

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

Jan/Feb, 2010

Exhibitor Bulletin #6

### FREE EMAIL SERVICE FOR HPBEXPO

**EXHIBITORS:** Send a special Expo invitation by email to your entire customer list at NO COST TO YOU. Go to [www.exhibitorinvites.com/hpbexpo](http://www.exhibitorinvites.com/hpbexpo) for details. To receive your special user name and password, contact Shelly Purcell at [shelly@exhibitorinvitesteam.com](mailto:shelly@exhibitorinvitesteam.com) or (319)892-3033. You'll upload your list to a safe and secure web site (HPBA will never have access to these customer lists). Let all of your customers know that **you** will be at the show or highlight a special product or prize giveaway!

### INDOOR AND OUTDOOR BURNING

**STEPS:** As stated in the Exhibitor Service Manual, if you are planning to burn indoors and/or outdoors, you must:

#### Indoor:

1. Read over the **Indoor Burning Requirements** set by HPBA
2. Complete and submit the **Indoor Burn Request** form from the Orange County Convention Center (Labeled as **Indoor Natural Gas or Heat Producing Device Notice**). Fax to number listed ON form.
3. Submit order form for your **Natural Gas Hookup** to the OCCC.

#### Outdoor:

1. Read over the **Outdoor Burning Requirements** set by HPBA.
2. Complete and submit the **Outdoor Burn Request** form from the Orange County Convention Center (Labeled as **Outdoor Natural Gas or Heat Producing Device Notice**). Fax to number listed ON form.
2. Submit order form for your **Natural Gas Hookup** to the OCCC.
3. Submit "**Other Fuels Order Form**" to HPBA.

*We have enclosed these forms for your convenience, if you do not plan to burn, or if you have already submitted your forms to the appropriate place, please disregard.*

### EXHIBITOR SERVICE MANUAL NOW

**ONLINE:** ALL Exhibitors need to go online and read the HPBExpo Exhibitor Service Manual. It can be found by going to [www.hpbexpo.com](http://www.hpbexpo.com), clicking on **Exhibitor Services**, and scrolling down past the deadline list. Just click on **Exhibitor Service Manual** and a new window will pop up for Freemanco.com. Once here, click on **Forms and Brochures** for the complete, 8-Section Service Manual. If you are not shipping to the warehouse, please pay special attention to your scheduled move-in time and contact Freeman if you need to make changes. Also, you'll find all of the brochures and order forms for everything from carpet to furniture, catering, AV, security, and more. Other companies in the area may contact you regarding furniture and carpeting, but remember; only Freeman can provide one low cost that includes the product, installation, and no extra drayage costs. Items brought in from other companies will incur a drayage fee, just as your booth shipment would. Please let me know if you have any trouble finding information regarding a certain topic. I would be happy to assist.

### NEW PRODUCT AND GREEN PAVILIONS

– **SPACE STILL AVAILABLE:** Although the deadline has passed to be listed in the printed *Show Program & Exhibit Guide*, we are still taking entries for space in the Pavilions (until space is sold out)! 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 included for your convenience. 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 included for your convenience.

**VARIANCE FORMS:** If you will be serving food and/or beverages or hanging a sign over your booth, you will need to complete the enclosed indoor and/or outdoor variance form (if not already submitted). In addition, if you would like to request an exception to any of the rules outlined in the Tradeshow Rules & Regulations, you must also complete and return the Variance Form. Please note that hanging signs will not be permitted for inline booths. *(Food and drink served only at the Industry Reception does not require a Variance Form.)*

**WHO'S EXHIBITING LIST -**

**HPBExpo.com:** Although the deadline has passed to make updates for the printed *Show Program & Exhibit Guide*, you can still go online and add logos, photos, product descriptions, press releases and more! If you are in need of the user name and password to make changes, just send an email to [amyjackson@hpba.org](mailto:amyjackson@hpba.org) and request.

**2010 HPBA MEMBERSHIP**

**REQUIREMENTS:** Those companies receiving the member rate to exhibit will need to pay **2010 HPBA Membership** now. Renewing members should have received a renewal invoice in the mail, and new members can complete the enclosed application. If you have already paid your 2010 dues, please disregard this form.

Please note that **distributor members** will soon be receiving an invoice for their **distributor surcharge**, as outlined in the Tradeshow Rules & Regulations. The distributor surcharge is the difference between Level I Manufacturing Dues and the amount paid in Distributor Dues. In addition, those companies joining at the **manufacturers' rep** level are not eligible for the member rate to exhibit.

