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#### **FOR IMMEDIATE RELEASE**

### **REGISTRATION OPENS FOR 2010 BCA EXPO -- BCA Members Receive Free Admission --**

Broomfield, Colorado - February 16, 2010 – The Billiard Congress of America (BCA) has launched registration for the 27th edition of the International Billiard & Home Recreation Expo (BCA Expo) in Las Vegas, July 14-16, 2010. Current BCA members can register on the [BCA Expo Web site](#), at no charge, until April 30, 2010.

In September 2009, the BCA Board of Directors voted to move the date of the Expo from June to July in 2010 to encourage retail attendance. Additionally, the days of the week on which the Expo will be held were changed to Wednesday through Friday. Both changes are designed to enable participants to attend the Expo, while maximizing holiday and weekend sales.

Currently, 77 companies have committed to the upcoming BCA Expo including those located in the new pool & spa pavilion. Additional new exhibitors and product lines to enhance retailer and pool room inventories will be highlighted on the Expo's Web site and Official Directory.

"Our industry buyers will have a broad selection of products this year," said Ivan Lee, chairman of the BCA Board of Directors and head of the BCA's Expo Committee. "With exhibitors offering a range of home recreation products from traditional billiard product lines to casual furniture and outdoor recreation, the Expo offers a compelling destination for home recreation design. Buyers are sure to find new products and ideas to offer their customers, as consumers continue to focus on entertaining at home."

BCA Expo registration for 2010 includes full access to the exhibit hall and all Business of Billiard Seminars. Like 2009, badges will be issued on site to improve green efficiencies, registration accuracy and attendee experience.

**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 <http://www.bcaexpo.com> or call 303.243.5070, extension 23.

**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 <http://www.bca-pool.com> or call 303.243.5070.