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**FOR IMMEDIATE RELEASE**

**Summit 2012 Draws Solid Attendance in Chicagoland**  
Exhibits, Education and Social Events Highlight Event

Broomfield, Colo. – July 20, 2012 – The 2012 edition of the Billiard Congress of America’s (BCA) Summit 2012, formerly the *International Billiard & Home Recreation Expo*, was held at the Renaissance Schaumburg Convention Center and Hotel in Schaumburg, Ill., July 18 – 20, 2012.

Total buyer attendance for the three-day event was 965, a 36% increase over the 2011 show and the largest attendance since the event in 2008.

“Despite continued economic challenges, we are very pleased Summit 2012 generated a substantial increase in attendance,” said Summit 2012 Chairman Skip Nemecek. “There was a real energy on the show floor, in the seminars and during the social events that was shared by both attendees and exhibitors resulting in an all-around compelling event.”

With 293 booths and 98 exhibiting companies, the show floor was comprised of 35,000 net square feet of exhibit space, with an additional 10,000 net square feet of educational and training space. Of the 98 exhibiting companies, 21 were first-time exhibitors or returning to the event after an absence, including: Altivo Pedras, Ltda., American Classic, Inc., Ball Teck Korea, Boraam Industries, LLC, Carrom Company, Cosmos Industry Co., Ltd., Cyclop Phenolic Billiards, DFI Casual Dining & Barstools, ES Billiard Tip Mfg., H. Home, Harmon

Designs, LLC, Incredible Technologies, Inc., Jiujiang Jiuxing Sports Co., Ltd., Montage Furniture Services, Nanjing Kanghom Sporting Goods Co., Ltd., Petro Enterprises, Primo Craft, Inc., Robertson Billiard Supplies, Inc., Tobias Designs, Triumph Sports USA, and Venture.

"The show this year was beyond our expectations," said exhibitor John Bertone of Kamui Tips. "We picked up many new customers and we were happy to see all of our old friends and peers. We look forward to coming back to Chicago next year, not only for the pizza, but also the social interaction this venue provides."

In addition to Summit 2012's show floor activity, the Business of Billiards Seminar Series offered six seminars designed to provide tangible, immediately implementable business improvement solutions.

"The education alone was worth my BCA dues," said retailer Michael Zimmerman of Zim's Rack. "Everything else that was included as part of Summit 2012 and the BCA member benefits are added benefits for our business."

The industry social, sponsored by the Billiard Congress of America, on Wednesday, July 18, attracted hundreds of show participants who enjoyed free cocktails and soda, while mixing and mingling with old friends, networking with industry leaders and watching a trick shot exhibition by BCA Hall of Famer Ewa Laurance.

"We can't wait to come back next year," said retailer Anthony Been of Bill's Recreation. "The variety of exhibitors was above our expectations and the opportunity to meet people during the industry social and on the exhibit floor was great. We also gathered more information from the seminars than ever before."

Sponsors of Summit 2012 included: Ace Product Management Group, Inc., Atlas Billiard Supplies, Cue & Case Inc., Championship, LLC, Imperial International, Iwan Simonis, Kamui Tips, Tweeten Fibre Co., Siriani & Associates and Viking Cues.

During the event, the Billiard Congress of America also announced Summit 2013 will return to the Renaissance Schaumburg Convention Center and Hotel from Wednesday, July 10

through Friday, July 12, 2013. More information on Summit 2013 will be available as it develops at [www.bcasummit.com](http://www.bcasummit.com).

“Coming back to Chicago is a wonderful choice,” said exhibitor David Start of California House. “The location is great, the venue is outstanding to work with and we look forward to returning to Chicago. As a matter of fact, we have already increased our booth size for next year.”

### **About Billiard Congress of America**

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows and other programs designed to encourage billiards as a lifestyle and make pool everybody’s game. For more information, visit [www.bca-pool.com](http://www.bca-pool.com) or call 303.243.5070.

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