

# Meet Us in SALESVILLE



From forging new partnerships to swapping stories with old friends, generating leads to closing deals, everything you need to strengthen your brand and ignite your business is at **HPBExpo 2023**.



Hearth, Patio & Barbecue  
**Expo**<sup>®</sup>  
**2023**

**EDUCATION: MARCH 10-12**  
**EXHIBITION: MARCH 11-13**  
**KENTUCKY EXPO CENTER**  
**LOUISVILLE, KENTUCKY**  
**HPBExpo.com**

# EXPERIENCE

# ACTIONVILLE

# FOR YOURSELF

In 2023, Louisville won't just be the Gateway of the South — it'll be the gateway to profitability! Just a day's drive for over half the U.S. population, Louisville is the ideal location to bring together the entire community for premier training, next-level networking and (of course) thrilling live demos. So, while you're savoring the sweet smell of the grill in the returning Outdoor Burn Area and showcasing your latest innovations, don't forget to take advantage of everything this legendary location offers!

*"This is the most important event for the industry."*

– David Ulm, Rutland Products



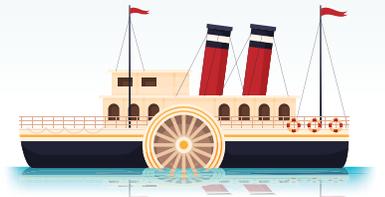
**Race to Churchill Downs**  
- the iconic home of the Kentucky Derby



**Hit the renowned Louisville Slugger Museum & Factory**



**Get a taste of the South on the famed Kentucky Bourbon Trail**



**Explore the city from the deck of an authentic Mississippi River-style steamboat**

## THIS IS WHERE YOUR BEST CUSTOMERS WILL BE

Only at HPBExpo can you position yourself amongst 1300+ of the industry's most trusted companies while taking advantage of the chance to connect with your community and customers in a single destination.

### MAKE DEALS

**97% of retailers** come to HPBExpo to witness emerging technology and unique products. That makes this your best opportunity to highlight new and existing products and services during meaningful one-on-one conversations that generate new business.

### RENEW RELATIONSHIPS

**93% of attendees** find HPBExpo the ideal location to meet with existing partners. And, following the triumphant in-person return of the expo in 2022, retailers are hungrier than ever to get their hands on your latest offerings. But if you're not there, your competitors are sure to be.

### BUILD BRAND IDENTITY

**84% of attendees** believe that HPBExpo is the premier indoor-outdoor event in the U.S. So, whether you're looking to connect with independent retailers, big-name sellers or everyone in between, there is no better place to find the industry's largest gathering of top-decision makers.

## BOOK YOUR BOOTH TODAY:

[hpbexpo.com](http://hpbexpo.com) or contact Tanya Karkiewicz at [karkiewicz@hpba.org](mailto:karkiewicz@hpba.org) or 540-845-4141

# SECURE DEALS IN BUYERSVILLE

For decades, HPBExpo has been the premier indoor/outdoor living expo in North America. With key decision-makers (presidents, owners, managers, c-suite) making up more than half the attendees, this is where you'll find the critical buyers you're trying to reach. You won't find a better place than HPBExpo 2023 to build new partnerships, nurture existing relationships, preview competitive offerings and secure a competitive advantage.



**2500+**

BUYERS



**1300+**

COMPANIES



**91%**

SEEKING NEW  
CONTACTS

*"HPBExpo is a place and an opportunity for us to meet with our existing customers that we can network with and build relationships. It's also a way for us to meet new prospects and grow our business."*

- Brian Vernon, Du-Co Ceramics

## About HPBA

The Hearth, Patio & Barbecue Association (HPBA) is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of fireplace, stove, heater, barbecue and outdoor living appliances and accessories. HPBA provides professional member services and industry support in government relations, events, market research, education, certifications, consumer education and industry promotion.



