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Extreme Holiday Home & Commercial Decorators Heading to Chicago to Learn How to Create Over-the-Top Displays

CHICAGO, IL—July 6, 2016 - The holidays are coming early to Chicago on July 14-16 as the 2016 **Christmas Expo** outdoor decorating conference lights up at the Midwest Conference Center in Northlake. Whether a beginner or a seasoned pro, dedicated decorators know that summer is the time to start planning for the brightest and most impressive holiday displays.

Christmas Expo is the only national event offering an opportunity to network, shop and learn about holiday decorating under one roof. Conference attendees can choose from 60 classes on lighting, music and animation, as well as soldering, video recording and projection, DIY projects, repairing light strings, adding special effects and much more. The Vendor Hall features trend-setting businesses with outdoor decorating products that can't be found in local stores. Attendees will learn how to light their way to the best holiday display from the leading outdoor lighting, technology and decorating experts.

The three-day Christmas Expo conference offers inspiration to homeowners with the simplest decorating style to the family with the most talked-about display in the neighborhood. Even large-scale decorators planning displays for cities, commercial properties and amusement parks flock to the Expo to learn trending techniques.

Past participants and winners from ABC's "The Great Christmas Light Fight," will be on-hand for a panel discussion on Saturday, July 16 to share their experiences with being on a reality TV show and Casting Agents will be in house to meet with decorators and recruit participants for next season.

A special guest at this year's event is Chicago-based Rick Goldschmidt. Rick is the official historian for Rankin/Bass Productions, creators of the 1960's stop-animations of "Rudolph the Red-Nosed Reindeer," "The Little Drummer Boy," "Frosty the Snowman" and more. He will be sharing information on these beloved films in the Opening Session, as well as in the Vendor Hall during the conference.

Christmas Expo is open July 14-16, 2016. The cost for the full conference is \$75/day or \$185 for all three days, which includes admission to the Vendor Hall and all classes and events. General Admission to the Vendor Hall only is \$8.00 per person per day. Children under 12 are admitted free. The **Midwest Conference Center** is located at 401 West Lake Street, Northlake, IL 60164. Vendor hours are 12:30 – 5 on Thursday; 9:30 – 4:30 on Friday; and 9:30 – 4 on Saturday. Classes start at 8:30 each morning. For more information, visit www.ChristmasExpo.com.

ABOUT CHRISTMAS EXPO

Christmas Expo is owned and produced by sisters, Joyce Perhac, President of ProShow, Inc., a professional event planner and Janice Blasko, owner of ChristmasLightFinder.com, a searchable database of home and commercial holiday displays. The event is scheduled mid-summer as new holiday products are released to allow both professionals and home decorators ample time to plan and prepare for the upcoming season. Christmas Expo is presented in a new city every year. This is the event's first time in Chicago.

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