOCIATION

Welcome to Las Vegas for the 2025 Halloween & Party Expo!

On behalf of the Halloween & Costume Association (HCA), we're thrilled to have you join us for this incredible event in the entertainment capital of the world!

As we dive into 2025, we're celebrating the creativity, innovation, and resilience that define our industry. The Expo is packed with opportunities to discover cutting-edge products, spark new collaborations, and grow your business in ways you've never imagined. And, of course, we're in Vegas—so expect plenty of surprises and fun along the way!

On the association front, we've been hard at work advocating for our members. As part of the Americans for Free Trade Coalition, HCA continues to fight for fair trade practices, including addressing potential tariff changes under the incoming administration, challenging economic models, and seeking congressional support for our members interests. Through our partnership with the SHOP SAFE Coalition, we're championing brand protection and anticounterfeiting efforts to safeguard the integrity of our industry. Additionally, we're proud to collaborate with Bureau Veritas, our trusted partner for product testing and compliance, offering our members top-tier services with exclusive discounts.

Be sure to visit www.hiaonline.org for all the latest updates and resources. And don't miss the HCA Annual Membership Meeting on Wednesday, January 15, 2025, at 8:30 AM in the World Forum room in Building B on the 16th floor. It's your chance to connect, learn, and help shape the future of our industry.

Thank you for being an integral part of the Halloween and costume community. Together, let's make 2025 the most thrilling year yet. We can't wait to connect with you here at the Expo—be sure to stop by and say hello to our members!

Here's to a successful and inspiring event!



MICHELE BOYLSTEIN

Executive Director

GENERAL INFORMATION

LOCATION

The Expo at World Market Center | Las Vegas, NV

ATTENDEE REGISTRATION DATES/HOURS

Monday, January 13	8:30 AM – 6:00 PM
Tuesday, January 14	8:30 AM – 6:00 PM
Wednesday, January 15	8:30 AM - 3:00 PM

EXHIBITOR REGISTRATION DATES/HOURS

Sunday, January 12	8:30 PM – 5:00 PM
Monday, January 13	8:30 AM - 6:00 PM
Tuesday, January 14	8:30 AM – 6:00 PM
Wednesday, January 15	8:30 AM – 3:00 PM

SHOW MANAGEMENT

The Show Management Office will be fully staffed throughout the show and is located beside registration in the main lobby. The office will be open Monday, January 13 - Wednesday, January 15 from 8:00 am – 6:00 pm.

HALLOWEEN & COSTUME ASSOCIATION

For more information on the Halloween & Costume Association, visit Booth #1051 on the show floor or visit their website at www.hiaonline.org.

FIRST AID

If First Aid services are needed, please ask the nearest member of our team or security staff for assistance.

LUGGAGE CHECK

There is no luggage check at the Expo at World Market Center, but both of our host hotels offer luggage checks.

SOCIAL NETWORKING

Join the conversation with Halloween & Party Expo on Facebook, X, Instagram and YouTube. Fans get special offers, can enter contests, post questions and share information. Use #theHPE2025 to connect during the Show.

ADMISSION POLICY

Halloween & Party Expo is primarily for the transaction of trade business and the general public is not admitted. Attendees who have not pre-registered must register at the Registration Desks. No one under the age of 18 is allowed on the show floor at any time, including infants and children in strollers.

YOU ARE HERE

In an effort to help you maximize your time at the show, you will find our enhanced signage that provides an overview of the show floor and specialty areas, including “You Are Here” arrows to get you where you need to go.

SHOW TEAM

Have a question, need assistance? Just stop any of our team members who will be happy to assist you.

**HALLOWEEN
& COSTUME
ASSOCIATION**

HCA MEMBER EXHIBITORS

We are pleased to welcome all HCA Member Exhibitors to this year's event. HCA Members can be identified by the HCA icon next to their exhibitor listing in this directory. Please be sure to stop by and say hello to our HCA Member Exhibitors.



