



IT'S TIME...  
TO RECONNECT

## Exhibitor News & Updates

October/November 2021

### REGISTER FOR EXHIBITOR BADGES

All Exhibitor booth personnel must register for an expo badge in order to enter indoor/outdoor exhibits and attend education. Education options are available for selection through the online process.

The booth registration process does not register individuals for badges. Register your booth staff now, and update later if needed.

*The exhibitor badge allotment can be used only for exhibitor's employees or family members. Customers/retailers need to register for an Attendee Badge under their own company name.*

#### EXHIBITOR BADGES

Your HPBA member/company ID number is required to register for exhibitor badges:

### NEW PRODUCT PAVILION - ENTRY FORM - COMING SOON

Apply for an entry in the New Product Pavilion with any new products introduced **AFTER the 2020 show in New Orleans.**

Table-top space or free-standing spaces are available. Each product displayed in the pavilion is an eligible entry for the Attendees' Choice Awards, in which attendees will vote for their choice of most-marketable new product in both Hearth and Outdoor Living categories. Winners will be announced onsite at HPBExpo 2022 on Saturday, March 5.

#### PAVILION ENTRY RATES:

- 2 ft. x 3 ft. Table-Top = \$400

### Exhibitor Service Manual Now Available



The HPBExpo 2022 Online Exhibitor Service Manual is now available. Click below to access through the HPBExpo website:

#### EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual contains all the vital content to plan for your participation as an exhibitor.

Find everything from detailed show information to exhibitor rules/requirements; to Freeman shipping, material handling, booth and booth furnishing rentals or A/V needs; to other services from approved vendors for catering, building utilities, photography and plant/floral.

Thoroughly review all sections of the Manual to determine which forms you will need to complete and return to HPBA show management, to Freeman, or to other vendors.

A great place to begin is:

**Show Information - General Information**

- 2 ft. x 6 ft. Table-Top = \$500
- Freestanding product up to 5 ft. x 10 ft. = \$600 (additional \$600 fee for oversized products)

### [New Product Pavilion Rules for Entry](#)

If you would like to secure your spot on the wait list before the entry form is available, email [amyjackson@hpba.org](mailto:amyjackson@hpba.org).

**NEW PRODUCT PAVILION**

**for Exhibitors**, as well as **General Contractor Freeman - Quick Facts**. Both of these documents will give you a good understanding of the show schedule, including targeted move-in and move-out.

If you have any questions about where to find a specific form or piece of information, please email: [amyjackson@hpba.org](mailto:amyjackson@hpba.org).

## Booth Payment Schedule

The final installment payment for exhibit space is now due. If you have a balance due, please submit payment as soon as possible to retain your booth location.

As a reminder, exhibitors whose downsizing or cancellation notices are received by HPBA after November 30, 2021 shall be liable for 100% of the originally contracted space.

## Update Your Company Listing

The HPBExpo 2022 online [Floor Plan](#) and [Exhibitor List](#) is now available for attendee viewing at [www.hpbexpo.com](http://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](#). Email [amyjackson@hpba.org](mailto:amyjackson@hpba.org) for assistance with login.

## SPONSORSHIP & ADVERTISING

**REVIEW SPONSORSHIP & MARKETING OPTIONS**

Contact us today for options or with questions:

**Tanya Karkiewicz, Sales Associate**  
[karkiewicz@hpba.org](mailto: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!**

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