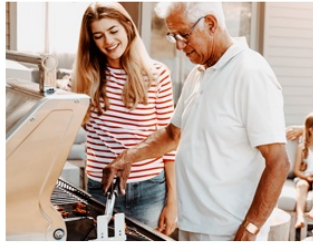


**Expo**  
2022  
EXHIBITION: MARCH 3-5  
EDUCATION: MARCH 2-4  
GEORGIA WORLD  
CONGRESS CENTER  
ATLANTA, GEORGIA



**IT'S TIME...  
TO RECONNECT**

## Exhibitor News & Updates

August 2021

### REGISTRATION & HOUSING

Badge Registration & Hotel Reservations  
open September 10 at  
[www.hpexpo.com](http://www.hpexpo.com).

[Preview the official HPBExpo housing  
block here!](#)

### Online Registration Sponsor

With the majority of HPBExpo attendees  
registering online, **one** company can  
effectively promote their company web site  
and/or booth location by placing a  
company banner ad on the **Attendee  
Registration homepage**.

**Exhibitor Registration Sponsorship  
Opportunity: \$3,500**

**Sponsor Requirements: Supply banner  
ad in GIF or JPG at 1140x300 pixels.**

**Contact us** to purchase this **Exclusive  
HPBExpo Registration Sponsorship!**

HURRY - online registration opens  
September 10 - get your banner up and  
running before registration opens for  
maximum exposure.

### Burn Request Forms

Exhibitors planning to burn an appliance  
(indoor or outdoor) must submit forms  
below to receive approval and help Show  
Management properly plan for exhibitor  
needs.

[Indoor Burn Request](#)  
[Outdoor Burn Request](#)



## Attendee List Scam Warning

Unfortunately, in recent years, it has  
become a common occurrence in the trade  
show industry for fraudulent vendors to  
contact exhibitors and exhibitor prospects  
with the offer of the event's attendee list for  
sale.

Please be advised that these vendors DO  
NOT have the official HPBExpo attendee  
list. The list they have may be using  
information obtained through internet  
searches, OR, there may be no list at all  
after payment information is processed.

If you receive an email offering to sell a list  
of HPBExpo attendees, do not respond to  
it. By responding, even with a request to  
unsubscribe, you confirm that your email  
address is a valid one. This may increase  
the likelihood that you'll be contacted again.

Order forms for official vendors of  
HPBExpo will be found in our Online  
Exhibitor Service Manual, available on our  
website in November, or sent via email by  
Show Management. Exhibitors are  
welcome to double-check any offer you  
receive by forwarding it to  
[amyjackson@hpba.org](mailto:amyjackson@hpba.org).

## Booth Payment Schedule

The second installment (30%) is now due for companies that selected booth space during the Priority Booth Selection period with a 20% deposit.

If you need another copy of your booth invoice, or a copy of your booth contract, please [email Show Management](#) with your request.

The final 50% payment for all companies will be due by November 1. Reminder invoices for this final payment will go out by October 1.

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## Online Exhibitor Information

The HPBExpo 2022 online Exhibitor List is currently available through the [Floor Plans](#) link listed under the [Exhibit](#) tab dropdown at [www.hpbexpo.com](http://www.hpbexpo.com). This link will soon be added to the Attendee tab for attendees to view while they are registering for HPBExpo 2022.

Be sure your information is correct and updated for attendee viewing. Update your online floor plan listing now, and as often as you would like by visiting the [Interactive Floor Plan Exhibitor Service Center](#).

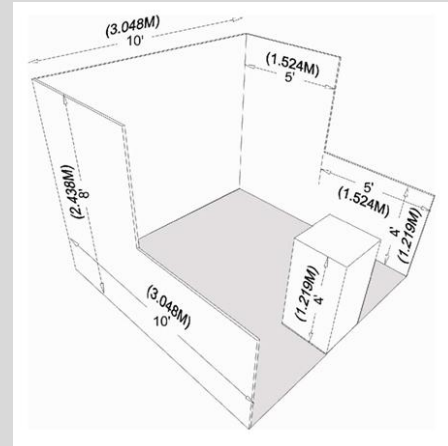
Click on **"retrieve"** in the Service Center login page if you do not recall your company's password from previous shows, or contact Show Management for login assistance. An automated email with login instructions will also be sent via the a2z Interactive Floor Plan program by the end of this week (August 2-6).

*Please note that due to third party solicitations, we will not list exhibitor contact names or email addresses in the Interactive Floor Plan Listing. These details will only appear in the printed Show Guide distributed on-site.*

## Tradeshow Rules & Regulations

Know Before you Go:

Last minute booth alterations to meet height requirements or other rules can be expensive. Be sure you review the full Tradeshow Rules & Regulations to avoid onsite surprises!



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[DOWNLOAD EXHIBITOR  
RULES & REGULATIONS](#)

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## EXHIBITOR CONTACT DESIGNATION

Please note that only one individual can be designated as the "Exhibitor Contact" to receive all communications regarding your exhibiting participation from HPBA. Please forward this and any other information to any additional individuals at your company as needed. If you are not the correct Exhibitor Contact, please let us know at your earliest convenience:

Contact Amy Jackson, Senior Manager - Exhibits:  
[amyjackson@hpba.org](mailto:amyjackson@hpba.org) or 703.522.0086 ext. 125

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