



HPBExpo Exhibitor News & Updates

January, 2023

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

EXHIBITOR BADGE REGISTRATION

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

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



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

GO MOBILE!

The HPBExpo Mobile App is the next generation marketing tool that helps you, the exhibitor!

Replacing the printed Show Guide, the Mobile App gives all exhibitors a free listing.

Exhibitors can easily stand out above the rest with a Mobile App Sponsorship. And, there's pricing available for every budget.

View Mobile Sponsorship Options

EXHIBITOR TO-DO LIST

- **Book Hotel Rooms within the HPBExpo onPeak Housing Block** by January 10 for BONUS 2024 Priority Points.

Burn Request Forms

Request forms for Indoor and Outdoor Burning were due by December 31, 2022.

- **Submit New Product Pavilion Entries** by January 10 with guaranteed space available. After this date, entries will be accepted if space is available through March 2.
- Ship advance freight to Freeman Warehouse for arrival beginning February 6 (warehouse is closed on February 20), and no later than March 1. Freight delivered to the warehouse after March 1 will incur additional charges and delayed delivery to the exhibit hall.

[Warehouse Shipping Label](#)
[Show Site Shipping Label](#)

- **Place orders with Freeman** for booth furnishings, flooring, cleaning, etc. by the February 8 Discount Deadline.
- Send HPBA proof of insurance. Use your own policy or **purchase temporary exhibitor insurance through Rain Protection** by February 10.
- If hiring an EAC, submit your **EAC Request form** by February 10.
- Submit a **Variance Request form** if you plan to have a hanging sign above your booth or serve food/beverages in your booth by February 10. See below for further Hanging Sign instructions.

HANGING SIGN REQUESTS

Signs hanging from the exhibit hall ceiling will be considered for island booths (all 4 sides of the booth open to an aisle). Required forms are:

- Submit **Variance Request** to HPBA
- Supply your own signage, or place an order with Freeman:

[Graphics Brochure](#)
[Graphics Order Form](#)

- **Order Hanging Sign Labor** from Freeman
- Submit a **Structural Integrity Statement** to Freeman
- Ship your sign apart from your booth shipment to be installed in a timely manner.

[Hanging Sign Shipping Label](#)

KENTUCKY EXPO CENTER UTILITY ORDERS

We will continue to accept these forms through the end of the first week of January 2023.

[Indoor Burning Request](#)
[Outdoor Burning Request](#)

Update Your Online Exhibitor Listing

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 is also being used in the official HPBExpo Mobile App.

Log in and update your listing as soon as possible for maximum exposure!

[Listing Update
Login](#)



New Product Pavilion

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

All entries received by January 10 will be accepted. After January 10, entries will be accepted if space is available.

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)

Attendees will vote amongst entries for winners of the Attendees' Choice

The Kentucky Exposition Center will be offering the following services to exhibitors:

**Electric
Natural Gas/Plumbing
Phone & Internet/WiFi**

To pay for KEC services by credit card, exhibitors can call 502-367-5275 OR order online at <https://kyexpo.org/order-services>.

Please use the Kentucky Exposition Center online ordering for the following services ONLY: Electric, Natural Gas/Plumbing, and Phone & Internet/WiFi.

The Kentucky Exposition Center **IS NOT** providing Freight Services, Equipment Rentals, Booth Labor, or Booth Cleaning for HPBExpo 2023; however, they are unable to remove these options from their online ordering. **Exhibitors should review or order Freight Services, Equipment Rentals, Booth Labor, or Booth Cleaning through Freeman.**

FULL ESM & FREEMAN ONLINE

**HPBExpo Exhibitor Service
Manual**

**Order FREEMAN Services
Online**

Awards.

Submit NPP Entry

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.

**Show Floor Meeting Space
Order Form**

Credit Card Processing Surcharge

Please note that due to increasing costs, HPBA now adds a 2.4% surcharge to all credit card transactions.

To make a payment by credit card, download the **Credit Card Authorization Form** and send to amyjackson@hpba.org.

HPBExpo SPONSORSHIP & ADVERTISING

It's time to stand out from the competition and take advantage of highly effective advertising and sponsorship opportunities. Known for excellent ROI, these high-value opportunities will increase your visibility at the show, drive booth and/or website traffic and position your company as a serious player.

All sponsors will be included in a "Thank You" sponsor banner with their logo and booth number prominently featured. Your company will also be added to the HPBExpo Tour feature on the Show Mobile App.

To Get Noticed at HPBExpo, please contact Tanya Karkiewicz at karkiewicz@hpba.org or call 703-522-0086 ext. 117.

**SPONSORSHIPS &
ADVERTISING**

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

Amy Jackson,
Senior Manager - Exhibits
amyjackson@hpba.org
www.hpbexpo.com | www.hpba.org
Phone: 703-522-0086 ext. 125
Direct Line: 703-522-4483



HPBExpo | 2000 14th St. North, Ste. 300, Arlington, VA 22201

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