



Contact: Melissa Cowan
Director of Trade Services
melissa@bca-pool.com
303.243.5070 x23
bca-pool.com _ bcaexpo.com _ GenerationPool.com

FOR IMMEDIATE RELEASE

BCA Promotes Industry Growth at 2011 Expo

New Exhibits, Strong Education and Summit 2012 Highlight News During Event

Broomfield, Colo. – July 20, 2011 – The 2011 edition of the Billiard Congress of America’s (BCA) International Billiard & Home Recreation Expo, was held at the Sands Expo & Convention Center in Las Vegas, Nevada, July 13 – 15, 2011.

Attendance for the three-day event was 1,275, with the 100 exhibiting companies taking a total of 388 booths.

“While the billiard industry is still suffering from a slow economy, I was pleased with the overall positive comments regarding sales activity on the show floor, content of the keynote presentation, and the Business of Billiards Seminar Series,” said BCA Expo co-chairman Ivan Lee. “The Expo continues to attract a who’s-who of the billiard and home recreation industry and delivers a great platform for sales, networking and educational opportunities. The feedback we received from exhibitors, retailers and room operators was very positive.”

During the event, the Billiard Congress of America also announced Chicago as the location for its 2012 annual industry gathering. The association unveiled the new

name, logo and tagline for next year's event: *Summit 2012: Redefining the billiard business...together.*

Summit 2012, formerly known as the International Billiard & Home Recreation Expo, will be held Wednesday, July 18 through Friday, July 20 at the Renaissance Chicago/Schaumburg Hotel and Convention Center. More information will be available as it develops at bcasummit.com.

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 educational, marketing and promotional efforts, annual industry trade shows and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit www.bca-pool.com or call 303.243.5070.

#