NEW EXHIBITORS

We are pleased to welcome all of our **NEW EXHIBITORS** this year. Please see a list of these exhibitors on page 9. Be sure to stop by and say hello to our **NEW EXHIBITORS**!

THANK YOU TO OUR SPONSORS!

*Treasures
Gifted*

BUYERS LOUNGE SPONSOR

robies

SHOW BAG SPONSOR

Jazwares

FASHION SHOW SPONSORS

Dreamgirl



FASHION SHOW SPONSORS

Halloween & Party Expo is open to the trade only; general public not admitted. Only adults 18 years of age and older are allowed on the tradeshow floor. Children, including infants, will not be granted admission. You will be asked to show proof of business when picking up your badge at the show. Please be prepared with business card, business license, sales tax ID number, vendor invoice or something similar. If you are not able to show proof of business you may not receive your badge.

Attendee expressly assumes and releases Clarion Events, Inc., the Halloween & Costume Association, any affiliates, employees, agents, sub-contractors, and third parties from, all risks, claims, damages, losses, costs, and expenses, whether or not reasonably foreseeable, associated with, resulting from, or arising in connection with Attendee's participation or presence at the Event, including, without limitation, all risks of harm, damage, illness (including viruses or illness from any communicable disease) or injury (including death) to or related to Attendee and his or her person or property.

Attendee expressly agrees to fully comply with all applicable health and safety measures, rules and protocols that govern and/or apply to attendance at the event issued from time to time by: any local, State or national authority (including public health authorities) which includes both (i) the State & County mandates and (ii) CDC guidelines; the applicable venue; and the organizers, Halloween & Costume Association and Clarion Events, Inc. Halloween & Costume Association and Clarion Events, Inc., reserve the right to remove any Attendee from the event for failure to adhere to the required health and safety measures and protocols for attendance at the event, as notified to the Attendee from time to time.

MONDAY, JANUARY 13

8:30 AM - 6:00 PM	REGISTRATION OPEN
9:30 AM - 6:00 PM	EXHIBIT HALL OPEN
9:30 AM	COFFEE IN BUYER'S LOUNGE
9:30 AM - 6:00 PM	BUYER GIFT BASKET GIVEAWAY
12:00 PM - 1:00 PM	BUYER'S LUNCH
5:00 PM - 6:00 PM	HAPPY HOUR & LIVE FASHION PARADE

SPONSORED BY **Jazwares** Dreamgirl

TUESDAY, JANUARY 14

8:30 AM - 6:00 PM	REGISTRATION OPEN
9:30 AM - 6:00 PM	EXHIBIT HALL OPEN
9:30 AM	COFFEE IN BUYER'S LOUNGE
9:30 AM - 6:00 PM	BUYER GIFT BASKET GIVEAWAY
12:00 PM - 1:00 PM	BUYER'S LUNCH
5:00 PM - 6:00 PM	SPOOKY AWARDS + COCKTAIL RECEPTION

SPONSORED BY **HALLOWEEN & COSTUME ASSOCIATION**

WEDNESDAY, JANUARY 15

8:30 AM - 3:00 PM	REGISTRATION OPEN
9:30 AM - 3:00 PM	EXHIBIT HALL OPEN
9:30 AM	COFFEE IN BUYER'S LOUNGE
9:30 AM - 3:00 PM	BUYER GIFT BASKET GIVEAWAY

*Lunch is complimentary for all buyers. Exhibitors can purchase lunch at our concession stands (North Eats Grab n' Go, Vim Coffee, Papa John's, & Buddies Munchies).



