



## HPBExpo Exhibitor News & Updates

August, 2022

### Louisville's Official Visitor Guide

There are so many fun things to see and do while you're in Louisville, but we don't want you to just take our word for it.

[Access the free Visitors Guide](#) that will help you discover an unforgettable city!

### Badge Registration Opening September 1

Attendee and exhibitor badge registration will be opening September 1 online at [www.hpbexpo.com](http://www.hpbexpo.com).

Use your company's unique Member ID / Company ID when registration opens:

Exhibiting companies are eligible to register for 2 badges per 100 square feet of exhibit space. Additional badges are available for companies that are **HPBA members**. Additional badges, over the complimentary allotment, can be purchased.

Customers/buyers need to register as an attendee and should NOT be included in your exhibitor registration list. HPBA member attendees will have an allotment of complimentary badges, and non-members can purchase an attendee badge.

As attendees visit the HPBExpo website to register for a badge, they will likely review the exhibitor list, so, **be sure to update your listing to reflect the correct information.**

[Updated Exhibitor Info](#)



### Save The Dates

**Freeman Advanced Warehouse Shipping dates for HPBExpo 2023:**

#### February 6, 2023

Freeman begins to accept Advance Warehouse freight. Do not plan for freight to arrive at the warehouse prior to this date.

#### March 1, 2023\*

Freeman Advance Warehouse Deadline. Freight received after this date at the warehouse will incur additional charges.

**Freeman Show Site Targeted Move-in Dates:**

## Hotel Reservations Available Now Through onPeak

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

[Book Hotels Now](#)

## Expand Your Reach with Sponsorship Opportunities

Sponsorship offerings for HPBExpo 2023 are being finalized. The full list of opportunities will be available in September at [www.hpbexpo.com](http://www.hpbexpo.com). Sponsorships available NOW include:

### ONLINE REGISTRATION SPONSORSHIP



With the majority of HPBExpo attendees registering online, one company can effectively promote their company web site and/or booth location by placing a company

banner ad on the Attendee Registration homepage.

*Exhibitor Rate: \$3,500*

*Sponsor Requirements: Supply banner ad in GIF or JPG at 1140x300 pixels.*

**Contact Tanya Karkiewicz to purchase this Exclusive HPBExpo Registration Sponsorship!**

HURRY - online registration opens September 1 - get your banner up and running before registration opens for maximum exposure.

### HPBExpo.com HOMEPAGE ADVERTISING

Place an ad on the HPBExpo.com homepage and reach thousands as

## March 8-9, 2023

Exhibitors will be assigned a targeted move-in time and date based on booth size and location. Shipments sent directly to the Show Site will need to follow this schedule to avoid off-target charges. Exhibitors will also be permitted to move in on March 10. All booths must be completed by 5:00pm on March 10.

**Warehouse and Show Site Shipping Labels, as well as the Targeted Move-in Schedule,** will be available in the Exhibitor Service Manual in November.

*\*If you miss the March 1 Freeman warehouse receiving deadline, it is advised to ship directly to the show site according to the Targeted Move-in Schedule.*

[Review Full Exhibitor Deadlines List](#)

## HPBA Podcast

A new episode of the HPBA Hotcast is now available. Listen to this **new episode about all things HPBExpo**, available on Apple Podcast and Spotify.



[Listen Now](#)

## FREE Exhibitor Marketing Tools



We have compiled an **entire page** of graphics for exhibitors

HOME PAGE ADVERTISING ORDER FORM

ADS RUN SEPTEMBER 2022 THROUGH MARCH 2023 AND START ON THE 1ST OF EACH MONTH

COMPANY: \_\_\_\_\_  
 CONTACT: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY/STATE/ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_

AD POSITIONS (EXHIBITOR PRICING / NON-EXHIBITOR PRICING\*)

AD UNIT #1 (\$1,000 per mo. / \$1,600 per mo.†)  
 Sept.  Oct.  Nov.  Dec.  Jan.  Feb.  Mar.

AD UNIT #2 (\$2,800 per mo. / \$3,300 per mo.†)  
 Sept.  Oct.  Nov.  Dec.  Jan.  Feb.  Mar.

AD UNIT #3 (\$3,500 per mo. / \$3,900 per mo.†)  
 Sept.  Oct.  Nov.  Dec.  Jan.  Feb.  Mar.

10% discount available when you reserve more than one month. 20% discount available for 3 or more months.

Barter ads are due to HPBA no later than 15 business days prior to going live. Barter ads will not be published prior to the 15th of each month. No editorial advertising time will be given to advertisers for late barter creative submission.

— Enclosed is my payment for \$: \_\_\_\_\_  
 Check made payable to HPBA (or Kentucky Expo only)  
 Visa  Mastercard  American Express  
 Credit Card Number: \_\_\_\_\_  
 Name Appearing on Card: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
 Billing Address & Postal Code: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Title: \_\_\_\_\_

I hereby acknowledge that I have read and agreed to all terms and conditions of this sponsorship agreement. I understand that I am responsible for ensuring that my advertisement does not violate any applicable laws and regulations and I agree to indemnify and hold HPBA harmless from any and all claims, damages, costs, and expenses, including reasonable attorneys' fees, that may be incurred by HPBA as a result of my advertisement.

SPONSOR'S SIGNATURE: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

FOR INFORMATION, CONTACT:  
 TANYA KARKIEWICZ  
 703-522-0086 X117 | KARKIEWICZ@HPBA.ORG

ExpO 2022

INDUCTION KENTUCKY EXPO CENTER  
 LOUISVILLE, KENTUCKY  
 HPBA.ORG

they come to find information about HPBExpo!

Discounts available for multiple months. **Contact Tanya Karkiewicz** to secure your ad space.

to promote their HPBExpo participation - logos, banners, flyers, social posts, and email signatures. Download and use these files today to let everyone know they'll find YOU at HPBExpo 2023 in Louisville!

**Access Marketing Toolkit**

**A Friendly Reminder...**

The final 50% payment is due for all exhibitors by November 1. A copy of your invoice will be mailed in early September.

**BEWARE OF \*MORE\* SCAM EMAILS**



**Beware of Emails from Unknown "Buyers"**

Recently, I have received emails insinuating that the sender is a tradeshow attendee interested in placing an order for my products. It goes on to ask if I accept credit card payments, etc. This was obviously a scam or spam in *my* inbox, since HPBA does not manufacture a product to purchase. But, it may not be so obvious to our exhibitors that **do** have products to sell.

As a reminder, please use caution with emails from unknown senders!

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

Amy Jackson,  
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[amyjackson@hpba.org](mailto:amyjackson@hpba.org)  
[www.hpexpo.com](http://www.hpexpo.com) | [www.hpba.org](http://www.hpba.org)  
 Phone: 703-522-0086 ext. 125  
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with



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