



## HPBExpo Exhibitor News & Updates

November/December, 2023

### NEW PRODUCT PAVILION ENTRIES



Take your product to center stage with an entry in the **New Product Pavilion!** NEW, this year, we will have three product categories eligible for an Attendee's Choice Award - **Hearth, Outdoor Living, and Barbecue** (a new, separate category)!

Table-top and free-standing entries are available, with the option of a product display or poster display. Signage with your company name, booth number, product name, and product description will be provided by HPBExpo for each entry.

Submit entries by **December 12** and save! Entries submitted **after December 12** will have an increased rate and will be accepted on a first-come, first-served basis if space is available.

Winners will be announced at **The Ultimate Awards Show**, February 14, 5:00pm, in the Karl F. Dean Grand Ballroom of Music City Center.

[Submit Entry](#)

## Online Exhibitor Service Manual

The **Exhibitor Service Manual** is available online. The ESM contains all the vital content to plan your participation as an exhibitor. Use the Manual as your primary reference guide for approved vendor orders and questions concerning details, directions, or forms related to exhibiting.

[HPBExpo Exhibitor Service Manual](#)

Take advantage of pricing discounts with our official general contractor, Freeman, by placing your service or rental orders by the Discount



## Stay Vigilant When It Comes to Scams

As HPBExpo approaches, we want to remind all exhibiting companies to remain vigilant against potential scams. Be cautious of **unsolicited offers** for **attendee lists**, **hotel accommodations**, and **requests for wire transfers**.

Deadline of **January 15**.

**Note:** To place orders with Freeman, you must have an account with FreemanOnline. Use an existing account or create a new one.

[Order Freeman Services Online](#)

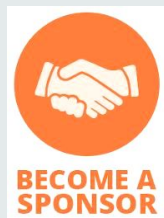
## ESM Overview

Information in the ESM is divided into sections to easily review documents by topic:

1. [Show Information](#)
2. [a. Exhibitor Rules/Policies/ b. Approval Forms](#)
3. [Indoor Burning](#)
4. [Sponsorship & Marketing](#)
5. [FREEMAN - Official Contractor](#)
6. [Shipping Vs. Material Handling](#)
7. [Shipping to HPBExpo](#)
8. [Material Handling: Exclusive Service](#)
9. [Rentals & Services](#)
10. [Labor Services](#)
11. [Audio Visual Services](#)
12. [MCC Utilities & Other Approved Vendors](#)

[Full ESM](#)

## Sponsorship Packages - Now Open to All Exhibitors



**BECOME A SPONSOR**

Elevate your brand's presence at HPBExpo with our exclusive Sponsorship Packages, now available for purchase.

Don't miss the 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](#)

## Shortcut to Shipping

### Ship to the Freeman Warehouse

Ship early to avoid delays and save money, while also avoiding weekend delivery. Freeman will

Remember that criminals will go to great lengths to deceive you. Always verify the legitimacy of any communication, especially if it involves **financial transactions**. HPBExpo does not endorse or authorize any third-party solicitations from vendors not outlined in the Exhibitor Service Manual (refer to Sections 5 and 12).

**Protect your company from potential fraud** by staying informed and reporting any suspicious activity promptly. Your security is our priority, and together, we can ensure a safe and successful experience.

## Register Your Booth Staff



All exhibit staff need to be **registered for exhibitor badges**. Complete the registration process now to be **matched with registering attendees** who indicate an interest in the product types you offer. Make updates to your registered staff through the [Exhibitor Registration Dashboard](#) as needed.

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

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

[Register for](#)

accept crated, boxed, or skidded material beginning **January 11, 2024**. Material arriving **after February 2, 2024** will incur an additional after-deadline charge when received at the warehouse. Shipments sent to the warehouse will be delivered to exhibit spaces by 8:00am on Saturday, February 10.

Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.

Warehouse materials will be accepted Monday through Friday between the hours of 8:00 AM - 3:30 PM. The warehouse will be **closed on Monday, January 15, 2024**, in observance of the Martin Luther King Jr. holiday.

