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**2009 BCA EXPO FOCUSED ON ENHANCED EXPERIENCE FOR ALL
-- "It's My Expo" is Marketing Theme for Upcoming Event --**

Broomfield, Colo. – November 20, 2008 – “User-friendly,” “interactive” and “beneficial” are terms best used to describe planning efforts for the 26th edition of the International Billiard & Home Recreation Expo in Las Vegas, June 25-27, 2009. Beginning with the [BCA Expo Web site](#), and extending to the show itself, maximizing participant return on investment is a paramount objective for 2009.

“We want our exhibitors and attendees alike to maximize their opportunities at the 2009 BCA Expo before, during and after the event,” said Ivan Lee, chair of the BCA Expo Committee. “From creating a simplified, easy process for attendees to register and learn about exhibitors, new products and events surrounding the BCA Expo, to the process of selecting exhibit space, we’re making significant advancements to increase the return on participating in the 2009 BCA Expo. And, as our marketing theme suggests, we believe individuals in every category of the billiards industry will benefit by actively participating in the show.”

Increased participation and industry involvement will begin with several new digital tools. As such, the 2009 BCA Expo will feature:

- more -

- **An improved registration process at www.bcaexpo.com.** Signing up to attend the BCA Expo will be easier than ever before with direct access from the home page to the registration pages. Once there, the new, user-friendly registration process will ensure a rapid, easy experience.
- **Advanced networking and communications opportunities.** BCA Expo Connect is a simple, powerful online tool that will enable product and exhibitor research by potential attendees, and allow exhibitors additional opportunities to disseminate information about their company and products. Designed for easy access and use, BCA Expo Connect will allow pre-event communications and an avenue for pre-setting onsite appointments. Further, BCA Expo Connect will allow site visitors to process registration and booth payments online. The multiple features of BCA Expo Connect create educational, interactive and time-savings benefits for users.
- **An interactive floor plan at www.bcaexpo.com.** Exhibitors and attendees will be able to see a real-time view of the exhibitors and exhibit hall. Occupied, held or available booths will be differentiated by color. While viewing the floor plan, occupied booths will be identified by company name. Users can also search by booth number. Beginning in January 2009, full company profiles will appear on the floor plan as Web site visitors scroll across active booths on the plan. Also in January, individuals will be able to search by product category, with results appearing as highlighted booths on the floor plan itself. This will allow for a real-time, visual path for attendee planning, time efficiencies and BCA Expo participation.
- **A bi-monthly e-newsletter with easy access updates and information.** Enhanced communications about BCA Expo 2009 via the *BCA Break: Cue & A* will begin in December 2008. Customized with a version for both attendee and exhibitor audiences, the *BCA Break: Cue & A* will contain the latest "how-to" information for the Expo. From tips to finding special airline offers, instructions on using BCA Expo Connect to details about the sessions and speakers, *BCA Break: Cue & A* will offer a continuous flow of new, advantageous information for prospects and confirmed participants alike.

"We're poised to begin attendee registration in January 2009 and look forward to increased participation and industry involvement at the 2009 BCA Expo in Las Vegas," said Lee. "With more than 520 booth spaces currently reserved for the show, we're pleased with the promise of a successful event for our exhibitors and attendees."

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](#) 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.

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