



Exhibitor Bulletin

HPBExpo 2010

March 10-13

Orange County Convention Center

Orlando, Florida

June, 2009 Exhibitor Bulletin #1

THANK YOU FOR SIGNING UP FOR HPBExpo 2010 – WHERE GOOD THINGS SPRING UP! The HPBExpo is now **40 weeks away!** Keep a watch for **Bulletins** like this one – it is our main route of communication with you and contains important information for exhibitors. Some items might seem repetitive, but please do read over each one sent. You will soon receive a copy of your **booth contract** along with an **invoice** for your next payment. Pay close attention, as some booth numbers may have changed since your booth selection. Contact us with any discrepancies.



USE THE HPBExpo LOGO ON YOUR SHOW PROMOTIONS:

If you'd like to use the official HPBExpo logo on your show promotions, just let us know and we'll email you the file. Send an email to amyjackson@hpba.org or call (703)522-0086, ext. 125.



HPBA and HPBExpo 30th ANNIVERSARY! 2010 marks the 30th anniversary for both the HPBA and HPBExpo. Help us celebrate by bringing a little bit of history to your exhibit. Show us how far your company and products have come over the past 30 years, or however long you've been doing business! If your company has a special story to tell, let us know – we might be able to use it in our promotions.

HPBExpo WEBSITE: Go to www.hpexpo.com and take a look at the developing HPBExpo website for 2010. See the 2009 Photo Gallery for an overview of the HPBExpo in Reno. Be sure to visit Exhibitor Services for important deadlines

and forms you may need. As always, you should also take a look at the floor plan posted on a regular basis to view any changes that might take place near your booth space.

New and improved exhibitor listings with search functions will be active within the next couple of months, at which time exhibitors can log on and make updates. An email will be sent to you that will contain your User ID and Password along with directions on how to perform the update. We will also post directions on the Exhibitor Services webpage. More information will follow in the next Bulletin.

PAYMENT SCHEDULE: 50% of your total booth fees (minus previous payments) is due by **July 24, 2009** and **final payment** will be due by **November 27, 2009**. Any **cancellations or downsizes** will need to be made by **September 1, 2009** in order to receive a refund minus a **20% cancellation** fee OR by **December 11, 2009** in order to receive a refund minus a **50% cancellation** fee. **No refunds will be given after the December deadline** and all outstanding booth fees will be due. Exceptions to this rule will not be granted, so please pay close attention to these dates.

***MEMBERS:** If **2010 dues** are not paid by **January 1, 2010**, your booth invoice will be adjusted to the **non-member price** and an invoice will be sent with a balance due.

***NON-MEMBERS:** To exhibit at the member price, you must pay 2010 dues* by January 1, 2010 (membership applications will be available this fall).

*Only members under the category of **manufacturer, distributor, or associate** are eligible for the member rate.



***DISTRIBUTORS:** Please note that a separate invoice for your **distributor surcharge** will arrive in early 2010 after your distributor dues have been calculated.

RULES AND REGULATIONS: Have you read the **HPBExpo 2010 Rules and Regulations?** This document was included with the 2010 exhibitor portfolio, but if you've misplaced yours, it can be printed from our web site, **www.hpexpo.com**. It is important to familiarize yourself with these rules to minimize any last-minute issues on site. **Make sure you read over the height restrictions for your booth.**

VARIANCE REQUESTS: If you would like to request an exception to any of the outlined HPBExpo 2010 Rules and Regulations, send a **variance form** (to be included in your exhibitor service manual - or ask for one today), a diagram of your proposed display, and a \$50 payment to HPBA. Variance forms are also required for any exhibitor serving food or beverages. Forms must be received by February 12, 2010. **All variances for 2010 must be approved by HPBA, even if you have received approval in previous years. Variances approved in previous years may or may not be approved for 2010.**

INDOOR BURNING 2010: If you are planning to do indoor burning, please let us know by faxing in the included form. We will need to contact you regarding certain requirements that must be met to burn indoors. Exhibitors must receive approval from HPBA to burn any appliance indoors.

SECONDARY HPBExpo CONTACT: If you have another individual within your exhibiting company that should also be receiving Bulletins, please let us know and we will add that individual to our mailing list.

EXHIBITOR SERVICE MANUALS: Your exhibitor service manual will arrive later this fall. This manual is very important and should not be overlooked. Forms for

electric, carpet, variances, shipping, telecommunications, registration and hotels, outdoor fuel, press contacts, photography, catering, and **MUCH** more will be found here. We will frequently direct you to the manual, so keep it handy throughout the year. The documents in the Service Manual will also be posted online.

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. In an effort to cut down in paper waste and postage costs, we will no longer be mailing pre-registered badges. Now, when you pre-register, you'll receive a confirmation page. If there are any discrepancies in how your badge should read, just contact us to have it corrected for printout at the show. Once onsite, you will simply scan your confirmation page barcodes and badges will print out.

FLOOR PLANS: The floor plan you received with your 2010 prospectus has undergone many updates. 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**.