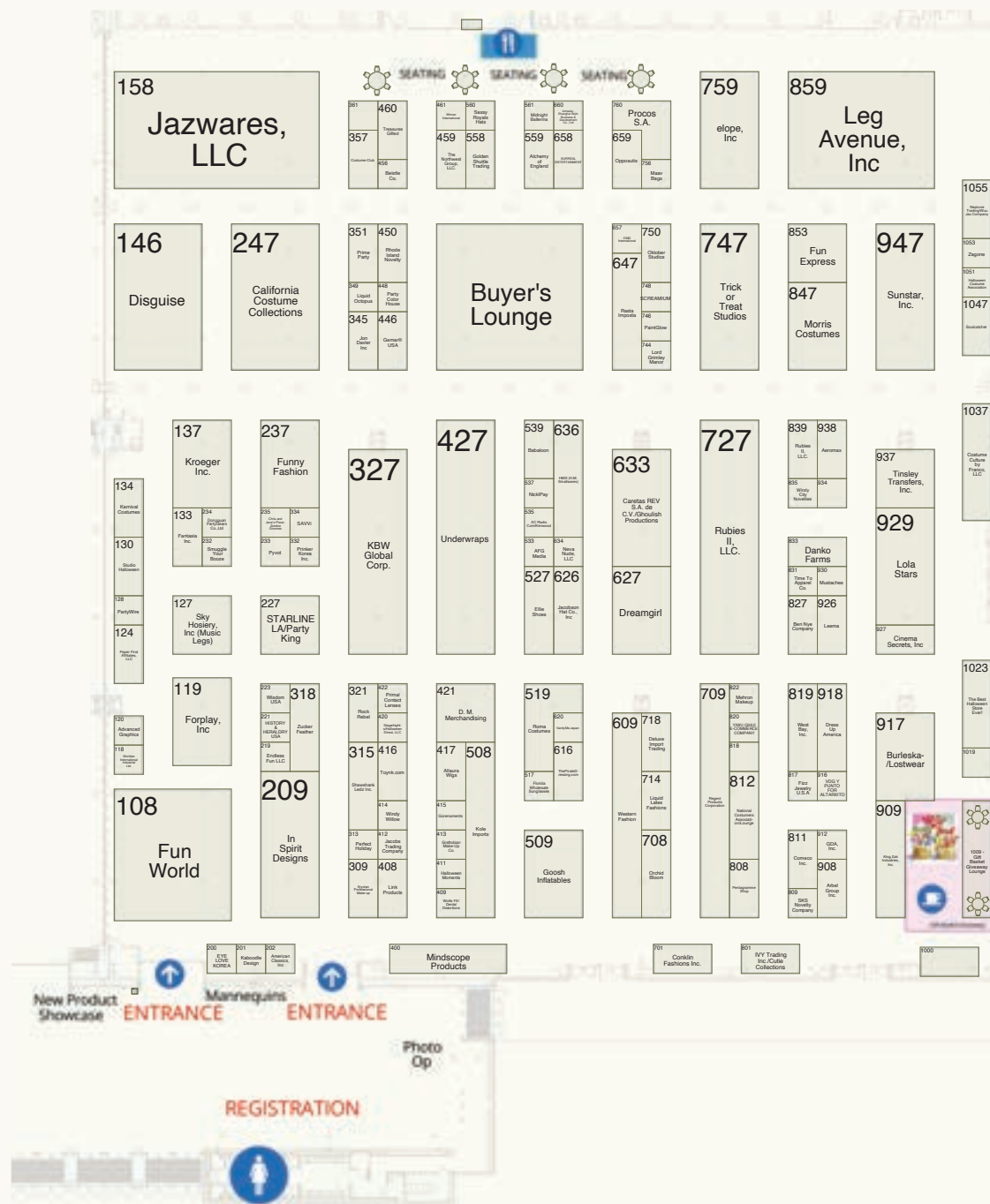
Please join us in welcoming the following **NEW EXHIBITORS** to Halloween & Party Expo 2025.

Be sure to stop by their booth and welcome them to the Show!

