

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

Sept/Oct, 2009

Exhibitor Bulletin #4

PLEASE REVIEW YOUR ONLINE

EXHIBITOR LISTING: Take a moment to visit www.hpbexpo.com and click on **Who's Exhibiting**. This will take you to our powerful, new ultra-detailed exhibitor listing for HPBExpo 2010. I encourage you to click on "ALL" and see what some of your competitors have added to their listings. Some of our exhibitors are taking full advantage of this **FREE** promotional tool. If your company listing is not up to par with others, be sure to sign in today and update! Individual contacts will not appear online unless you log in and specifically click to have a name appear. **Remember, this information will be used for the printed Show Program & Exhibit Guide, so make sure your information is listed correctly.**

Sign in today at:

<https://hpbexpo.bdmetrics.com/ExhibitorPortal/EventLogin.aspx>

See the enclosed flyer for your login information!

MARKETING STIMULUS PACKAGE

AVAILABLE NOW: The most important thing to us right now is that YOUR business succeeds! That's why we've paid your way through a seven-part marketing stimulus package. **There is NO cost or obligation!** Just go to your browser and type in http://www.marketingstimuluspackage.com/membership/hpba_intro.html to register and receive immediate access to "Introduction to the Seven Foundational Concepts for a Successful Marketing Strategy." Once a week, you'll receive an email with a link to a valuable marketing tip, tactic or tools designed to help you generate more prospects and more customers! **In these tough economic times, how much could ONE great idea be worth to you?**

EXPO VIDEO LINK: If you are planning an email marketing campaign to your customers, be sure to add a link for the new Expo promotional video -

http://www.hpbexpo.com/elements/flash/HPBExpo10_presentation.html. A link is available at the end to click for registration. It is a sharp piece, so type the address in your browser and take a look.

HPBExpo REGISTRATION & HOUSING

OPEN: Our online badge registration and housing reservations are now available at www.hpbexpo.com. Remember, ALL individuals entering the show floor must have a badge, so be sure to sign in and register your staff.

BEWARE OF COMPANIES CALLING YOU FOR HOUSING RESERVATIONS:

These companies are not affiliated with HPBA and may end up leaving you high and dry with no room onsite. For safe, secure, and guaranteed housing reservations, go through our housing block online.

30th YEAR ANNIVERSARY INDUSTRY

RECEPTION: On March 11, 2010, we will be celebrating the 30th anniversary of the HPBExpo and HPBA on the indoor and outdoor show floors with an **Industry Reception, 3:00pm – 5:00pm**. If your company would like to be a direct participant by providing food, drink, prize giveaways, or other entertainment in your booth, please let us know so that we can highlight your booth on our special reception map to be included in our printed *Show Program & Exhibit Guide* (send an email to vandermark@hpba.org). Food and drink can be ordered through Centerplate, the official convention center caterer (call (407)685-5562 for details).

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EXHIBITOR SERVICE MANUAL GOING ONLINE THIS FALL: The Exhibitor Service Manual (ESM) will be available in November online. The manual will provide all service order forms you will need to plan your exhibit space. Exhibitors planning to burn appliances will need to pay special attention to burning requirements and forms to be submitted.

BOOTH PAYMENTS DUE NOVEMBER 27: You should have received your invoice for full payment of your HPBExpo 2010 booth space, due by **November 27**, 2009. Cancellations/downsizes made prior to **December 11** will incur a 50% administrative fee for the amount of space cancelled. After **December 11**, **no refunds** for cancellations/downsizes will be made and exhibitors will be liable for the full exhibit fee, as stated on the contract.

EXHIBITOR ON DEMAND E-INVITATIONS: Do you have a special list of companies you'd like to invite to be attendees at the HPBExpo? HPBExpo is teaming up with the company **Exhibitor Invites** to provide a **FREE** email campaign available to all of our exhibitors. Exhibitors will be provided with a safe and secure web address to upload customer mailing lists (HPBA will never have access to these customer lists). 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 AND GREEN PAVILIONS: 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. And, available for the first time ever is our new Green Pavilion. Enter your company's greenest products—those that meet what we consider the significant tenets of being "green": Reduce, Reuse and Recycle. Green Pavilion entry forms and rules are also available on our website on the Exhibitor Services page. Please submit your completed forms with payment by the beginning of January.

HPBExpo SPONSORSHIP OPPORTUNITIES: Sponsorship opportunities for HPBExpo 2010 are detailed in a PDF brochure posted on the Exhibitor Services page at www.hpbexpo.com. If you have any questions about being a sponsor, please contact our Director of Advertising, Betteanne Leahy at (800)404-5461 or leahy@hpba.org.

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.

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.