

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

Nov/Dec, 2009

Exhibitor Bulletin #5

EXHIBITOR SERVICE MANUAL NOW

ONLINE: This year, our complete Exhibitor Service Manual is available online. It can be found by going to www.hpbexpo.com, clicking on Exhibitor Services, and scrolling down past the deadline list. A hard-copy will not be provided this year, however, if you need us to print out some or all of the sections for you, just let us know. The Service Manual is very important, as it contains important deadlines and order information. For your convenience, we have provided the complete Table of Contents for the Service Manual with this Bulletin. Please let me know if you have any trouble finding information regarding a certain topic. I would be happy to assist.

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 is now ready and can be sent out on our schedule or according to 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! For further details, go to www.exhibitorinvites.com/hpbexpo. If you have any questions, please contact Shelly Purcell at shelly@exhibitorinvitesteam.com or (319)892-3033. Exhibitors should also expect to receive a courtesy call to remind you of this availability and discuss any questions you may have.

ORLANDO CONVENTION AID: HPBA has partnered with Orlando Convention Aid in order to help you make the most of your time in Orlando, whether it be a customer event, private dinner or discount tickets. Orlando Convention Aid provides you with discounts for attractions, restaurants, golf, nightlife, transportation, shops and so much more! Make your visit the best ever by using their website for discounts, dinner reservations, to book your customer event, or to purchase discount attraction tickets! See

See <http://www.orlandoconventionaid.com/hpbe.php> for details!

MARKETING STIMULUS PACKAGE

AVAILABLE NOW: If you haven't already taken advantage of the FREE marketing stimulus package we're offering you, wait no longer. Register online today at http://www.marketingstimuluspackage.com/membership/hpba_intro.html 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! Sign up today!

FREE EXHIBITOR LISTINGS: Signing up to exhibit means you also receive a free exhibitor listing, both online and in print. Go to www.hpbexpo.com and click on **Who's Exhibiting** to check out your (and your competition's) listing today. If you need to make any corrections or additions, please do so prior to January 4*. After January 4, the information will be downloaded and used to print our HPBExpo 2010 *Show Program & Exhibit Guide*. Email amyjackson@hpba.org if you are in need



of your user name and/or password for updating. **Do not assume that last year's information was carried over to the 2010 listings – information could have been changed or lost in the transfer of information.*

HPBExpo 2011 PRIORITY POINTS FOR BOOTH ASSIGNMENT: Later this month, we will be sending out a summary of your company's priority points for choosing a booth space for HPBExpo 2011. Please be sure that the main contact for your company has reviewed this summary and contacts us with any discrepancies. This information will determine your company's priority status for picking booth space for our 2011 trade show in Salt Lake City.

2010 HPBA MEMBERSHIP: Those companies receiving the member rate to exhibit will need to pay 2010 membership by January 1, 2010. Renewing members should have received a renewal invoice in the mail, and new members can visit www.hpba.org to download an application.

ATTENTION EXHIBITORS OPERATING APPLIANCES – INDOORS AND OUT: All exhibitors planning to operate an appliance (this includes electric fireplaces) will need to complete and return a **Heat Producing Device Notice**, which can be found in the Exhibitor Service Manual online. The fire marshal will need to review your form prior to the show. Exhibitors burning natural gas will need to also complete a Natural Gas Order Form (also available in the Service Manual). In addition, outdoor exhibitors in need of fuels other than natural gas will need to complete the "**Other Fuels Order Form**". Updates can be made as we get closer to the show, but it will be helpful to HPBA to get early estimates.

HPBExpo REGISTRATION: Our online badge registration is 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 with no room onsite. For safe, secure, and guaranteed housing reservations, go through our housing block online. HPBA has been able to negotiate lower prices at some of the hotels in our block. Visit our website today and click on **Book Hotel Reservations** to see updated rates.

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).

BOOTH PAYMENTS DUE: All fees for booth space should have been paid 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.

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.hpexpo.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.

INTERNATIONAL INVITATIONS: If you require an official invitation for travel to the United States, please let us know and we would be happy to send one.

HPBExpo SPONSORSHIP

OPPORTUNITIES: Sponsorship opportunities for HPBExpo 2010 are detailed in a PDF brochure posted on the Exhibitor Services page at www.hpexpo.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.hpexpo.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.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.