

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

## July, 2009 Exhibitor Bulletin #2

**SIGN ON NOW TO UPDATE YOUR ONLINE EXHIBITOR LISTING:** All exhibitors should have received an email with a user name and password to sign on and update a powerful new searchable exhibitor listing. You'll be able to enter much more information than ever before, which means that attendees will find you faster than ever before. If you did not receive your user name and password by email, please let us know so that we can forward details to you as soon as possible. Take a sneak peak at the new *MyHPBExpo* at <http://hpbexpo.bdmetrics.com> (do not type "www").

**MyHPBExpo WEBINAR – LEARN HOW TO MAXIMIZE YOUR EXPOSURE WITH YOUR ONLINE LISTING:** Join us for an informative Exhibitor Web Listing Features Webinar that will bring you up to speed and get your company the most exposure possible on [www.hpbexpo.com](http://www.hpbexpo.com), in the *Show Program & Exhibit Guide* and on the *MyHPBExpo* online community. The webinar will take place on **Wednesday, July 15 at 2:00 PM EST**. To register, type the following url into your browser: <https://bdmetrics.webex.com/bdmetrics/onstage/g.php?t=a&d=688863785>.

**EARLY REGISTRATION PRIZE DONATORS:** Don't miss out on your chance for the exposure you can gain by providing products as registration prizes. More information and a submission form is enclosed. The deadline for submissions is **August 1**.

**50% PAYMENTS DUE:** At least 50% of your total booth fees are due by July 24, 2009. Invoices were mailed last month, however, if you are in need of a copy of your invoice, please let us know.

**HPBExpo 2013 SCHEDULED FOR NASHVILLE!** At the June HPBA Board of Directors meeting, the recommendation to hold the HPBExpo 2013 in Nashville, TN was approved. A brand-new convention center "Music City Center" is being constructed in the energizing downtown area. HPBExpo will be one of the first events held in this venue. We are extremely excited to be going back to Nashville since it continually receives high marks from our attendees and exhibitors.

**HPBA & HPBExpo 30<sup>TH</sup> ANNIVERSARY HISTORY WALL:** At the HPBExpo 2010, HPBA HearthMasters' will be hosting a History Wall to commemorate the 30<sup>th</sup> anniversary of the association and trade show. The History Wall will be positioned along with the HearthMasters' lounge and HPBA lounge on the show floor in the upper 1100 aisle. We hope you can take a moment to stop by and reminisce!

**HPBExpo CAN NOW BE FOUND ON BOTH FACEBOOK AND TWITTER!**  
Become a fan on Facebook  
<http://www.facebook.com/pages/HPBExpo/182719555415>  
and follow us on Twitter  
[http://www.twitter.com/hpbexpo\\_2010](http://www.twitter.com/hpbexpo_2010)  
for the latest HPBExpo news and updates!

**REVIEW PAST BULLETINS:** If you missed any past Bulletins, please take a few moments to review their content online at [www.hpbexpo.com](http://www.hpbexpo.com) – just click on Exhibitor Services and scroll down to the Bulletin section.



**INDOOR BURNING 2010:** If you have not informed us of your indoor burning plans, please do so at your earliest convenience. The form is now posted online along with Bulletin #1 under “Exhibitor Services”. Additional forms for approval will be available later this year.

**HPBExpo REGISTRATION & HOUSING:** HPBExpo badge registration and housing will be available online beginning on **September 1, 2009**. Please note all exhibitors will have to register for badges needed at the show.

**HPBExpo SPONSORSHIP**

**OPPORTUNITIES:** If you are interested in learning about what sponsorship opportunities will be available for the Expo, please contact our Director of Advertising, Betteanne Leahy at (800)404-5461 or [leahy@hpba.org](mailto:leahy@hpba.org).

**EXHIBITOR SERVICE MANUAL COMING THIS FALL:** The Service Manual will be available this fall online and by hard copy. One free hard copy in a three-ring binder will be sent to each exhibitor.

**EXHIBITOR ON DEMAND INVITATIONS:**

New, this fall, we will be offering you the ability to send three separate email invitations to your dealer group – at no charge to you. Let all of your customers know that you will be at the show and highlight a special product! We will have scheduled release dates for the three emails OR you can choose the dates yourself. More details to come later this year.

**FLOOR PLANS:** Please review the enclosed floor plan for recent changes. You can also visit our website at [www.hpexpo.com](http://www.hpexpo.com) for an updated version. There are different options to view the plan. For printed copies, we recommend using the PDF version.

As always, if you have any questions, please feel free to contact Amy Jackson at **(703)522-0086 ext. 125** or email [amyjackson@hpba.org](mailto:amyjackson@hpba.org).