



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

Exhibitor News & Updates

September 2021

Exhibitor Marketing Toolkit - NOW AVAILABLE

You've already taken the first step towards success by signing up to participate in HPBExpo — now make the most out of it by promoting your presence.

To make the most of your time and efforts, we have gathered these marketing tools that you can use to promote your company's presence in advance, proven to generate leads, expand selling opportunities and drive traffic to your booth. And, it's all available for FREE!

MARKETING TOOLKIT

Exhibitor Service Manual

The Online Exhibitor Service Manual will be accessible in early November at www.hpbexpo.com/exhibit/esm. The ESM will contain all order forms for our official General Contractor, Freeman, as well as all other approved vendors.

A deadline checklist, including Freeman Warehouse receiving dates, is now available on our website.

EXHIBITOR DEADLINES

Booth Payment Schedule

The second installment (30%) for companies that selected booth space

Badge Registration & Housing Reservations



Online registration and housing will be opening on Friday, September 10 at www.hpbexpo.com!

Exhibitors can begin registering booth staff for badges, and encouraging customers to register as attendees. Early registration helps HPBA plan accordingly for the event, so please register now (you can make updates later if needed).

Exhibitors can register for two complimentary badges per 100 sq. ft. of booth space. HPBA members are eligible for additional complimentary badges. Additional badges of complimentary allotments are available for purchase.

The official HPBExpo housing block with onPeak will also open online on Friday. As a reminder, exhibitors that book housing through our website with onPeak will receive 5 extra Priority Points for 2023 booth selection that occurs onsite at HPBExpo 2022. Exhibitors that book 50+ room nights receive another 10 Priority Points!

during the Priority Booth Selection period with a 20% deposit was due on August 1.

Past Due notices for unpaid invoices will be sent on Friday, September 17. To ensure that your space is secure, be sure to submit any past due payments as soon as possible.

The final installment payment will be due on November 1. Reminder invoices for the final payment will go out by October 1.

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

Go to the "Exhibit" dropdown menu at www.hpbexpo.com to access Exhibitor Registration and Exhibitor Hotel Reservations beginning September 10.

Update Your Company Listing

The HPBExpo 2022 online [Floor Plan](#) and [Exhibitor List](#) is now available for attendee viewing at www.hpbexpo.com.

Be sure your information is correct and updated, since attendees will see your company details when they visit our site to register for Expo. Update your listing now, and as often as you would like by visiting the [Interactive Floor Plan Exhibitor Service Center](#).

SPONSORSHIP & ADVERTISING

We are currently in the process of finalizing sponsorship and advertising opportunities for HPBExpo 2022 in Atlanta. Check back at www.hpbexpo.com/exhibit/sponsorship-marketing for ongoing updates.

If you are interested in taking your exhibit experience to the next level, contact us today for options:

Contact Tanya Karkiewicz, Sales Associate
karkiewicz@hpba.org or 703.522.0086 ext. 117



EXHIBITION: MARCH 3-5
EDUCATION: MARCH 2-4
GEORGIA WORLD
CONGRESS CENTER
ATLANTA, GEORGIA
HPBExpo.com

Any questions about exhibiting? Contact me any time!

Amy Jackson, Sr. Manager - Exhibits | amyjackson@hpba.org | 703-522-0086, ext. 125

HPBExpo 2022 | www.hpbexpo.com



HPBA | 1901 North Moore Street, Suite 600, Arlington, VA 22209

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