



## Good Things Spring Up at HPBExpo.

HPBExpo 2010 | Orange County Convention Center | Orlando, Florida  
Exposition: March 11 – 13 | Education: March 10 – 13  
Innovations & Ideas for Indoor-Outdoor Living



**TO: HPBExpo 2010 Exhibitors**

**FROM: Amy Jackson, Exhibits Manager**  
**amyjackson@hpba.org – (703)522-0086, ext. 125**

**DATE: January 4, 2010**

**RE: HPBExpo Update**  
**Membership/Show Program Guide Listing/Exhibitor Service Manual/Free Email Service**

### HPBA Membership

Please take note that if you are receiving the member rate for your exhibit space at the HPBExpo 2010, **your 2010 HPBA membership dues must now be paid in order to maintain the member rate.** Exhibitors that are not a 2010 HPBA member\* must pay the non-member rate to exhibit.

If your company was a 2009 HPBA member, you should have received an invoice for 2010 membership. New members should complete the 2010 membership application available online at [www.hpba.org](http://www.hpba.org) and return as soon as possible (you may also send me an email for a copy of the membership application). If you have decided to not be an HPBA member for 2010, please let us know as soon as possible. The balance of your new non-member rate must be paid in order to exhibit.

It is important to respond by either paying 2010 HPBA membership dues or paying the balance for the non-member booth rate (an additional \$1,700 per 10x10 booth). If any balance is outstanding at the time of show move-in, that exhibitor's freight can be delayed. We want to avoid this if at all possible.

If you have already sent in your 2010 membership dues or have paid the non-member booth rate in full, please disregard this notice.

\*To receive the Expo member rate, membership must be under one of the following categories:

Manufacturer                      Distributor\*\*                      Associate

\*\*Distributor members will incur a distributor surcharge

### HPBExpo 2010 Show Program & Exhibit Guide

Our initial deadline for Show Guide updates is being extended from today, January 4 to **Friday, January 15.** We understand that many of you may need some extra time to make changes after holiday leave. Be sure your contact information, brands, and product categories are correct for printing. Logos included in your online listing are free, however, there is a fee for logos listed in the printed Guide. If you are interested in adding your logo or placing a larger advertisement, contact our Advertising Director, Betteanne Leahy – [leahy@hpba.org](mailto:leahy@hpba.org) .

If you have misplaced or did not receive your user name and/or password for updating your listing, please let us know.

We would also like to warn you that other companies are sending notices for your "Expo Directory Listing". The form asks you to approve or update your contact information, while fine print locks you into paying a fee for 3 years. Please be careful when updating information you receive and make sure it is actually from HPBExpo or Hearth Patio & Barbecue Association. If you ever have a question as to whether or not it is legit, please ask us.

**(continued on next page)**



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### Exhibitor Service Manual

All exhibitors need to view the Exhibitor Service Manual, available online at [www.hpbexpo.com](http://www.hpbexpo.com) – click on Exhibitor Services, then scroll down past the deadline section and click on **Exhibitor Service Manual**. Order forms for furniture, carpet, electric, drayage, shipping, and anything else you will need for your exhibit experience will be found here.

Exhibitors burning appliances must pay special attention to sections 3 and 4 and submit proper paperwork to the Orange County Convention Center. Exhibitors will need to submit plans for the fire marshal, and submit order forms for fuel needed. Natural gas will need to be ordered from the Convention Center, while other fuels provided complimentary by HPBA will need to be ordered from our “Other Fuels” order form.

Online you will find the Service Manual divided into 8 sections:

1. General Information
2. Exhibitor Information
3. Indoor Burning
4. Outdoor Burning
5. General Contractor (FREEMAN)
6. Other Contractor Services
7. Shipping, Freight & Drayage
8. Registration, Housing, & Travel

Please review the Table of Contents to be sure you have covered all of the documents that pertain to you. And, make sure you place advanced orders by the deadline date to save as much as possible!

### Free Email Service for HPBExpo 2010 Exhibitors

Now you can let all of your customers know that you will be at the show and highlight a special product or prize giveaway with our FREE email service via *Exhibitor Invites*! Exhibitors interested in this service 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. If you have any questions, please contact Shelly Purcell at [shelly@exhibitorinvitesteam.com](mailto:shelly@exhibitorinvitesteam.com) or (319)892-3033 or visit [www.exhibitorinvites.com/hpbexpo](http://www.exhibitorinvites.com/hpbexpo). Exhibitors will also be receiving a courtesy call to remind you of this availability and discuss any questions you may have.

Thank you for your assistance! See you in Orlando!

*Amy*