

FOR IMMEDIATE RELEASE

Friday, December 12, 2008

Halloween Comes to Mount Laurel

Association Headquarters, Inc. to Manage Halloween Industry Association

MOUNT LAUREL, N.J. – Association Headquarters, Inc., a leading association management company based in Mount Laurel, N.J., is pleased to announce the Halloween Industry Association (HIA) as a new client partner. The official announcement was made on Tuesday, December 9, 2008 during an HIA members' reception at the International Halloween Show in New York.

Association Headquarters, Inc. (AH), an association management company with more than 30 years of experience, will provide full service management to the HIA. This new strategic partnership will help HIA to achieve its goals of increasing visibility, expanding membership recruitment and development, and bringing more benefits to its members.

Through this new partnership, AH will provide HIA with a full range of management services, including executive and administrative support, financial management, marketing, communications, and membership services. In addition, AH will bring its extensive experience in the areas of executive and strategic management to support HIA's strategic initiatives and help to advance HIA's goal of establishing industry standards and a certification program.

Halloween is the second largest commercial holiday in the United States. More than seven billion dollars is spent yearly on candy, costumes, and activities in the United States alone.

"We are very excited about this new strategic partnership," said Stephen Stanley, Chairman of HIA. "I feel confident that with AH's leadership and guidance we will take HIA to the next level."

AH President and Chief Operating Officer Bob Waller, CAE, agrees. "We feel strategically HIA is a good fit with our business. We have helped numerous other organizations develop industry standards and certification programs and look forward to helping HIA do the same."

AH Account Executive Michele Biordi will serve as HIA's executive director. In this role, Biordi will oversee all activities including budgeting, financial management, staff oversight, membership recruitment and retention, publicity and new program development. She will also work in concert with the board and its committees and act as the liaison for members and the public.

“I’m looking forward to working with HIA to help advance and promote the Halloween industry,” said Biordi. “AH is well equipped to help HIA establish new member programs benefitting not only the members but the industry as a whole.”

The Halloween Industry Association is a nonprofit trade organization incorporated for the purpose of building and promoting the celebration of Halloween and the business of its membership.

A leading association management company since 1978, Association Headquarters provides associations, voluntary organizations, and medical societies with professional management services tailored to the needs of membership.

For information about the Halloween Industry Association, or Association Headquarters, Inc., please call 856-439-0500, or visit www.associationheadquarters.com.

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MEDIA CONTACT:

Yarissa Reyes
856-642-4420
yreyes@ahint.com