



HPBExpo Exhibitor News & Updates

October, 2023



Beware of Deceptive Offers

Lately, third-party vendors have been reaching out to exhibiting companies, presenting various offerings such as **attendee lists and hotel accommodations**. Please exercise caution as these emails do not originate from HPBA, HPBExpo, or any affiliated partners of HPBA/HPBExpo. Clicking on links from unknown sources can leave you susceptible to cyberattacks, fraud, and identity theft.

Hotels: Our official hotel partner is onPeak, access [reservations through the HPBExpo website](#).

Authorized Vendors: Official vendors include Freeman, Music City Center, Compusystems, Teasly's Convention Florist, and Rainprotection Insurance. All authorized vendors for HPBExpo exhibitors will be prominently featured in the online **Exhibitor Service Manual**, which will be available no later than October 13.

Attendee Lists: HPBExpo does not distribute or sell attendee contact lists.

If you receive an offer that leaves you uncertain, we encourage you to contact [HPBExpo Show Management](#) to verify the offer's legitimacy.

New Product Pavilion Now Open for Entries

NEW PRODUCT PAVILION OPEN FOR ENTRIES

The New Product Pavilion at HPBExpo is officially open to accept product entries, showcasing the latest innovations in the industry. Be part of the excitement as the **New Product Pavilion** highlights



cutting-edge products in the **hearth, outdoor living, and barbecue markets.**

Eligible entries include new products introduced AFTER HPBExpo 2023. Table-Top and Free-Standing space are available. Exhibitors can choose to show the **actual product, or a poster display.** Products must also be on display in the exhibitor's booth. See complete [Rules for Entry.](#)

Each product displayed in the pavilion will be an eligible entry for the **HPBExpo Attendees' Choice Awards**, in which attendees will vote for their choice of top products in the following categories:

- **HEARTH**
- **OUTDOOR LIVING**
- **BBQ (NEW, SEPARATE CATEGORY!)**



Award winners in each of the three categories will be announced on the HPBExpo show floor, on Thursday, February 15.

EARLY BIRD PRICING AVAILABLE!

EARLY-BIRD RATES

(entries submitted by November 1)

2 ft. x 3 ft. Table-Top = \$300

2 ft. x 6 ft. Table-Top = \$400

Freestanding product up to 5 ft. x 10 ft. = \$500*

STANDARD RATES

(entries submitted after November 1 and by December 12)

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*

LATE-ENTRY RATES

(entries submitted after December 12)

2 ft. x 3 ft. Table-Top = \$500

2 ft. x 6 ft. Table-Top = \$600

Freestanding product up to 5 ft. x 10 ft. = \$700*

**additional fee for oversized products*

New Product Pavilion Entry

Sponsorship Packages - Now Open to All Exhibitors

Elevate your brand's presence at HPBExpo with our exclusive Sponsorship Packages, now

ELEVATE YOUR PRESENCE WITH OUR EXCLUSIVE MARKETING TOOLKIT

Put yourself in the spotlight while showcasing your participation at HPBExpo 2024 with our official marketing toolkit, **available at no additional fee!**

- Generate an **abundance of leads**
- Unlock new **selling opportunities**
- Amplify **brand visibility**
- Attract a surge of **visitors to your booth**

Incorporate **event logos** into your promotional materials, deploy eye-catching **display banners**, ignite your social media presence with engaging **posts and graphics**, and distribute a captivating **promotional flyer**. Utilize our **email invite** template to craft personalized invitations that resonate with your audience and encourage them to join you for an unforgettable in-person experience.

Included in the Toolkit:

- Event Logos
- Display Banners
- Social Posts & Graphics
- Promotional Flyer
- Email Invite Template

Let your presence shine at HPBExpo 2024 like never before.

Access FREE Toolkit

Register Your Booth Staff



available for purchase.

Don't miss this opportunity to showcase your business and **gain maximum exposure** at the industry's premier event. **Secure your sponsorship** today and

unlock a world of benefits and visibility.

[Become a Sponsor](#)

Exhibitor Planning Information Available

Get a head start on your Expo plans with these important planning details:

[Exhibitor General Information](#)

[Exhibitor Deadlines](#)

[Exhibitor Rules & Approval Forms](#)

The Exhibitor Service Manual (ESM), your indispensable resource for exhibiting success, will be accessible at www.hpbexpo.com no later than **October 13**. You can find it conveniently within the Exhibit dropdown menu.

Within the ESM, you'll discover a wealth of essential information, covering everything from shipping logistics to labor services, to furnishing rentals, leaving no detail unattended. We will promptly notify exhibitors via email as soon as the ESM goes live.

All exhibit staff will need to be registered for exhibitor badges. Complete the registration process now and make updates through the exhibitor registration dashboard as needed.

Exhibitors qualify for two complimentary badges for every 100 square feet of booth space. Additional badges are readily available for purchase.

Use your **HPBA Member ID/Company ID** to access your registration dashboard:

[Register for Exhibitor Badges](#)

Promote Attendee Registration

Encourage your buyers to start registering to attend HPBExpo!

With new events like **Retailer Roundtables and HPBA Industry Awards**, buyers will see more value than ever in HPBExpo. Be sure to include the Attendee Registration link in your communication materials.

[Attendee Registration Link](#)

BOOTH PAYMENTS DUE



Pay Online

FINAL BOOTH INSTALLMENT

Final booth installments are due for all exhibitors by November 1.

Mail checks to:

HPBA
PO Box 412397
Boston, MA 02241-2397

Contact us directly for an updated copy of your invoice, for electronic payment instructions, or for assistance with online payment login.
Call 703-522-4483 or email amyjackson@hpba.org.

EXHIBITOR EDUCATION



SHIPPING & MATERIAL HANDLING 101

If this is your first show, you may have some questions about the required material handling service. All advanced shipments received at the Freeman warehouse, as well as all shipments received onsite or driven to the Expo* will incur a material handling fee by the official general contractor, Freeman.

Shipping

- Transport of your materials from your origin to the shipping dock of the advance warehouse or event venue before the show.
- Transport of your materials from the event venue to your destination after the show.

Material Handling

- Transport of your materials from the shipping dock of the advance warehouse or event venue to your exhibit space.
- Storage of empty containers.
- Transport of your materials from your exhibit space to the transportation vehicle.

Understanding The Difference Between Shipping & Material Handling

**Exhibit materials that can be hand-carried in one trip from a legally parked vehicle by the exhibitor will not incur material handling fees. Dollies, hand trucks, or other means of wheeled transport are not permitted for hand-carry.*

Cars, Mini-Vans, Small Pick-Up Trucks, Full-Size Vans, and Large Pick-Up trucks requiring use of the dock area will be unloaded by Freeman for the per-vehicle-load fee. Vehicles larger than a large pick-up truck, including those with trailers will be unloaded at the main dock at the published per hundred weight rates.

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.hpexpo.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:

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