



## HPBExpo Exhibitor News & Updates

June, 2022

### Testing Requirement for International Travel LIFTED

Great News! The **US has officially lifted the COVID-19 Test Requirement** for International Travel. We look forward to welcoming back more of our global community at HPBExpo 2023 – March 11-13, Louisville, KY.

### Exhibitor Listings Available Online

Attendees can now view the [current exhibitor list online](#).

Exhibitors can [update this listing now](#), as many times as necessary, by logging in via the button below. You should have recently received login credentials in a separate email. If you have misplaced this information, simply click on the "retrieve" button under "Forgot your password?" after clicking on the button below.

One of the most important sections to complete now is **Product Categories** in "Booth Info". Attendees have the ability to filter exhibitors via this data. If you do not have any product categories selected, you WILL NOT appear in their search. It is a check-box system and can be completed quickly. Please [contact me](#) with suggestions for additional product categories.

*Additional details, such as videos, individual products, and show specials can be added at any time before or during HPBExpo. Note that these sections are meant to give the attendee an idea of your products or services. These sections are optional and not intended to be an exact copy of your in-person booth.*

[Update Exhibitor Listing](#)



### Save The Dates

**Dates for HPBExpo 2023 Education and Exhibition are:**

- Saturday, March 11
- Sunday, March 12
- Monday, March 13

**FREE HPBExpo Education -** This year, HPBExpo Education sessions will be free for all show participants and held ON the trade show floor. Education will be held on ALL show days (including the final day of the show). This means less time that attendees will have to spend walking to/from classes and more time they will have to spend in your booth when they are not in class. Exhibitors

## HPBExpo Registration & Hotel Reservations

**Attendee and Exhibitor Badge Registration will open online on September 1 this year.**

Please be advised that signing up for a booth does not automatically register your staff for badges, you must do this separately. All exhibitors will have two complimentary registrations available per 100 sq. ft. of booth space. **HPBA member** exhibitors will have an additional allotment ([click here for member badge allotment information](#)).

Additional member or non-member exhibitor badges over the complimentary allotment can be purchased for either \$50 (member) or \$75 (non-member).

**Hotel reservations are available now!**

**Book your room** with our official housing partner, onPeak, and receive additional Priority Points for booking 2024 exhibit space! Exhibitors will be awarded five points for booking in the official housing block, and an additional 10 points if 50+ room nights are booked.

10 downtown hotels are available in the housing block, providing easy access to everything Louisville has to offer after hours. Shuttle service will be provided on show days for the five-to-six-mile distance to the Kentucky Exposition Center. One walkable hotel, the Crowne Plaza, is available without shuttle service.

### HPBExpo Headquarter Hotel - Omni Louisville

Omni Louisville Hotel, open since 2018, is located steps away from 4th Street Live and Whiskey Row. The hotel is a food and beverage epicenter featuring the renowned Bob's Steak & Chop House and Neighborhood Services along with Falls City Market, an urban food market offering grocery staples and hawker food stations. The hotel houses Pin + Proof, a speakeasy with four professional bowling lanes; a Mokara signature spa; a local art gallery; The Water Company, a rooftop pool deck and bar; and Lewis + Louis, a bourbon retail store.

Click below to review the full list of hotels in the official housing block, and make your reservations today.

[Book Hotels Now](#)

should expect that Monday will not be a typical "Last Day" of the show - since attendees will be sticking around for additional sessions scheduled for the last show day (Monday), or planning to meet with you if their schedules were tight on Saturday/Sunday.

**FREE** Education for is just another reason for MORE retailers to register, attend, and become your customer!

**Exhibitor Move-in will be:**

Wednesday, March 8

Thursday, March 9

Friday, March 10

**Exhibitor Move-out\* will be:**

Monday, March 13 (after 3pm)

Tuesday, March 14

Wednesday, March 15

*\*Due to the day-pattern change for 2023, there are no weekend days for move-in OR move-out. **This means no weekend overtime charges!***

## HPBA Podcast

Get HPBA news by listening while you work! HPBA HotCast, available on Apple Podcast and Spotify.



New episode on HPBExpo coming in July. Listen and Subscribe today.

[Listen Now](#)

## Exhibit Like an Expert

Start planning now for a successful event. Developed for those that are new to exhibiting, *Exhibit Like an Expert* is loaded with insider tips, just for you.

[Exhibit Like an Expert](#)

# EXHIBITOR MARKETING TOOLKIT



You've already taken the first step towards success by participating in HPBExpo — now make the most out of it by promoting your presence in advance. Generate leads, expand selling opportunities and drive traffic to your booth with the Exhibitor Marketing Toolkit.

[Access Marketing Toolkit](#)

## A Friendly Reminder....

Companies that signed up to exhibit during Priority Booth Selection with a 20% deposit have a 30% payment due by June 30.

The final 50% payment is due for all exhibitors by November 1.

## WARNING - BEWARE OF SCAM EMAILS



### Beware of Emails from Third-Party Vendors

Have you received numerous emails from a company or individual promising all the contact details for everyone attending HPBExpo? Chances are, you have or you will. And, chances are very good that they are bogus offers.

HPBExpo does not sell its attendee list, so the lists these vendors are offering are not ours. And sometimes, there is no list as all - it is just a scammer attempting to get your credit card information.

Unfortunately, this is an issue through the tradeshow community. The most important thing we can do is education YOU - so that you don't fall victim to these offers.

### Investigating Fake List Vendors

#### WHAT OFFERS ARE LEGIT?

You may receive other third-party offers, from everything from hotels to booth carpet. While some offers aren't technically "bogus", they can end up costing you extra in added fees for using an unapproved vendor.

Approved vendors for HPBExpo

#### Watch for Red Flags such as:

- Email is from a first name only and address contains an unknown domain name
- Email is from someone you don't recognize as HPBA staff
- Email does not contain company information below sender's closure (no "signature block")

You can forward these emails [HPBA Show Management staff](#). We can verify or deny the validity of the offer and reply to the sender with a cease-and-desist letter. Unfortunately, these individuals tend to reinvent themselves shortly

will have ordering information posted in our online Exhibitor Service Manual, available in November. If you can't find the information you are looking for, inquire with HPBA Show Management staff or Freeman Exhibitor Services.

thereafter by creating a new "name" and email address with a new offer. It's best move these emails to your trash folder. Don't hit "unsubscribe" or reply back; both of those options only confirm to them that your email is valid.

**See SCAM  
Example**

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**As always, please reach out to me with any questions about HPBExpo or HPBA:**

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