



## HPBExpo Exhibitor News & Updates

August/September, 2023

### Announcing New Sponsorship Packages - To Be Opened to All Exhibitors September 18

HPBA Members and previous sponsors may [preview and secure their sponsorship now](#). All remaining exhibitors can preview and submit sponsorship forms beginning **Monday, September 18**.

All new HPBExpo packages fit a broad range of budgets with well-rounded exposure before, during and after HPBExpo. Take a look at our new sponsorship levels today as some are exclusive or have limited quantities.

[Review Sponsorship Packages](#)

## HPBA Takes Your HPBExpo Investment Seriously

### New Suitcasing & Outboarding Policy

With full support from the Hearth, Patio, & Barbecue Association Board of Directors, HPBA has adopted a formal [policy forbidding suitcasing and outboarding](#) at the HPBExpo to protect the investment of exhibitors and sponsors, and the overall integrity of the show. HPBExpo is the premier live industry marketplace for indoor and outdoor living.

The [HPBA Suitcasing & Outboarding Policy](#) is strictly enforced with the help of onsite security, the Suitcasing Prevention Team, board members, staff members, fellow exhibitors, and attendees.

Do your part to help protect the integrity of the



**BADGE  
REGISTRATION  
OPENING  
SEPTEMBER 15**

Expo and share any potential violations even before we arrive in Nashville.

[Submit Violation Form](#)

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## Interested in Holding a Reception, Party or Dinner Event during HPBExpo?

HPBExpo is HPBA's exciting and award-winning annual trade show that provides synergies between various stakeholders and attendee groups throughout the hearth, patio, and barbecue industries. HPBA works with a variety of organizations who wish to hold meetings or events in conjunction with HPBExpo.

HPBA uses a formal process for reviewing requests for these types of meetings to protect HPBExpo from any activities that detract from the industries' premier annual expo, or that could undermine the investment made by its exhibitors, sponsors, attendees, and other stakeholders.

Requests for meetings held in conjunction with HPBExpo are managed on a case-by-case basis. [HPBA has an ancillary meetings policy](#) and specific guidelines for any approved meetings held in conjunction with HPBExpo.

[Submit an Ancillary Meeting Request](#)

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## Badge Sharing is Unethical

It is unethical to register or give a badge to anyone other than your company personnel. Violation of this policy will result in penalty fees equal to the total potential revenue loss determined by HPBA Show Management.

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## Variance Request Forms

Exhibitors must submit a [Variance Request Form](#) for the following requests:

- Overhead Booth Signs on the Exhibit Floor
- Serving Food and/or Beverages in the Booth
- Any Exceptions to the [Trade Show Rules & Regulations](#)

Complete the approval request form for consideration no later than **January 10**.

Beginning **September 15**, both attendees and exhibitors can register for HPBExpo badges online at [www.hpbexpo.com](http://www.hpbexpo.com).

Register your booth staff early (make changes later, if needed), and **encourage your customers to register early to build the buzz about HPBExpo 2024 in Nashville!**

Exhibitors are eligible for 2 complimentary exhibitor badge registrations per 100 sq. ft. of booth space.

**Example:** 20x30 = 600 sq. ft. = 12 complimentary badges.

HPBA Member exhibitors are eligible for an additional allotment of complimentary exhibitor badges.

Exhibitors will need their HPBA Member ID/Company ID to register for badges:

Visit [www.hpbexpo.com](http://www.hpbexpo.com) on **September 15** and find **Exhibitor Badge Registration** within the **EXHIBIT** dropdown Menu tab.

*Non-exhibiting suppliers, manufacturers, and providers of business services (associates) are not eligible to register as attendees of HPBExpo 2024. These companies may only attend HPBExpo as exhibitors, per the HPBA Suitcasing & Outboarding Policy.*

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## Have You Booked Hotel Rooms Yet?