# FIND NEW BUYERS IN **OPPORTUNITYVILLE**

With the incredible success of HPBExpo 2022, there is no doubt the hearth, patio and barbecue industry is fired up about being back together. Attendees are eager to reconnect with you, but if they don't find you here, odds are they'll see your competitors. So don't get shut out! Louisville needs to be your next stop if you offer products and services in the following categories:

**Barbecue & Grill Accessories**

**Barbecue & Grills**

**Billiards**

**Catalytic Combustors**

**Central Heaters**

**Chimney & Venting Products**

**Cookstoves/Ranges/Ovens**

**Firepits**

**Fireplace Inserts**

**Fireplaces**

**Fuel & Fire Starters**

**Game Room Products**

**Hearth Accessories**

**Home Products**

**Lawn & Garden Products**

**Log Sets**

**Maintenance &  
Cleaning Products**

**OEM Products  
(Hearth & Barbecue)**

**Outdoor Heaters**

**Patio & Outdoor Products**

**Professional Services**

**Space Heaters**

**Stoves**

**Surrounds & Facings**



## **Exhibiting at HPBExpo**

positions you as an industry leader and showcases your brand to thousands of buyers across all segments of the hearth, patio, and barbecue industry to give you a year-round competitive edge. You'll join these outstanding companies when you commit to a booth at HPBExpo 2023.



**BOOK YOUR EXHIBIT SPACE TODAY**

[hpbexpo.com](http://hpbexpo.com) or contact Tanya Karkiewicz at [karkiewicz@hpba.org](mailto:karkiewicz@hpba.org) or 540-845-4141

*Come See What's New, in*

**LOUISVILLE**

**BOOTH SELECTION NOW OPEN to all companies on a first-come, first-served basis.**

Email your Application & Contract for Exhibit Space to Tanya Karkiewicz at [karkiewicz@hpba.org](mailto:karkiewicz@hpba.org), 540-845-4141.

**CLICK BELOW TO DOWNLOAD FORMS & ACCESS FLOOR PLANS**

[INTERACTIVE FLOOR PLAN](#)

[INDOOR APPLICATION & CONTRACT](#)

[OUTDOOR APPLICATION & CONTRACT](#)

[RULES & REGULATIONS](#)

#### **HBPEXPO 2023 PAYMENT DETAILS**

- 50% deposit is due within 2 weeks of submitting Exhibit Space Application & Contract
- Additional 50% (final) payment due by November 1, 2022

Contracts submitted after November 1, 2022 require full payment within 2 weeks of submitting Exhibit Space Application & Contract

# RETURN TO

# EXPERIENCEVILLE



## NEW PRODUCT PAVILION

Curated with the latest innovations at the show, the New Product Pavilion provides a glimpse into where exhibitors are taking the industry. If you have a new product, leverage this additional exposure—including the Attendees' Choice Award granted to the favorite submissions—and drive traffic to your booth as attendees search for what they see here.



## TOP QUALITY EDUCATION

Educated buyers are excellent customers. HPBExpo's Education Program and Manufacturer-Specific Training allow attendees to earn continuing education credits, gain certifications and master the details and functionality of your products.



## NETWORKING OPPORTUNITIES

From keynotes and affiliate receptions to the tailgate cookoff, there are numerous opportunities to connect with buyers both on and off the show floor.



