



HIA UNMASKED

A communication on behalf of the Halloween Industry Association

HIA Mission: To promote and grow the safe celebration of Halloween and year-round costumed events throughout North America.

Visit us in the HIA Booth #554.

HIA Launches Consumer Marketing Initiative

For many years, HIA has discussed the need for an industry wide consumer initiative to promote Halloween and year-round costuming. Due to the purchase of the Halloween & Party Expo, HIA established a steady annual income to fund industry initiatives. Currently, our most important effort is a new consumer marketing initiative. The goal is to establish HIA as the voice of Halloween for consumers/general public and increase sales for our member companies.

We have developed a specific plan for 2018 that includes several deliverables including a website featuring top costumes for the year, "big idea" with an industry partner incorporating the last Saturday in October, year-round media pitches and a robust social media effort. Only HIA members will have an opportunity to participate in this program. We are currently assembling subject matter experts, learning how each member can best contribute,

and preparing for media training of members. This is an exceptional opportunity for HIA members to increase visibility for their companies and drive sales. In 2017 we conducted a mini-campaign to learn more about the market. Our biggest win was a segment on Fox Business News featuring top costumes for 2017 and our most successful Facebook post had 135,270 impressions.

Leading this effort is the Director of Marketing for HIA, Aneisha McMillan. Aneisha has 15 years of public relations and marketing experience with a heavy focus in social media and generating big ideas on a budget. She will be working with a task force of HIA volunteers to execute this program. If you're currently an HIA member and want to opt-in to this program, please let Aneisha know (amcmillan@hiaonline.org). For non-members, please join today to take advantage of this one-of-a-kind opportunity! ●

Regulatory Success in Suffolk County

For several years, HIA has worked with other industry organizations as part of the Safe to Play Coalition (STPC) to address legislative changes to regulatory requirements within Suffolk County. These requirements were different from the already applicable stringent federal regulations. In 2017, HIA and the STPC has prevailed. Suffolk County has agreed to modify the legislation, follow FHSA and CPSA Requirements, limits and test methods for accessible substances subject to federal regulations, only enforce federal requirements against local retailers if a violation is determined by CPSC accredited laboratories and defer to such federal regulation. HIA continues to address similar important issues impacting our members at the local, state and federal levels. In the past, we had success in the Midwest, California and New York State in addition to ongoing federal efforts. ●

HIA Membership...Not Just for Manufacturers!

HIA welcomes all types of companies for membership within the organization. As the only non-profit voice for the industry, retailers, sales reps and associated businesses are invited to join manufacturers in promoting the safe celebration of Halloween. Input from all facets of the industry is extremely important to the success of the Halloween & Party Expo. Many of HIA's initiatives benefit the overall industry, notably our government and regulatory efforts. HIA has grown to become the preeminent authority on Halloween and serves as a non-profit voice of the industry. HIA also is working on a robust consumer marketing initiative, please see more detail above.

If you have any questions on HIA membership and benefits, please contact us at info@hiaonline.org, we'd love to hear from you! ●

DID YOU KNOW?

Did you know that being a member saves you money at the Halloween & Party Expo and International Halloween Show in NYC?

At the Expo, HIA manufacturer members enjoy the benefit of reduced pricing per booth and no fee for corners. **This is a savings of \$170 per 10 X 10 plus \$250.00 savings PER corner.** For example, if you have two booths, with four corners, you are saving \$1,340. If you exhibit at the Halloween & Party Expo, your HIA membership can pay for itself in booth discounts alone! Members also receive reduced pricing of approximately 10% for the International Halloween Show in New York.

Did you know being a member helps you network?

HIA manufacturer members receive a copy of the pre-registered and final buyers list from BOTH the Halloween & Party Expo and the International Halloween Show. This benefit, valued at approximately \$5,000, is ONLY available to HIA manufacturer members.

Did you know being a member prioritizes your booth placement?

HIA manufacturer members receive priority booth placement which can lead to greater traffic, sales, and visibility. You also are able to select your booth first at the prior year's show, before anyone else!

Did you know being a member increases your visibility in the industry?

HIA members get recognition in the International Halloween Show and Halloween & Party Expo directory and signage, on the HIA website and in social media, as well as an array of other places.

Did you know being a member increases your visibility with consumers?

Through the launch of our consumer marketing initiative, HIA members have the opportunity to serve as subject matter experts and feature their products to the public.

Did you know being a member assists you navigate industry regulations?

HIA members receive education and representation regarding government regulations and restrictions through our permanent legal counsel. Personal updates are sent via e-mail as well on new laws and regulations that effect the industry.

Did you know being a member gives you a VOICE for future shows and Halloween related issues?

HIA holds annual in-person meetings at the Halloween & Party Expo (where HIA is a co-owner and partner with Urban Expositions) as well as virtual membership meetings throughout the year. At these meetings, we are able to discuss what YOU would like to see in shows to come and how we can promote Halloween and the industry to benefit you and your bottom line. We also provide regulatory updates and idea share on best practices.