We've secured special rates through onPeak, our official housing partner. As a bonus, exhibitors that book their housing needs through onPeak will receive additional Priority Points for HPBExpo 2025 booth selection!

[Book Nashville Hotels](#)

## EAC Request Forms

HPBA has appointed FREEMAN as the official general contractor for the HPBExpo 2024.

Should an exhibitor wish to have an exhibit installed by a contractor other than the official show decorator ("Exhibitor Appointed Contractor"), such exhibitor must complete an **EAC Request Form** to Show Management for review.

**This request must be received and reviewed no later than **January 10**.**

## EAC Request Form

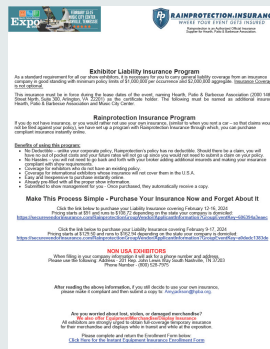
## Exhibitor Insurance Requirement

As a standard requirement for all our exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. **Insurance Coverage is not optional.** This insurance must be in force during your set up, show dates, and tear down, naming Hearth, Patio & Barbecue Association as the certificate holder. Both Hearth, Patio & Barbecue Association and Music City Center must be named as additionally insured.

### An Affordable Temporary Insurance Option

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with **Rainprotection Insurance** through which you can **purchase compliant insurance instantly online**.

After reviewing the above option, if you still decide to use your own insurance, please make it compliant and then **submit a copy to show management**.



## Show The Value of Your Exhibit

Showing the ROI of your time spent on the trade show can be hard. We've partnered with our official General Contractor, FREEMAN to provide two resources to make it EASY!

### 1. Measurement Framework

The first resource gives you the context for how to think about your exhibit experience through the eyes of your audience.

You'll also get benchmark data aggregated over decades of measurement.

**Exhibit measurement for today's events - 3 steps to evolve data collection for your trade show booth:**

### Evolve Data Collection

### 2. Measurement Formulas

The second resource gives 11 exact formulas to see value from several directions.

From influential buyers touched to revenue earned and costs saved (and a lot more), show success with these tools.

**Calculate your trade show exhibit performance: Easy formulas to measure booth success:**

### Calculate Performance

If you'd like help measuring your performance — or designing a booth to help you meet your goals — Freeman would love to be your partner:

### Contact FREEMAN

# INDOOR BURNING REQUESTS



**Burning Request  
Form**

## SUBMIT YOUR INDOOR BURNING PLANS NOW

If you would like to burn an appliance(s) inside the exhibit hall, please submit your plans as soon as possible so that we may review and approve your request or alert you of any issues that would disqualify your product.

**Appliances eligible will include Hearth and Outdoor Living appliances such as fireplaces, stoves, inserts, fire pits, fire tables, torches, lanterns, etc. Each appliance will need to be approved by the Music City Center.**

**Note:**

- One Appliance per 400 sq. ft.
- No Cooking/No Cooking Appliances
- Natural Gas and Ethanol Only  
(NO PROPANE, NO SOLID FUELS)
- Booth Must be in Designated Burn Area

## Trade Show Tips

Exhibiting can be expensive, but with careful planning and smart strategies, **you can save money without compromising the quality of your presence.** Here are some tips to help you save money:

- **Plan Early:** Start well in advance and take advantage of Early Bird discounts from vendors.
- **Set a Realistic Budget:** Prioritize your spending and avoid unnecessary expenses.
- **Research Booth Design Options:** Consider cost-effective booth alternatives and opt for lightweight materials that can reduce shipping and drayage fees.
- **Explore Sponsorship Opportunities:** Sponsorship packages offer high visibility and increased traffic to your exhibit space, giving you a "bigger bang for your buck."
- **Maximize Social Media:** Promote your participation and engage with attendees before, during, and after the show using free social media platforms.



Remember to strike a balance between cost savings and maintaining a high-quality presence that effectively represents your brand.

## Exhibitor 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](http://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.

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

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