



# HPBExpo Exhibitor News & Updates

November, 2022

Did you miss a previous HPBExpo 2023 Exhibitor Newsletter? Check our archive online at: [www.hpbexpo.com/exhibit/newsletters](http://www.hpbexpo.com/exhibit/newsletters)

## Exhibitor Service Manual

The **Exhibitor Service Manual** is now available online through FREEMAN, the official General Service Contractor of HPBExpo 2023. The ESM contains all the vital content to plan for your participation as an exhibitor. Use the Manual as your primary reference guide for approved vendor orders and questions concerning details, directions, or forms that pertain to exhibiting.

**HPBExpo Exhibitor Service Manual**

Access individual documents and order forms, or scroll to the bottom for one all-inclusive, bookmarked PDF.

Save money on Freeman orders by visiting the **FreemanOnline Home Page** for HPBExpo 2023 and placing your service or rental orders online (additional options for **Freeman Exhibit Packages** are available online-only).

If you do not yet have an account with Freeman, create one by clicking on "LOGIN" in the upper right corner, then on "Create an Account".

**Order FREEMAN Services Online**

## What's In The ESM?

The Exhibitor Service Manual can seem overwhelming, especially for new exhibitors. That's



## New Product Pavilion Now Open

Entries are now being accepted for the HPBExpo 2023 New Product Pavilion/Attendees' Choice Awards.

*Product entries must be new (introduced AFTER HPBExpo 2022 in Atlanta).*

*Attendees will vote amongst entries for winners of the Attendees' Choice Awards.*

**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)

Submit your entry now, before space runs out!

**Submit NPP Entry**

## Forms to Submit to HPBA Show Management

why we have information divided into sections to easily review documents by topic:

## REVIEW FULL TABLE OF CONTENTS

1. **Welcome** - Letter to Exhibitors
2. **Show Information** - General Information, Deadlines, Registration & Housing, HPBA Membership, Travel Info, etc.
3. **Trade Show Rules: Overview & Approval Forms** - Show Rules & Policies, Convention Center Rules, Labor Rules; Burning Forms, EAC Forms, Insurance Options, Variance & Sign Approval Forms
4. **Indoor Burning** - Forms & Requirements
5. **Outdoor Burning** - Forms & Requirements
6. **Sponsorship, Marketing** - Outline of Opportunities Available
7. **Official General Contractor: FREEMAN** - Quick Facts & General Info, Payment Method & Labor Rules
8. **Shipping** - Warehouse and Show Site Labels, Move-In Schedule, Directions, Freeman Transportation Options
9. **Material Handling: Exclusive Service** - Explanation of Mandatory Material Handling, Rates and Options
10. **Furnishings, Flooring, Cleaning** - Optional Services and Pricing
11. **Event Graphics** - Optional Services and Pricing
12. **Labor Services** - Optional Services and Pricing
13. **Audio Visual** - Optional Services and Pricing
14. **Other HPBExpo Approved Vendors** -
  - Business Center - UPS & FEDEX

The following ESM forms should be returned directly to HPBA Show Management:

**\*\*SUBMIT CREDIT CARD PAYMENTS BEFORE JANUARY 1 TO AVOID FEES\*\***

**Indoor Burning Request** - Any indoor exhibitor requesting permission to burn appliance in the exhibit hall must submit form by December 31, 2022.

**Outdoor Burning Request** - ALL outdoor exhibitors (burning OR cooking) must submit form by December 31, 2022.

**Show Floor Meeting Space** - Furnished meeting spaces on the show floor are available on a first-come, first-served basis for a fee. Order forms must be submitted by January 6, 2023.

**Proof of Insurance** - ALL exhibitors are required to submit proof of insurance (email to [amyjackson@hpba.org](mailto:amyjackson@hpba.org)) by February 10, 2023.

**Variance/Hanging Sign/Food & Beverage Request** - Any exhibitor requesting permission for a **hanging sign, serving of food and/or beverages, or requesting a variance** must submit form by February 10, 2023.

**EAC (Exhibitor Appointed Contractor) Request** - Any exhibitor hiring a contractor other than Freeman or approved vendors listed in section 14 of the ESM must submit form by February 10, 2023.

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## 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

- Catering - LEVY
- Electric - KEC
- Lead Retrieval - COMPUSYSTEMS
- Insurance Option (insurance is mandatory for all exhibitors) - RAIN PROTECTION
- Gas/Air/Water/Drain - KEC
- Plant & Floral - TEASLEY'S
- Booth Security/Monitor - DTA
- Telephone/Internet - KEC

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](#)

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## CREDIT CARD PROCESSING FEES

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.**

Be sure to pay any booth balances, New Product Pavilion entry fees, Variance fees, or Show Floor Meeting Space fees before January 1 to avoid this new fee if paying by credit card.

To make a payment by credit card now, download the [Credit Card Authorization Form](#) and send to [amyjackson@hpba.org](mailto:amyjackson@hpba.org).

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## EXHIBITOR BADGE REGISTRATION

**REGISTER  
NOW >>**

All exhibitor staff must register for badges to have access to the exhibit hall.

Please begin to register your booth staff now, so that we may plan appropriately.

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

Easily change your exhibitor registration names any time before onsite badge-pickup opens on March 10.

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

Amy Jackson,  
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