Certified weight tickets must accompany all shipments.

If necessary, provide your carrier with this phone number: (888) 508-5054.

### Advanced Warehouse Shipping Label

*Sign in to your FreemanOnline account to auto-populate with your company name and booth number.*

### Direct to Show Site Shipments

If you are unable to ship in advance, you will need to ship directly to the show site to arrive during your **Targeted Move-in Date/Time**.

Freeman will receive shipments at the exhibit facility beginning **Saturday, February 10, 2024**. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.

Certified weight tickets must accompany all shipments. Ensure your driver has the following information to expedite unloading and delivery to your booth: Show Name, Exhibitor Name, Booth #.

If necessary, provide your carrier with this phone number: (888) 508-5054.

### Targeted Move-In Schedule

### Badges

## Update Online Exhibitor Listing

All exhibitors should have received an email



with instructions to log in and update their **online listing**. This listing is active **NOW** for attendees to view and plan their show days, so ensure your information is as accurate as possible.

Add contact information, brands, product categories, product listings, show specials, and more—all included with the price of your exhibit space.

Information from this portal will also be downloaded for use in the HPBExpo Mobile App (**final updates will be downloaded on February 6**).

### Update Listing

## Forms to Submit to HPBA Show Management

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

**Indoor Burning Request:** Any indoor exhibitor requesting permission to burn appliances in the exhibit hall shall submit a form by **December 1, 2023**.

- **BURN REQUEST FORM**
- **REVIEW BURNING REQUIREMENTS**

**Proof of Insurance:** ALL

## Show Site Shipping Label

*Sign in to your FreemanOnline account to auto-populate with your company name and booth number.*

### Review Material Handling Rates

All advanced shipments received at the Freeman warehouse, as well as all shipments received onsite or driven to the convention center/show site, will incur a **material handling fee** by the official general contractor, Freeman.

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-hundredweight rates.

Shipments delivered on weekends or after hours on weekdays will have additional material handling fees.

## Material Handling Rates

exhibitors must submit proof of insurance (email to [amyjackson@hpba.org](mailto:amyjackson@hpba.org)) by **January 10, 2024**.

- **PURCHASE INSURANCE**
- **SAMPLE COI**

**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 **January 10, 2024**.

- **VARIANCE FORM**

**EAC (Exhibitor Appointed Contractor) Request:** Any exhibitor hiring a contractor **other than Freeman or approved vendors** listed in section 12 of the ESM must submit form by **January 10, 2024**.

- **EAC REQUEST FORM**

## Suitcasing & Outboarding Policy

HPBA is committed to giving your company the best experience. HPBA has adopted a formal policy forbidding suitcasing and outboarding at HPBExpo to protect the investment of HPBExpo exhibitors and sponsors, and the overall integrity of the show.

### WHAT CAN YOU DO

If you suspect a violation of the policy regarding suitcasing or outboarding at the Expo, take swift action to report it. Complaints may be filed confidentially.

**Before the Show:** If you feel there is a reasonable risk of a problem involving suitcasing or outboarding, notify Show Management prior to arrival by emailing [expo@hpba.org](mailto:expo@hpba.org).

**Onsite:** If you suspect another company of suitcasing or outboarding, report this to HPBExpo Registration, and someone



See Our  
Suitcasing  
Policy

from Show Management will be called to address it.

**Before the show OR Onsite:** Complete and submit the Suitcasing & Outboarding Violation Form.

**Submit  
Violation to  
Management**

## Trade Show Tips

### Exhibit Booth Staffing for Success

Ready to set the stage for a successful trade show? It's crucial to build the perfect exhibit team to represent your brand. This newly updated guide helps you recruit, train, and incentivize a motivated group to work the booth. It also includes helpful tips on lead management (hint: it's more than just collecting business cards).

After all, the success of your exhibition lies with your team and their ability to make productive and enduring face-to-face connections. Are you excited to build your stand-out team?

Download Freeman's guide for the latest and greatest tips and strategies.

**Staffing for  
Success**

## 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.

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

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