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Windy Willow	414
Worldex International Industrial Ltd.	118
YIWU QIHUI E-COMMERCE COMPANY	820

* As of December 5, 2024



AEROMAX 938

2025 Aeromax Halloween Special

\$300 = 5% Discount
\$700 = 10% Discount
\$1,500 = 15% Discount

Orders must be placed by February 7, 2025 and shipped by August 1, 2025

- + Pre-paid orders \$300 & Over receive a 2% Additional Discount
- + \$2,000 - \$3,000 = Net 45
- + \$3,000+ = Net 60 if shipped by May 1, 2025 - Net 45 if shipped after May 1, 2025
- + Orders under \$120 Require Credit Card Payment
- + FOB Lake Barrington, IL 60010

No Minimum Order

BABALOO 539

FREE SHIPPING & SHOW DISCOUNT

Orders placed during the show:
+ Over \$500, Free Shipping.
+ Over \$1,000, Additional 5% off.

BEISTLE CO. 456

Show Order Discount

Place an order at the show and receive an additional 15% discount. Normal freight and order minimums apply.

DREAMGIRL 627

20% Discount

Dreamgirl is thrilled to offer an exclusive show special to our valued customers! Enjoy 20% off all orders placed during the show and be the first to snag your favorites from our stunning costume collections.* This limited-time offer runs from January 13, 2025, through January 31, 2025, so don't miss your chance to save big and get first dibs on our latest designs. Place your order at the show and let Dreamgirl bring your costume dreams to life!

**Discount is valid on Costumes & Halloween Accessories only. HPE Show Discount cannot be combined with any other offer or discount.*

ELLIE SHOES 527

Ellie Shoes Halloween & Party Expo Discount

We will offer 10% off all orders written at the show - can be with future ship date as requested.

ELOPE, INC 759

Free-Freight Trade Show Special!

Don't miss this great opportunity - get free freight on any order of \$5,000 or more. Available during the show, it's a great way to save on shipping while stocking up on what you need!

FANTASIA INC. 133

Free Shipping \$500+, 10% discount \$1,000+

Free Shipping on orders over \$500. Free shipping and 10% discount for orders over \$1,000. Balloon weights, table cover rolls, cello rolls limited to 20% max of order total. Must take delivery immediately.

FORPLAY, INC. 119

Come check out our 2025 collection!

10% discount, free shipping (U.S. only) and a surprise give away on orders over \$500

FUN EXPRESS 853

Show Special

10% off all orders placed at the show and free shipping on \$300+ orders.

FUNNY FASHION 237

Funny Fashion Tradeshow Discounts

10% Discount for orders placed during tradeshow, New Customers - Free freight on 1st order

GEMAR® USA 446

Exclusive 10% OFF During the HPE Event – Don't Miss Out!

GET 10% OFF AT GEMAR BOOTH #446

Take advantage of this exclusive offer during the event: place your order at Booth 446 and get 10% off your purchase!

Why visit Booth 446?

- + Exclusive Discount: Available only at the event.
- + Quick and Convenient: Place your order directly at our booth and save instantly.
- + Top-Quality Products: The best selection at unbeatable prices.

Act quickly! This exclusive promotion is available only during the event. Seize this opportunity to maximize your savings and secure the most competitive deals for your business.

Where to find us: Visit Booth 446, meet our friendly team, and let us help you make the most of this special offer.

Order now and save with us! We'll see you there!

GOOSH INFLATABLES 509

Goosh Inflatables

Halloween & Party Expo 2025 Goosh Inflatables Booth #509

GORENAMENTS 415

Limited Edition Krampus and Reaper Gorenements

These limited edition Gorenements are produced in our studio in Scottsdale, AZ, hand-painted by Len Simon and his team of artists and come with a certificate of authenticity.

HISTORY & HERALDRY USA 221

Halloween Best Sellers

Get ready for chills, thrills, and hauntingly good vibes! We're conjuring up our best-selling Watchover Voodoo Dolls, Stress Dolls, and Lucky Gnomes for an unmissable showcase of spooky fun.

