

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

August, 2009 Exhibitor Bulletin #3

30th YEAR ANNIVERSARY INDUSTRY RECEPTION: On March 11, 2010, from 3:00pm – 5:00pm, we will be celebrating the 30th anniversary of the HPBExpo and HPBA on the indoor and outdoor show floors with an Industry Reception. We encourage exhibitors to participate in the reception and drive traffic to your booth. Food and/or drink can be ordered through Centerplate, the official convention center caterer (call (407)685-5562 or email sabrina.rinaldo@centerplate.com).

Another option would be to provide entertainment or a prize drawing. All participating exhibitors and items to be distributed will be highlighted on a printed reception activities map to be included in the Show Program Guide. HPBA will be placing cash bars around the show floor during the reception. Please complete the enclosed form to notify us of your participation.

EXPO REGISTRATION AND HOUSING TO OPEN SEPTEMBER 1: Enclosed you will find all forms and instructions for registering for badges for the show, as well as any housing or meeting space you may need. Registration and housing both open on **September 1, 2009, so please refrain from turning in your form before this date.** Sending your forms in early could result in delays with processing. We do, however, encourage early hotel booking to ensure your needs are covered before our block sells out.

UPDATE YOUR ONLINE EXHIBITOR LISTING ASAP: Please inform us if you are in need of your username or password to update your online listing. To view all companies, just go to www.hpbexpo.com and click on **Who's Exhibiting**. To update your company's listing, go to

<https://hpbexpo.bdmetrics.com/exhibitorportal>. You'll be able to enter your logo, product categories, brands, product listings with photos, contact information and so much more! If you are at all puzzled, just watch our short how-to webinar for updating on www.hpbexpo.com – click on **Exhibitor Services** and scroll to the bottom for the link.

IMPORTANT WARNING ABOUT OTHER SHOW LISTINGS: Other organizations **NOT AFFILIATED** with HPBExpo or HPBA may soon begin to contact you about updating your show guide listing. Many exhibitors do not recognize that they are separate entities and inadvertently get trapped into multi-year agreements where payment is due. I have included in this Bulletin an example of a recent letter and listing from "Expo Guide", a company in Mexico that has been contacting exhibitors. If you sign and return this form, it will result in a 3-year commitment of \$1,571 per year. If you have any doubt as to whether a particular service is actually for our show, do not hesitate to call before you sign and/or return.

EXHIBITOR SERVICE MANUAL GOING ONLINE THIS FALL: The Exhibitor Service Manual (ESM) will be available this fall online. In an effort to be more environmentally friendly, we will only be offering a printed copy for those exhibitors requesting one. The online ESM will include all documents and forms and will be conveniently indexed for easy reference. If you feel that a hard copy is necessary just let us know and we'll print and ship it for you.

REQUIRED FORMS FOR INDOOR AND OUTDOOR BURNING: The Orange County Convention Center has requested



that ALL exhibitors planning to burn appliances, **Indoor OR Outdoor complete the enclosed burn form(s)**. It is mandatory that these forms be completed and returned for permission to operate your appliance(s). These forms will also be available in our online ESM and will replace HPBA's regular Burn Requirements/ Specification forms. In addition to completing these forms, you will need to order natural gas or propane from the convention center if needed (order forms will also be available in the ESM).

FIRST BOOTH CANCELLATION

DEADLINE: The first deadline for booth cancellations/downsized is **September 1, 2009**. There is a **20%** fee associated with any cancellations/downsized submitted by September 1. Between **September 1 and December 11**, any cancellations/downsized will incur a **50%** fee. After **December 11**, **no refunds** for cancellations/downsized will be made and exhibitors will be liable for the full exhibit fee.

EXHIBITOR ON DEMAND E-

INVITATIONS: HPBExpo is teaming up with "Exhibitor Invites" to offer a new email campaign available to all exhibitors **at no charge**. Our first email campaign will be ready in early December and can be sent out on our schedule or according your needs. Two additional email communications are scheduled for early and late January. Let all of your customers know that you will be at the show and highlight a special product or prize giveaway! Stay tuned for more details.

NEW PRODUCT PAVILION: Exhibitors introducing a new product at the HPBExpo 2010 should consider placing the product on display in the New Product Pavilion. Entry forms and rules are now available on **www.hpbexpo.com** – just click on Exhibitor Services and scroll down to Exhibitor Information.

GREEN PAVILION NEW AT HPBExpo

2010: The HPBA has worked hard to educate consumers on the versatility of our products and the role they play in protecting our environment, both indoors and out. To that end, we will debut the HPBExpo Green Pavilion in Orlando. We ask you to exhibit your greenest products that meet what we consider the significant tenets of being Green: Reduce, Reuse and Recycle. Show us your greenest products (limit 3 per company) and tell us why it's Green. This encompasses the entire lifespan of the product, from design and manufacturing to disposal. If you are interested in submitting product entries for the HPBExpo 2010 Green Pavilion, visit **www.hpbexpo.com**, click on Exhibitor Services, and scroll down to Exhibitor Information, or contact us directly for an entry form and rules.

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.

2010 MATERIAL HANDLING RATES:

Material Handling rates have been published for HPBExpo 2010. Freeman has instituted a simplified "tiered rate structure" based on cumulative weight per booth. Prices for indoor and outdoor material handling will be the same this year and prices listed will be applicable for 5 years. Shipments less than 2,500 pounds will be billed at **\$55/CWT**; shipments 5,000-9,999 pounds will be billed at **\$52/CWT**; and shipments 10,000 pounds and greater will be billed at **\$49/CWT**. Additional charges apply to off-target, overtime, and warehouse shipments not received between March 6 and March 18, 2010. The form for Material Handling will be available in our online Exhibitor Service Manual. In addition, Freeman's Exhibitor Service Department at



freemanorlandoes@freemanco.com and (407)816-7900 can help estimate material handling charges for exhibitors who would like personal assistance in determining their show services budgets in advance.

INTERNATIONAL INVITATIONS:

International exhibitors in need of an invitation letter should visit our website at **www.hpbexpo.com**. Just click on International Visitors and request an Official Letter of Invitation. An invitation will be printed on our letterhead and sent to you.

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

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

ONLINE NETWORKING: Don't forget to follow us on **Twitter @hpbexpo_2010** and look for **HPBExpo on Facebook**. For direct links, go to the HPBExpo homepage at **www.hpbexpo.com**.

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**.

