



## Exhibitor News & Updates

January 2022

### QUICK LINKS - FREQUENTLY ASKED QUESTIONS

#### Where to Ship:

In advance: [Warehouse Label](#)

Direct: [Show Site Label](#)

#### Targeted Move-In Info & Schedule for Show Site Deliveries:

[Target Info](#)

[Indoor Schedule](#)

Outdoor Schedule: Anytime during standard move-in hours

#### Exhibiting Info:

[HPBExpo - General Exhibitor Info](#)

[Freeman Quick Facts & General Info](#)

#### Professional Booth Staffing:

[Exhibitor Rep Program](#)

#### Hanging Sign Forms:

*(Hanging Signs only considered for island booths)*

[HPBExpo Request Form \(required\)](#)

[Hanging Sign Labor Order Form](#)

[Hanging Sign Equipment Order Form](#)

[Hanging Sign Shipping Label](#)

#### Food & Beverage Forms:

[HPBExpo Request Form \(required\)](#)

[Catering Menu](#)

[Catering Order Form](#)

[Catering Sample Food Authorization](#)

[Raw Food Order Form \(for Outdoor\)](#)

#### Exhibitor Appointed Contractors:

[EAC Form](#)

#### Order Booth Services:

[Freeman Online Orders: flooring, furnishings, booth packages, health & safety, a/v, signs, etc.](#)

#### Edlen Utilities:

[Electric, gas, air water, drain](#)

### UPDATE YOUR EXHIBITOR LISTING

Attendees are excited to learn about your offerings for the upcoming show and they are certain to be looking for you in our online [floor plan](#) and [exhibitor list](#). We encourage you to [update your online Exhibitor Listing](#) at your earliest convenience. You can update your listing as many times as you'd like.

[Update Listing Now](#)

You should have received an email earlier this week with a reminder of your company's password. If you are unable to find, go to "Forgot Your Password", or send an emailed request to [amyjackson@hpba.org](mailto:amyjackson@hpba.org).

Upon successful log-in, you will have the option to edit Booth Info and add Products, Show Specials, and Videos, which are all complimentary for your online booth listing and easily accessible to attendees in the ATTEND dropdown at [www.hpexpo.com](http://www.hpexpo.com)!

- [Exhibitor Listings](#)
- [Exhibitor Product Gallery](#)
- [Exhibitor Video Gallery](#)
- [Exhibitor Show Specials](#)

To be included in the above linked pages, simply add content to your online Exhibitor Listing.

Be sure to complete or change previously transferred company information and profile, select product categories, and enter brand names. Use the "Preview" option to review your online booth listing once you have entered your information.

(Note: Find HPBExpo by typing "hearth")

CCLD Telecommunications:

[Wireless internet](#), [telephone](#), [wired internet](#)

Insurance Requirement & Options:

[Exhibitor Insurance Requirements](#)  
[Exhibitor Liability Insurance Program](#)

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## Exhibitor Service Manual

The complete Exhibitor Service Manual is available through Freeman, the official General Contractor of HPBExpo 2022.

Some documents have been outlined above in Quick Links. View, download, and/or print all other documents by clicking the link below.

Contact [amyjackson@hpba.org](mailto:amyjackson@hpba.org) with any questions.

[EXHIBITOR SERVICE MANUAL](#)

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## NEW PRODUCT PAVILION

Entries continue to be 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 in the online New Product Pavilion webpage.

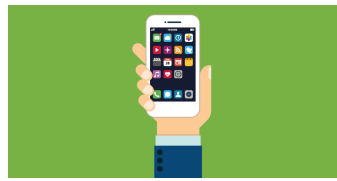
### RATES:

- 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. Voting will be conducted via the HPBExpo Mobile App. Winners will be announced on Saturday, March 5.

SEND ENTRY FORMS TO:

[amyjackson@hpba.org](mailto:amyjackson@hpba.org)



Select information entered in your online exhibitor listing portal

will also be used for your Exhibitor Listing in the **HPBExpo 2022 Mobile App\***. This year, the HPBExpo Mobile App will take the place of the printed *Show Guide*. This reduces touch points for a safer attendee experience. It also cuts down on paper use and waste in this time of a national paper shortage. We encourage exhibitors to also offer digital product information instead of, or in addition to, printed take-home materials.

*\*Data will be updated in the Mobile App once every week. We will alert exhibitors via email of the final date for updates to appear in the Mobile App. This date is not yet determined.*

Sponsorships are still available for the HPBExpo Mobile App - [Contact Tanya Karkiewicz](#) for more information, or [view online](#).



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## PLANNING A SAFE BOOTH

**We recommend that exhibitors take the following precautions to provide a safe and healthy space:**

Clean surfaces in your exhibit space on a regular basis

Provide a hand sanitizer station for both booth staff and attendees visiting your booth

Create a non-crowded booth design that promotes social distancing

Provide electronic product information with QR codes, instead of printed take-home materials that are high touch points

Wear a mask when social distancing cannot be accomplished

Try to avoid hand-shaking

Wash hands frequently with soap and

## EXHIBITOR BADGE REGISTRATION

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:

EXHIBITOR BADGES

water

Encourage employees to be vaccinated and/or get tested before traveling

Do not attend if you are not feeling well

## 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.

## EXHIBITOR REP PROGRAM - PROFESSIONAL STAFFING OPTION

### YOUR Solution to Today's Travel Challenges

The IERP was developed as a win-win-win for show organizers and exhibitors unable to travel to physical show site and still want to successfully sell into a market. It's also a win for attendees who have a bigger selection to shop from! It is available for in-person exhibitions all over the world.

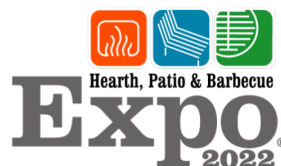
Utilizing their vast global network of friends and colleagues, IERP functions as a remote booth using local exhibition professionals filling in for exhibitor teams unable to travel to show site. Using highly trained pros provides far superior results than hiring models or students to try and sell exhibitors' products, equipment or services.

### How does the IERP work for Exhibitors?

This program is designed to help exhibitors unable to travel in person to continue selling (or break into) targeted market(s).

Using our global team, we work with exhibitors to ensure their booths represent their company's brand and products professionally, returning sales leads within one week of show close.

IERP Exhibitor Sign Up



**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](mailto:amyjackson@hpba.org) | 703-522-0086, ext. 125

HPBExpo 2022 | [www.hpbexpo.com](http://www.hpbexpo.com)



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

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