**BOOTH PAYMENTS DUE:** Please make sure your booth fees (and membership dues, if applicable) are paid prior to shipping your booth to Orlando. Freight cannot be delivered to booths not yet paid in full.

**EXPO PRESS PROGRAM REQUEST:**

Expo exhibitors are asked to bring 40 press kits to the Press Office (Room N210E at the Orange County Convention Center) by 5:00pm on Wednesday, March 10. The staff is preparing a new product and trends release for the media and ask that all new product and special event information be sent to Deidra Darsa, [darsa@hpba.org](mailto:darsa@hpba.org), so it can be included. And, don't forget to fax back your Press Contact Form included in the Exhibitor Service Manual. All new products, special events and press contact names are distributed to the press when they register. If you have questions, please contact Deidra, (703) 522-0086, ext 129.

**HPBExpo REGISTRATION:**

Our online badge registration is available at [www.hpboxpo.com](http://www.hpboxpo.com). Remember, ALL individuals entering the show floor must have a badge, so be sure to sign in and register your staff. At the time of online registration, you'll receive a confirmation page to scan at an express badge printing station onsite in Orlando. No more worries about losing your badge on the way to Expo!

**EXCESSIVE SOLICITATIONS OCCURING THIS YEAR:**

Exhibitors have been bombarded this year from outside companies trying to sell everything from hotel rooms to modeling services. We do not endorse any companies other than those with brochures and/or order forms in our Exhibitor Service Manual. We cannot guarantee the legitimacy of other establishments. While the deals may sound good, you may end up with no hotel room onsite or extra drayage fees for outside orders. For safe, secure, and guaranteed business, always go through our housing



block and use the vendors we have specified in the Service Manual.



### **30<sup>th</sup> YEAR ANNIVERSARY INDUSTRY RECEPTION:**

Celebrate with us and increase traffic to your booth! On March 11, 2010, we will be celebrating the 30<sup>th</sup> anniversary of the HPBExpo and HPBA on the indoor and outdoor show floors with an **Industry Reception, 3:00pm – 5:00pm**. A number of exhibitors will be participating, and we will gladly accept more! 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 inserted in our *Show Program & Exhibit Guide* (send an email to [vandermark@hpba.org](mailto:vandermark@hpba.org)). Food and drink can be ordered through Centerplate, the official convention center caterer (call (407)685-5562 for details).

### **HPBExpo SPONSORSHIP**

**OPPORTUNITIES:** Last-minute sponsorship opportunities for HPBExpo 2010 may still be available. For details, contact our Director of Advertising, Betteanne Leahy at (800)404-5461 or [leahy@hpba.org](mailto:leahy@hpba.org).

**PRE-SHOW MEETINGS:** If you are planning any meetings in your booth prior to exhibit day openings, please let us know. Send a fax providing company name, day, and time, and a general number of people who will be coming in for the meeting (and a list of those people, if possible). This information will be given to security to ensure access to the area.

### **ATTENTION FIRST-TIME EXHIBITORS:**

HPBExpo has a special contest to encourage traffic to your booth. Attendees will have an envelope to collect business cards from first-time exhibit booths (collecting at least 12). A list of first-time

exhibitors will be included in the *Show Program & Exhibit Guide* to let them know where to stop by. **Be sure to bring enough cards to distribute!**

**REVIEW PAST BULLETINS:** If you have just recently signed up for exhibit space, please go back and review our past Exhibitor Bulletins, which we've posted online at [www.hpbexpo.com](http://www.hpbexpo.com) – just click on **Exhibitor Services** and scroll down to the Bulletin section.

### **2011 EXHIBITOR PORTFOLIO AND PRIORITY BOOTH ASSIGNMENT:**

Late this month we will be sending out the HPBExpo 2011 Exhibitor Portfolio. This will include your company's priority assignment date and time for the Priority Booth Assignment taking place in Orlando, March 11-13, 2010 on the exhibit hall floor. It is important that you come to the Priority Booth Assignment during your scheduled time and take advantage of your priority ranking for booth space in the HPBExpo 2011 to be held in Salt Lake City, Utah.

**FLOOR PLANS:** Please review the enclosed floor plan for recent changes. You can also visit our website at [www.hpbexpo.com](http://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](mailto:amyjackson@hpba.org).