



HPBExpo Exhibitor News & Updates

October, 2022

(ANOTHER) SCAM ALERT

Please be on HIGH alert for third-party vendors that actually have NO affiliation with HPBA or HPBExpo. In fact, even HPBA staff has received phone calls from individuals claiming to represent HPBExpo, soliciting housing reservations. As a reminder, our official housing partner is **onPeak**, and all housing reservations should be made by going through our housing link at www.hpbexpo.com/exhibit/hotel-travel.

Register Your Booth Staff Now

Registration for badges is available online at www.hpbexpo.com/exhibit/exhibitor-badge-registration. Please begin to register your booth staff now. Changes can easily be made later, if needed.

Use your company's unique Member ID / Company ID:

Exhibitor Registration

Encourage your customers to register early as well! Early registration helps us plan appropriately. Share this Attendee Registration link with retailers/buyers:

Customer/Attendee Registration

Lead Retrieval Services



Final Booth Payments Due

Invoices for the final installment of exhibit space were recently sent out. Payments are due no later than November 1.

Please note that due to increasing costs, HPBA will be adding a fee to all credit card transactions beginning January 1, 2023.

Credit cards charged prior to January 1 will NOT incur the fee.

To make a payment by credit card now,

Lead Retrieval services are available through our registration vendor, CompuSystems. Review options in the [Registration Dashboard](#), the same site that you registered your staff for badges. Log in with your unique Company/Member ID: and click the center tab for Lead Retrieval, and "New Order". Here you can view all options and place your order online. You'll also come back here to view and download your leads after the show.

Booth Promotion Services

Complimentary Booth Promotion services are also available through our registration vendor, CompuSystems. Again, you will log in to the [Registration Dashboard](#), with your unique Company/Member ID:

. Click the tab to the right for Booth Promotion. Here, you can:

- Manage Booth Schedule
- Invite a Customer
- Create and use a Registration Widget

More FREE Marketing Tools



An [entire page](#) of graphics for exhibitors to promote their HPBExpo participation - logos, banners, flyers, social posts, and email signatures is available at no additional fee. Download and use these files today to let everyone know they'll find **YOU** at HPBExpo 2023 in Louisville!

[Access Marketing Toolkit](#)

[download the Credit Card Authorization Form](#) and send to amyjackson@hpba.org.

Boost Your Exhibit Experience with Sponsorships

You've booked your space, and you're planning your booth. But you can increase your brand visibility and direct traffic to your booth, website, and social platforms by adding an [Expo Sponsorship](#).

There are options available for every budget, including the Headshot lounge, website advertising, mobile app advertising, lanyards, charging stations, rotating kiosk panels, and more.

To get noticed at HPBExpo, contact Tanya Karkiewicz at karkiewicz@hpba.org or (703) 522-0086 Ext. 117.

[View Sponsor Options](#)

Online Floor Plan & Exhibitor List

All exhibitors should have received an email with instructions to [log in and update your online listing](#). This listing is active NOW for attendees to view and plan their show days, so be sure your information is accurate. Information from this portal will also be downloaded for use in the HPBExpo Mobile App in January (deadline will be announced at a later date).

[Listing Update Login](#)

EXHIBITOR SERVICE MANUAL

The production of our Exhibitor Service Manual is well underway and should be live online

by **mid-November**. This manual will include all the order forms you'll need for any products or services for planning your exhibit experience. We'll include all rules for HPBExpo as well as the Kentucky Expo Center, who to go to for what, and what to expect - and when.

If you have any questions about information or order forms before the Manual is complete, please email amyjackson@hpba.org.



Entries will be accepted beginning in November.

Attendees will cast their vote amongst entries for the 2023 Attendees' Choice Awards.

Winners will be announced on March 13, 2023 live at HPBExpo.

NEW PRODUCT PAVILION / ATTENDEES' CHOICE AWARDS

Plan now to apply for an entry in the New Product Pavilion with any new products introduced **AFTER** the 2022 show in Atlanta.

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)

Entries will be accepted on a first-come, first-served basis, as long as space is available.

Contact amyjackson@hpba.org with any questions.

**NEW PRODUCT
PAVILION**

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

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