SAVE-the-DATE

2019 Halloween & Party Expo

January 25-28, 2019 | New Orleans



IHS in NYC: Another successful year at the 13th Annual International Halloween Show!



It's been thirteen years since the International Halloween Show first began in the heart of New York City, and the show is still going strong. This year's show took place December 4-7, 2017 at the Halloween Tower and the 230 Fifth Avenue building.

Buyers got their first look as to the 2018 product lines featuring new and innovative costumes, accessories, decor and more from over fifty exhibitors! Meetings were held, industry contacts were connected, and millions of dollars in sales were made in just that week long period.

Monday evening HIA held the ever-so-popular Members and Buyers Party at Bo's Kitchen and Bar Room, located just a few blocks from the show.

HIA Members and buyers were able to socialize and network in a relaxed atmosphere full of industry professionals, an open bar and tasty gourmet bites.

Information on the 2018 International Halloween Show will be sent to members soon, so keep an eye out and continue to check our website (hionline.org) often for updates! ●



HIA Chairman, Kevin Johnson of *elope*, gave a welcomed speech to our members and buyers.



LEFT TO RIGHT
HIA Board Member Gregor Lawson of *Morphsuits* and HIA Chairman Kevin Johnson of *elope*.

HIA Board of Directors

- Chairman**
Kevin Johnson, *elope*
- Immediate Past Chairman**
Marc P. Beige, *Rubies Costume Co*
- Vice-Chairman**
Joe Anton, *Disguise, Inc*
- Secretary/Treasurer**
Alan Geller, *FunWorld*
- Honorary Past Chairman**
Stanley Geller, *FunWorld*
- Directors**
Hans Hisgen, *Funny Fashion*
Howard Beige, *Rubies Costume Co*
Gregor Lawson, *Morphsuits*
Barry Revzen, *Dreamgirl International*

HIA MEMBER LIST: Booth Numbers

Be sure and visit our members while you're here!

Bauer Pacific Imports.....1254	Fun World 237	Pleaser USA, Inc.....1008
Burleska 809	Funny Fashion1119	Primal Contact Lenses.....1323
California Costume..... 919	Halloween Resource Center 1454	Rasta Imposta..... 1862, 1963
Camden 711	Hearts & Roses1944	Regent Products Corporation.....1836
Caretas REV S.A. de C.V./ Ghoulis Productions..... 847	HGM Costume Inc2224	Rockstar Wigs.....1901
Cinema Secrets, Inc 119, 2025	HM Smallwares (HMS)..... 2019	Roma Costumes/Bikini1819
Clausplay by Rubies/Secret Wishes ... 1737	I Love Yumio2406	Rubies Costume Co..... 1237, 1337, 1437
Cool Glow Novelties / Fun Central1926	Imagine by Rubies/Delicious of NY ... 1736	Rubies Pet Shop Boutique1237
Costume Culture by Franco, LLC2119	Incharacter Costumes 737	Scarecrow Vampire Fangs1919
Disguise2137	Jacobson Hat Co., Inc.....2219	SKD Party by Forum1419
Dreamgirl..... 1106, 1201	Kalan L.P. 122, 2307	Sky Hosiere, Inc (Music Legs)1407
Ellie Shoes1229	KBW Global Corp..... 609	Starline2407
elope, Inc..... 1937, 2037	Kryolan Professional Make-up 1501	Sun-Staches2129
Flashback & Freedom2107	Leg Avenue, Inc.....2610	Sunstar, Inc. 619, 719
Foothills Creations, LTD/ Dracula House.....1137	Loftus International 822, 823	The Diamond Collection/ Princess Paradise1455
Forplay, Inc1307	Mehron Makeup1329	The Diamond CollectionCharades/Pizazz/ Highest Heel.....1654
Forum Novelties1419	Morbid Enterprises.....1419	Underwraps 937, 1037
Fun Express.....1727	Morphsuits 828, 829	Zagone.....1755
	Morris Costumes.....1855	
	Party King Costumes2407	

HIA Staff

- Michele Biordi, CAE
Executive Director
- Jessica Hall
Director of Membership
- Aneisha McMillan
Director of Marketing

Follow us!! See what we're up to and how your business can participate.



Please invite your whole TEAM follow us on Twitter (@Halloween_Assoc) and Pinterest (halloweenassoc) and like us on Facebook (@halloweenindustry)



Watch our posts and stories on Instagram (halloweenassociation) and Snapchat (halloweenassoc)!



If you are interested in joint marketing opportunities, please contact Aneisha McMillan, HIA Director of Marketing, at amcmillan@hionline.org.

1120 Route 73 • Suite 200 • Mt. Laurel, NJ 08054

Phone: 856-380-6841 • Fax: 856-439-0525 • Email: info@hionline.org • www.hionline.org