Our Watchover Voodoo Dolls aren't about dark spells or eerie curses—nah, they are all about spreading good vibes and reminding folks of the power of positive intentions. From the frightful Scary Collection to everyday favorites, these mini companions are messengers of healing and symbols of happiness when kindness prevails.

Feeling stressed? Our Watchover Voodoo Stress Dolls are here to lend a helping squeeze. Give them a squish or two and banish those jitters with their squishy good vibes.

Don't forget our Lucky Gnomes! Carry a lucky charm wherever you go and bring a whole lot of luck to your spooky season. Each gnome carries a positive and inspirational message - sure to bring luck and good vibes!

Whether you're looking for gifts or a touch of Halloween spirit, our collection will have you screeching for more! Stop by to experience the creepy, quirky, and downright fun world of our best-sellers.

IVY TRADING INC./ CUTIE COLLECTIONS 801

Big Sales for Costumes & Tutus, butterfly& flower, Easter Hat

\$5.00 kids' costumes
\$6.00 Princess costumes
\$6.00 Adult costumes
\$1.50-\$2.50 kids and adults tutus
\$0.50-\$1.50 butterfly, flower and bird decorations
\$10.00 birthday dress up kits
\$5.00 plush animal backpacks
\$1.00-1.50 Easter hats

KBW GLOBAL CORP.....327

Show Special Pricing

Take advantage of our show-special pricing, in-person only!

KROEGER INC.137

Early Buy / Show Special

Early Buy / Show Special Due Date: January 31, 2025

Order Discount - \$0 - \$1,999 = 5% Discount, Full Freight Cost
Order Discount - \$2,000 - \$4,999 = 10% Discount, 5% Freight Cap
Order Discount - \$5,000 + = 10% Discount, Free Freight

LIQUID LATEX FASHIONS.....714

\$500 Bonus Buy!

Purchase a pallet (1584 units) of 16 Oz products of your choice.

Receive \$500 worth of additional products from our catalog at no cost to you!

Limit: 1 per customer

MEHRON MAKEUP.....822

PFA & NCA Membership Discounts

Discounts are offered to PFA & NCA members

MINDSCOPE PRODUCTS400

Free Shipping

Free Shipping On Orders of \$500.00 Or More.

MORRIS COSTUMES847

Morris Costumes 2025 Halloween Expo Show Specials

Morris Costumes will offer a 5% discount on all orders placed at the Halloween Show of at least \$1,000.

MUSTACHES930

20% discount from list price

Orders placed before March the 1st 2025 receive 20% discounts from the list prices.

NICKLPAY537

Halloween Party Expo Discount

Sign up at the Halloween Party Expo and waive onboarding fees with exclusive discounts for Expo members

DMG INTERNATIONAL.....657

Show Specials

15% discount with free freight in lower 48.

ORCHID BLOOM.....708

Orchid Bloom

Orchid Bloom is an alternative fashion label crafting primarily gothic and vintage style rockabilly clothing.

PARTY COLOR HOUSE.....448

Exclusive 10% OFF During the HPE Event

Exclusive Offer Alert!

Celebrate with style AND savings! Enjoy an Exclusive 10% OFF at PartyColorHouse.com during the HPE Event.

+ Vibrant Party Decor.
+ Trendsetting Designs
+ Eco-Friendly Products

Hurry—this offer won't last!

Shop now: PartyColorHouse.com

PRIMAL CONTACT LENSES.....422

Show Specials 2025!

Come visit us for the best possible price all year!

PRINKER KOREA INC.....332

Be the coolest house in the neighborhood this Halloween

Not just a trick or treat but trick or treat Prink it! for the Halloween with this cosmetic ink using ink jet printing technology embedded temporary tattoo device (Prinker) with customizable tattoo design in both black and color.

RASTA IMPOSTA647

See the line & Snag Swag

Let us show you the 2025 Rasta Imposta line at the show, and we will give you an amazing prize. Prizes change daily and vary in value. It's a great incentive to see what's new!

