



Contact: Melissa Cowan
BCA Director of Trade Services, melissa@bca-pool.com
303.243.5070
bca-pool.com • bcaexpo.com • GenerationPool.com

FOR IMMEDIATE RELEASE

**REGISTRATION OPENS FOR 2009 BCA EXPO
-- BCA Members Receive Free Admission --**

Broomfield, Colo. – February 10, 2009 – The Billiard Congress of America (BCA) has launched registration for the 26th edition of the [International Billiard & Home Recreation Expo](#) in Las Vegas, June 25-27, 2009.

Registrants can take advantage of three easy ways to register for the 2009 BCA Expo:

- Go to www.bcaexpo.com, click on the red registration button and follow the simple online registration process.
- Go to www.bcaexpo.com, click on Attendee Registration, download the registration form and fax it to 708.226.1310 or mail it to William T. Glasgow, 10729 163rd Place, Orland Park, IL 60467.
- Call the BCA to request a registration form at 303.243.5070, extension 23.

Further, the BCA has extended the window for its members to receive free registration for the BCA Expo until April 30, 2009.

- more -

BCA Enhances www.bcaexpo.com

The BCA has also enhanced www.bcaexpo.com in an effort to provide attendees and exhibitors a single source for information on the 2009 BCA Expo and facilitate a smooth planning process. In addition to general information such as attendee registration details, exhibitor marketing options, schedule of events, seminar details and hotel information, www.bcaexpo.com has been improved to provide additional useful information including:

- FAQs (Frequently Asked Questions) with answers to commonly asked operational, marketing and administrative questions surrounding the Expo.
- Interactive Floor Plan offering a real-time view of the exhibit hall, including exhibitor contact information, listing of their products and services and Web site.
- Marketing Tool Box with tips and links for exhibitors to maximize the return on their Expo investment.

Business of Billiards Seminar Series

The BCA is also pleased to announce the topics for the 2009 Business of Billiards Seminar Series. On this year's slate of seminars is an in-depth look into what today's youth think about the game of pool. During this session, participants will learn from first-hand interviews with teenagers what attracts the attention of kids (video games, other sports) and how this will impact efforts to create the next generation of customers, as well as participate in an interactive discussion on what can be done to promote the game of pool to today's youth.

The Business of Billiards Seminar Series will also include an exploration into the pool table shopping experience from the vantage point of the potential customer. Secret shoppers will give seminar attendees first-hand insights into their opinions about product selection, customer service, salesperson knowledge and more. Participants will leave this session with a clear understanding on how what the customer expects and requires during the pool table shopping process.

In addition, a three-part series, "Making Money in a Tough Economy," will round out the series. Additional details on the series will be announced in the near future.

What Others Are Saying About the 2009 BCA Expo

"I attend the BCA Expo in search of a new vendor or potential new category that will fit in our store, and I always find a show special that more than pays for my expenses to come to the show. The BCA Expo is a must for my business and your business," says Greg Peterson, President, Peters Billiards.

"In this business environment, whether you're a manufacturer, distributor, retailer or room operator, you owe it to yourself and the industry to participate in the 2009 Expo," says Skip Nemecek, President, Tweeten Fibre Company.

"The BCA Expo provides us with the perfect opportunity to unveil new products, generate leads and close orders. We also spend quality time with our dealer partners to understand what's working for them, how we can improve our products and programs, and better support their businesses," says Roland Murray, Vice President, Brunswick Billiards.

"I attend the BCA Expo to educate myself on new products and services, attend the business improvement seminars and talk with other room owners facing the same challenges I'm facing. Make the commitment to attend the 2009 BCA Expo. It will make you a better owner and operator," says Greg Hunt, Owner, Amsterdam Billiards.

About International Billiard & Home Recreation Expo

Established in 1983, the [International Billiard & Home Recreation Expo](#) provides industry manufacturers, distributors, retailers, dealers and poolroom operators an annual venue for new business opportunities, including education, new products and networking. The International Billiard & Home Entertainment Expo is sponsored exclusively by the Billiard Congress of America.

About Billiard Congress of America

Founded in 1948, the [Billiard Congress of America](http://www.bca-pool.com) 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, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit www.bca-pool.com or call 866.852.0999.

#