



HPBExpo Exhibitor News & Updates

June/July, 2023

Excited about Nashville?

We are too! That's why we've partnered with the Nashville Convention & Visitors Corp to provide information on Things to Do, Getting Around, Music City Center, and all the Nashville events, museums, restaurants, and discounts & deals you'll need for your stay!

[Plan Your Visit to Nashville](#)

Second Installment Booth Payments Due - June 30

Exhibitors that signed up early during the Priority Booth Selection period with a 20% deposit will have a second payment of 30% **due by June 30**.

Confirmations of booth reservations along with installment invoices were sent in early May. Contact [HPBA Show Management](#) if you need this resent.

The final 50% payment is due for all exhibitors by November 1.

Mail check payments to:
HPBA, PO Box 412397, Boston, MA 02241-2397

Pay by credit card online at:
<https://www.hpba.org/Login>. Your individual username can be found at the bottom of your booth invoice mailed last month. Or, contact [HPBA Show Management](#) for assistance.
*A surcharge of 2.4% will be added to all **credit card** payments.*

Contact [HPBA Show Management](#) for electronic payment instructions (wire transfer, ACH).

[Pay Online at
www.hpba.org](#)



FEBRUARY 13-15
NASHVILLE, TENNESSEE



Save The Dates

**Dates for HPBExpo 2024
Exhibition and Education are:**

- Tuesday, February 13
- Wednesday, February 14
- Thursday, February 15

FREE HPBExpo Education -
For a second year, HPBExpo Education sessions will be **free** for all show participants and **held ON the trade show floor**.

FREE Education is just another reason for MORE retailers to register, attend and become your customer!

Exhibitor Hotel Reservations

Hotel reservations are available now!

Book your room by December 5 with our official housing partner, onPeak, and receive additional Priority Points for booking 2025 exhibit space!

Choose from 12 hotels in the official block, many just steps away from the Music City Center and all the fun nightlife that Nashville offers.

HPBExpo Headquarter Hotel - Omni Nashville
Adjacent to the Country Music Hall of Fame® and Museum, Omni Nashville Hotel is a modern expression of the city's distinct character. Located near Ryman Auditorium, Music City Center, Bridgestone Arena, and iconic Broadway, this hotel in Nashville, TN puts you at center stage.

Click below to review the full list of hotels in the official housing block and make your reservations today.

[Book Hotels Now](#)

Exhibitor Badge Registration

Exhibitor & Attendee Badge Registration will open online at www.hpbexpo.com on **Friday, September 15**.

Signing up for a booth does not automatically register your booth staff for badges. You must do this separately. All exhibitors will have two (2) complimentary registrations available per 100 sq. ft. of booth space. **HPBA member** exhibitors will have an additional allotment ([click here for member badge allotment information](#)). Additional badges over and above your complimentary allotment can be purchased.

Mark your calendars for the September 15 opening!

Exhibitor Move-in will be:

- Saturday, February 10 (8am-5pm)
- Sunday, February 11 (8am-5pm)
- Monday, February 12 (8am-5pm)

Exhibitor Move-out will be:

- Thursday, February 15 (3pm-9pm)
 - Friday, February 16 (8am-5pm)
 - Saturday, February 17 (8am-noon)
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Freeman's Ultimate Guide for Exhibiting

An UPDATED guide with six steps to designing an exhibit that engages today's audiences (and some inspiring examples).

- Learn how audiences are changing and how to set goals for a successful exhibit experience
- Design, plan, and elevate your exhibit to keep attendees engaged (even after the show)
- Get results for exhibits of any size (and on any size budget)
- Find solutions that work whether you're exploring rental or customized booth options
- Pick up best practices, from AV to staffing, for going experiential

[Ultimate Guide for Exhibiting](#)

COMING SOON - MARKETING TOOLKIT

You've already taken the first step towards success by exhibiting at HPBExpo. Make the most out of it by promoting your presence in advance! Generate leads, expand selling opportunities and drive traffic to your booth



with our FREE Exhibitor Marketing Toolkit.

This valuable Toolkit will be available to exhibitors soon and will include graphics to include on your website, in your email signature, and in your promotional materials! The Toolkit will be posted **online** in the Exhibit section and included in an upcoming Exhibitor Newsletter.

Expand your reach even further with **HPBExpo Sponsorship Opportunities!** Contact Sales Associate, Tanya Karkiewicz, to discuss options and pricing, and place your company in the spotlight! Email karkiewicz@hpba.org or Call 703-522-0086 ext. 117.

WARNING - BEWARE OF SCAMS



WHAT OFFERS ARE LEGIT?

You may receive other third-party offers, from everything from hotels to booth carpet. While some offers aren't technically "bogus", they can end up costing you extra in added move-in fees for using an unapproved vendor.

Approved vendors for HPBExpo will have ordering information posted in our online Exhibitor Service Manual, available in October. If you can't find the information you are looking for, inquire with **HPBA Show Management** or Freeman Exhibitor Services.

See SCAM
Example

Article: Investigating
Fake List Vendors

Don't be Fooled by Fake Vendors

Be aware that scammers are working hard to find victims for their fake lists, false hotel reservations, and faux exhibitor listings!

Chances are, you will receive emails or calls from companies or individuals soliciting these services. And, chances are very good that they are bogus offers.

One of the most popular scams is the Attendee List offer. HPBExpo does not sell its attendee list, therefore the lists these so-called vendors are offering are not ours. And sometimes, there is no list at all - it is just a scammer attempting to get your credit card information.

Unfortunately, this is an issue throughout the tradeshow community. The most important thing we can do is educate YOU - so that you don't fall victim to these offers.

Watch for Red Flags such as:

- Email is from a first name only and address contains an unknown domain name
- Email is from someone you don't recognize as HPBA staff
- Email does not contain company information below sender's closure (no "signature block")

If you are in doubt of an offer you have received, first ask **HPBA Show Management staff**. We can verify or deny the validity of the offer for you and send a cease-and-desist letter to the sender. Unfortunately, these individuals tend to reinvent themselves over and over by creating a new "name" and email address with a new offer. It's best to move these emails to your trash folder. Don't hit "unsubscribe" or reply to the sender; both of those options only confirm to them that your email is valid and will result in MORE fraudulent offers.

Trade Show Tips

As you plan your exhibit space for HPBExpo, don't forget one of the most important aspects - your booth staff! Check out this example of "What NOT To Do" as an exhibitor. Although this video is older, its content remains valuable and applicable.



The WORST Behavior at a Trade Show (Do Not Do This!)

News Alert

This Constant Contact account ONLY sends HPBExpo Exhibitor Newsletters. Unsubscribing from this newsletter may result in missing crucial information, instructions, regulations and/or updates for your exhibit planning experience. Please add us to your safe sender's list.

This newsletter, as well as all subsequent newsletters for HPBExpo 2024 will also be posted online at www.hpbexpo.com/exhibit/newsletters. While we can only designate one individual as the "Exhibit Contact" to receive and distribute all exhibit information, you are welcome to forward the Newsletter Archive URL to others in your organization to keep them informed of the latest news.

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

Amy Jackson,
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www.hpbexpo.com | www.hpba.org

