



Exhibitor News & Updates

December 2021

NEW PRODUCT PAVILION & ATTENDEE'S CHOICE AWARDS

Entries are now being accepted for the New Product Pavilion. Space is limited and available on a first-come, first-served basis.

Secure your entry today by downloading, completing, and submitting the [NPP Entry Form](#). Attach a product photo with your entry form to include online and in the Show Guide.

RATES:

- 2 ft. x 3 ft. Table-Top = \$400
- 2 ft. x 6 ft. Table-Top = \$500
- Freestanding product up to 5 ft. x 10 ft. = \$600 (additional \$600 fee for oversized products)

In addition to seeing what's new, attendees will cast their vote for most-marketable Hearth & Outdoor Living products in the Pavilion, for the 2022 Attendees' Choice Awards. Winners will be announced on Saturday, March 5.

Contact amyjackson@hpba.org with any questions.

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual is available through Freeman, the official General Contractor of HPBExpo 2022. Use the ESM as your primary reference guide for approved vendor orders and questions concerning details, directions, or forms that



We hope you have a wonderful holiday season, and wish the best for your new year!

INTRODUCING IERP

The International Exhibitor Representation Program (IERP) – when you can't be there in person.

HPBExpo proudly presents a booth staffing option that other shows - like CES, World of Concrete, The International Surface Event, NABSHOW, Pool|Spa|Patio Expo and IAAPA - are utilizing.

If you have concerns about travel restrictions preventing your company from sending a team, or being light on sales staff for the show, IERP can provide a solution!

The IERP uses local, trained exhibition professionals who are ready and able to sell your technology, equipment, products or services. Maintain your visibility at HPBExpo! Keep your booth. Capture leads. Make sales. Sign up today at www.ExhibitorRep.com.

pertain to exhibiting. View, download, and/or print individual PDFs, or scroll to the bottom for one all-inclusive PDF. Save money on Freeman orders by clicking on the Freeman homepage and placing your service or rental orders directly online! Click on the individual Specialty Contractors at the bottom of the Exhibitor Service Manual page to determine which vendors offer online ordering as opposed to submitting a PDF form. Contact amyjackson@hpba.org with any questions.

EXHIBITOR BADGES

All Exhibitor booth personnel must register for an exhibitor badge to be able to enter the show floor. Your HPBA member/company ID number is required to register for exhibitor badges:

Professional staffing fees start at just \$2,750 for a 10x10 booth and covers all three show days.

KNOW BEFORE YOU GO

Keep an eye on [Exhibitor Deadlines](#). Contact Show Management if you miss a deadline.

Review the [Trade Show Rules & Regulations](#). Note that standard (non-island) booths have a height limit of 8 ft. in the back half of the booth and 4 ft. in the front half of the booth; island booths have a height limit of 20 ft.

Submit a [Variance Form](#) for permission to serve food or beverages in your booth, to have a hanging sign over your exhibit space, or to request an exception to the rules.

Update Your Company Listing

The HPBExpo 2022 online [Floor Plan](#) and [Exhibitor List](#) is currently 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 badges. Update your listing now, and as often as you would like by visiting the [Interactive Floor Plan Exhibitor Service Center](#). Email amyjackson@hpba.org for assistance with login. Complete updates by January 14 for the Show Guide publication.

SPONSORSHIP & ADVERTISING

REVIEW SPONSORSHIP & MARKETING OPTIONS

Contact us today for options or with questions:

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?

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

HPBExpo 2022 | www.hpexpo.com



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