



Contact: Melissa Cowan

Director of Trade Services, melissa@bca-pool.com
(303) 243 − 5070 x 23

bca-pool.com • bcaexpo.com • GenerationPool.com

FOR IMMEDIATE RELEASE

EXTENDED DEADLINE FOR 2010 BCA EXPO REGISTRATION

-- BCA Members Receive Free Admission through June 1 -

Broomfield, Colorado –May 3, 2010 – The Billiard Congress of America (BCA) today announced it has extended the deadline for free BCA member registration for the 2010 International Billiard & Home Recreation Expo (BCA Expo) to June 1, 2010. This year's BCA Expo will be held at the Las Vegas Convention Center from Wednesday, July 14 through Friday, July 16.

With the intent of maximizing savings for industry retailers and room operators faced with economic adversity, the new registration deadline also extends to non-member pricing. As such, non-member registration will remain at \$25 through June 1, 2010.

The BCA also recently announced reduced hotel rates at the Las Vegas Hilton, the official BCA Expo hotel. Room rates now begin at \$69 per night from July 7 - 12 and are as low as \$89 per night beginning July 13. With a recent \$100 million redesign, the Las Vegas Hilton enables easy access to the 2010 Expo without the cost of taxis, parking or monorail tickets.

In addition, the BCA has worked with the Las Vegas Hilton to create additional savings for BCA Expo attendees. Upon check-in, BCA Expo Hilton guests will also receive discounts valued at over \$150 for restaurants, entertainment and casino activities which can help ease the incidental costs of business travel.

"The BCA is committed to supporting the industry in reducing costs and increasing value for the 2010 BCA Expo," said BCA Chairman Ivan Lee. "With more space already contracted for 2010 than last year's total, this year's event promises to reflect positive momentum for the industry for this first time in many years. We've also contracted nearly 20 new exhibitors that will offer new and diverse products to our Expo participants."

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 and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, please visit http://www.bca-pool.com or call 303.243.5070.