RUBIES II, LLC.....839

Experience the Magic with Rubies - Booth #839

"From classic favorites to trending new releases, Rubies offers an unmatched range of costumes and accessories, catering to all ages and every occasion. Whether you're stocking up for Halloween, themed parties, or just need standout pieces, you'll find products backed by over 70 years of expertise and innovation. Discover why we're trusted by retailers worldwide for high-quality costumes that capture the imagination and bring characters to life.

As the go-to source for licensed costumes and accessories, we proudly showcase new product for some of this year's hottest licenses, including Superman, Jurassic World, The Karate Kid, Wizard of Oz, Barbie, Wednesday, and more!

Don't miss out—stop by Booth #839 for a look at our latest collections and to see what makes Rubies the premier name in costumes. We've got something special in store, and you'll want to be there to experience it!

SAWI334

Free Shipping!

Free shipping on orders over \$350

SCREAMIUM.....748

Giant Skull Animatronic Lamp

BEHOLD! The Giant Glowing Skull features rotation and motion-triggered sound effects! Visit our booth for exclusive show pricing.

SHAWSHANK LEDZ INC.....315

New Halloween!

Discover the magic of Halloween like never before with Shawshank LEDz! Our unique collection features innovative, first-of-their-kind wearables, decorations, and accessories that bring the season to life. From glow in the dark wearables to eerie décor, Shawshank LEDz has everything you need to make Halloween unforgettable!

SMUGGLE YOUR BOOZE232

Show Special 15% Off Wholesale Pricing

15% off all wholesale priced items for orders placed at the show

SOULCATCHER1047

Early bird & Limited time offer: Deals to die for!

On 13, 14 and 15 January:

Be THE FIRST BUYER to visit our stand 1047, witness our collection, place your order on the spot and take advantage of our limited time offer of 7% discount!

Not the first? No problem! On all other on the spot orders, we offer a 4% discount!

STARLINE LA/PARTY KING 227

20% Discount

Get ready to save big! Starline LA & Party King Costumes are thrilled to bring you an exclusive offer you won't want to miss! From January 13, 2025, through January 31, 2025, customers who place their pre-orders at the show will receive an incredible 20% discount on our hottest styles.* This is the perfect opportunity to secure your favorite designs and ensure you're ahead of the game for the upcoming season!

**Discount is valid on Costumes & Halloween Accessories only. HPE Show Discount cannot be combined with any other offer or discount."*

SURREAL ENTERTAINMENT.... 658

Custom Licensed Fleece

We can make custom Licensed Fleece blankets for your stores at only 200 per design minimum!

THEPIRATEDRESSING.COM.....616

2% Discount for Show Orders

All orders placed during the show will be eligible for 2% discount.

UNDERWRAPS.....427

Early Buy Program 2025

Underwraps Costumes offers an early buy program based on volume & Club associations. When orders are placed by the deadline (TBD: January), members can receive an additional 8% discount just by placing their order before the deadline as well as an additional 3% for club member association on top of the early buy volume discount (from 3%-9%). Overall discount can be 11%-20% off the full Early Buy order.

WOLFE FX/ DENTAL DISTORTIONS 409

All Orders placed at the show receives 10% discount

Orders place at the show will receive a 10% discount after January 31 2025 only associations discount are available at 5%

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The advertisement features several novelty items: a large yellow rubber chicken, a glowing sword, a glowing torch, and two plush characters with large, expressive eyes and open mouths. The background is dark with a full moon.

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The image shows a man and a woman in costumes. The woman is wearing a pink, puffy, long-sleeved top. The man is wearing a large, brown, textured costume that looks like a giant shoe sole. They are both smiling and posing for the camera.

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The image shows a woman in a black, gothic-style costume with a high collar and long sleeves. She is standing in a dark, forest-like setting with trees and a full moon in the background.

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