## THE OUTDOOR BURN AREA

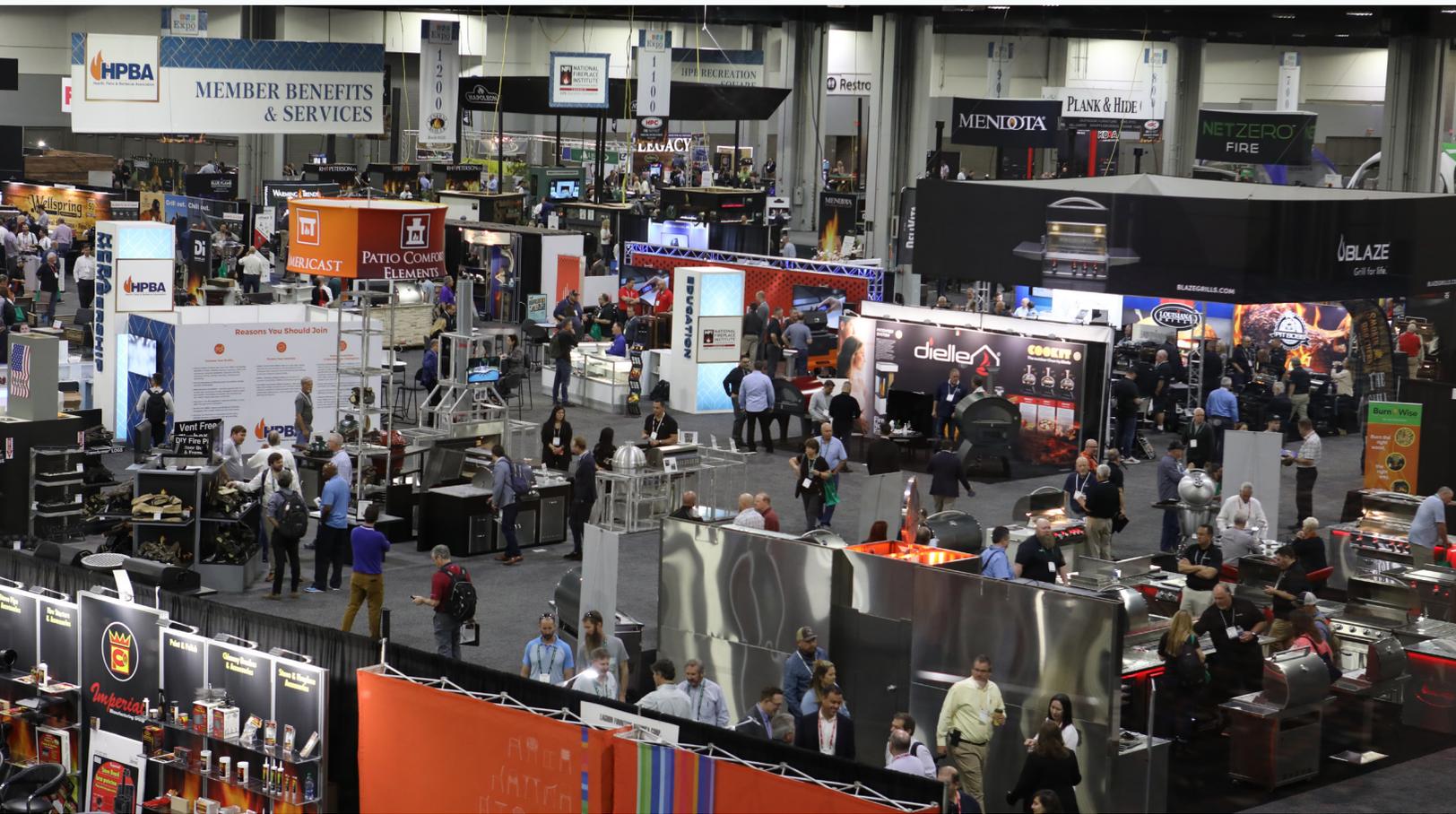
Don't miss the awaited-return of HPBExpo's signature outdoor burn area where you can do more than talk products, you can show them in action. Serve up new sales opportunities with demos of your latest barbecue grills, smokers, barbecue accessories, firepits, and fireplaces for indoor and out. PLUS, this spot stays open late for the Outdoor Cook-Off Event, where chefs will challenge each other in a culinary cook-off - Secure your spot in this popular area today!

**HOUSING NOW OPEN** Book today at [hpbexpo.com](http://hpbexpo.com)

# SECURE NEW BUSINESS IN DEALVILLE

## HPB RECREATION SQUARE

HPBExpo 2022 debuted the brand new HPB Recreation Square, an ancillary marketplace on the expo floor with new complementary product categories. The products and services in HPB Recreation Square complement — not compete — with the HPBExpo's professional's offerings. The addition of these new product categories brings new faces to the show floor, increasing foot traffic as well as your opportunities to secure business deals and expand your reach and offerings.



## QUESTIONS?

If you have any questions, please contact Tanya Karkiewicz at [karkiewicz@hpba.org](mailto:karkiewicz@hpba.org) or 540-845-4141