



**Contact:** Shane Tyree  
Billiard Congress of America Membership & Communications Coordinator  
[shane@bca-pool.com](mailto:shane@bca-pool.com)  
303.243.5070  
[bca-pool.com](http://bca-pool.com) • [bcaexpo.com](http://bcaexpo.com) • [generationpool.com](http://generationpool.com)

## FOR IMMEDIATE RELEASE

### Billiard Congress of America Announces International Billiard & Home Recreation Expo Date Change

#### Expo Will Take Place in Las Vegas on Wednesday, July 14 – Friday, July 16, 2010

Broomfield, Colo. – September 15, 2009 – The Billiard Congress of America today announced that it has changed the date of its 2010 International Billiard & Home Recreation Expo to Wednesday, July 14 through Friday, July 16, 2010 at the Las Vegas Convention Center. There have been no changes to the location, exhibit halls or floor plans of the Expo.

“This unanimous vote of the BCA Board of Directors finally puts the show date issue to rest,” said Ivan Lee, chairman of the BCA Board of Directors. “We believe that by going back to the original trade show timeframe, we will have the best opportunity to attract a larger attendance of buyers. In addition to the date change, we have also adjusted which days the Expo is held, to Wednesday through Friday. This change is designed to enable more buyers to attend the Expo before heading back to their businesses for weekend sales. While we felt confident that we made the changes for the right reasons, it is important to note that we have received overwhelming support for the date change from all of the exhibitors contracted for 2010.”

The BCA is pleased to report that 65 companies have already contracted for 326 booths during onsite 2010 booth selection at the 2009 BCA Expo. Early Bird Exhibit space sales are currently underway and will continue through November 1, 2009.

### **About the 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. For more information, please visit [www.bcaexpo.com](http://www.bcaexpo.com) or call 303.243.5070.

### **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 education, marketing and promotional efforts, an annual industry trade show, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody's games. For more information, please visit [www.bca-pool.com](http://www.bca-pool.com) or call 303.243.5070.