



**FOR IMMEDIATE RELEASE**

**Contact:** Joyce Perhac

412-780-4336, [jperhac@proshowinc.com](mailto:jperhac@proshowinc.com)

## **Over-the-Top Holiday Lighting and Outdoor Decorating Conference Brings Christmas in July to Daytona Beach**

*Christmas Expo is delivering the latest trends and techniques in  
outdoor holiday displays for decorators of all levels.*

**DAYTONA BEACH, FL – June XX, 2019** – Christmas arrives early to Daytona Beach, spreading holiday cheer during the hottest season of the year. The 2019 Christmas Expo outdoor decorating conference will take place at The Plaza Resort & Spa Conference Center from July 18-20, 2019, proving that summer is the time to start planning the brightest and most impressive holiday displays.

**Christmas Expo is a national event dedicated to residential outdoor and commercial holiday decorating.** The event provides inspiration to homeowners with the simplest decorating style, to the family with the most talked-about display in the neighborhood, and even to large-scale decorators planning displays for cities, commercial properties, drive-thru's, and amusement parks. Holiday decorators will be greeted with a vendor hall full of trend-setting, residential outdoor and commercial grade decorating products that can't be found in local stores. And with over 80 classes to choose from over 3 days, attendees can learn how to light their way to the best holiday display, whether they are new to the hobby or a seasoned professional. Classes cover lighting, music, creating synchronized displays, DIY projects, designing static displays, laser projection, electricity, security, repairing light strings and much more. **There is even a full-day workshop on how to start a Holiday Light Installation business.**

"We hold Christmas Expo in July because residential and commercial decorators often are thinking about the next year's display soon after the previous year's display is packed away. And summer is a great time to start putting plans in to motion," said Joyce Perhac, director of Christmas Expo. "Christmas Expo is an opportunity to see the latest lighting products; learn new techniques and gather creative ideas to create beautiful, theme-park quality displays that are the talk of neighborhoods, towns and television shows."

New this year are activities geared to encourage the holiday spirit in children. **Rudolph's Craft Corner** takes place Sat., July 20 from 10 a.m. to 3 p.m. for children ages 6 to 12. Junior Elves can stop in to make a project to take home with them, choosing from ornaments, jewelry, decorations, and even friendship bracelets. Coloring will also be available for younger children. "While initially an event attended frequently by decorating dads with an interest in the latest in

lighting technology, Expo has grown in to a family destination reflecting a growing resurgence in decorating as a family activity,” says Perhac. “It’s the joy I experienced as a child and a tradition I want to pass on by providing kids with a way to create something on their own.”

**Special events** include a panel discussion on Saturday, July 20 with participants from the television show, “*The Great Christmas Light Fight*.” Light fighters will share their experience with being on a reality TV show, from application process to opening night. In addition, a casting agent from the TV show will be in-house to recruit participants for next season.

**Holiday entertaining** takes center stage at this year’s Expo on Saturday, July 20. Demos on holiday food and drinks are **free to all attendees** and will be provided by The Plaza Resort and Spa Conference Center’s own Chef Christopher Rachid.

A special guest is **Grammy nominated singer, songwriter and recording artist, Judy Pancoast**. Judy’s popular hit, “*The House on Christmas Street*,” is heard on radio stations throughout the country each holiday season. She will be debuting a new Christmas song in a private performance to conference attendees.

Christmas Expo runs from July 18-20, 2019 and is open to the public. Admission to the vendor hall only is \$10.00 per person per day. (Children under 12 are admitted for free.) The hall is designed to view the holiday products to build out extreme displays. Cash and carry products will be available. Saturday, July 20 attendees may also attend the special events at no charge (class size is limited). The cost to attend the full conference, which includes admission to all classes, as well as the vendor hall is \$110 per day, or \$230 for all three days.

**There are also pre-show full-day** workshops for those who are interested in in-depth learning on Light-O-Rama and xLights light animation, or to learn about RGB lighting. These workshops will take place Mon., July 15, Tues., July 16 and Wed., July 17.

The Plaza Resort & Spa Conference Center is located at 600 N. Atlantic Ave., Daytona Beach, FL 32118. **Vendor hall hours** are 12:00 – 5 p.m. on Thurs., July 18; 9:30 a.m. – 5:00 p.m. on Fri., July 19; and 9:30 a.m. – 4 p.m. on Sat., July 20. Classes start at 8:30 a.m. each morning. For more information, visit [www.ChristmasExpo.com](http://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, the most popular international searchable database of home and commercial holiday displays. The event is held mid-summer to allow decorators ample time to plan and prepare for the upcoming season. Christmas Expo is presented in a new city every year and this is the event’s first time in Daytona Beach. For more information, visit [www.ChristmasExpo.com](http://www.ChristmasExpo.com). Follow the event on social media at Christmas Expo on [Facebook](#), [Twitter](#) and [Instagram](#).