



MARCH 26-29  
NEW ORLEANS, LOUISIANA  
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## ANCILLARY MEETING POLICY

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### WHAT IS AN ANCILLARY OR ICW EVENT?

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An ancillary or “ICW” (in-conjunction-with) event from now on referred to as “event,” is any function held adjunct to the HPBExpo that are separate and distinct events outside the official HPBExpo program. All ancillary events must be approved by HPBA, including but not limited to:

- Board Meetings
- Focus groups
- Hospitality Room/Suite
- Education/Training Sessions
- Press conferences or briefings
- Social Events
- Customer/Dealer Acquisition or Appreciation Events
- Staff meetings
- Receptions or celebrations
- Annual meetings
- Award luncheons, dinners, banquets, receptions, etc.
- Product launches
- Parties or any other gathering conducted for networking, recognition, education, or any other social or commerce-related purpose

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### WHO MUST SUBMIT AN ANCILLARY EVENT REQUEST?

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HPBA requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in any location during official event dates (March 26-29, 2025) to complete an [Ancillary Meeting Request form](#). Event space is available for use on a daily and per-meeting basis.

**Organizations may not contract meeting space directly with Official HPBExpo Hotels or the Convention Center.**

#### **HPBA Affiliate Members**

The HPBA welcomes affiliate member organizations to meet and host events during organizer-approved dates and times in conjunction with the HPBExpo that do not directly conflict with HPBExpo exhibition events.

#### **Exhibitors/Non-Exhibitors**

HPBExpo exhibitors can request ancillary meeting space, however, if an organization has products that are relevant to the attendee, then they are required to exhibit to obtain meeting space. Non-exhibiting companies may not use meeting rooms or other venues to promote products. HPBA reserves the right to deny meeting space requests to companies that violate these policies.

#### **Companies Not Using Official HPBExpo Hotel or Convention Center**

Companies not using an official HPBExpo hotel or convention center space must complete an [Ancillary Meeting Request form](#). HPBA requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in any location (including restaurants, other non-hotel venues, or a non-official HPBExpo Hotel) during exhibition events to complete an [Ancillary Meeting Request form](#).

However, you do not have to pay applicable fees for holding an event if the event is approved and held at a non-HPBExpo hotel or restaurant. You may contact the venue directly after receiving approval from HPBA on the proposed event's date, time, and content.

The HPBA expo staff will review for approval all events involving Expo attendees, whether held at an expo-contracted facility or in the same metropolitan area as the Expo. No organization or company can



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reserve meeting space directly through the contracted hotels or convention center. HPBA will use its best efforts to prevent such events by controlling HPBExpo meeting space and hotel accommodations.

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### PROHIBITED ANCILLARY EVENTS

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These events are prohibited at any time during the exhibition days of HPBExpo (March 26-29, 2025).

- Poster Event – No participant may present a paper scheduled for presentation during HPBExpo and under embargo at the time of the meeting.
- Commercial Event – A meeting that includes educational information that does not allow participants to earn CE credit but can be commercial/ informational. Several opportunities are available to hold these events during HPBExpo. Contact [expo@hpba.org](mailto:expo@hpba.org) for more information.
- Educational Event – A meeting that includes educational content and can, but does not have to, include the option for participants to earn CE credit for attending.
- External events – Any tours, demos, training, satellite, or content resembling the existing HPBExpo program.
- Self-promotion – Actively promoting or distributing promotional material (e.g., fliers, room drops), distributing any materials with the HPBExpo logo, or sales presentations and equipment demonstrations.

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### EVENT DATES REQUIRING ANCILLARY EVENT REQUEST FORM

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Any event held between Wednesday, March 26, through Saturday, March 29, 2025, must complete the [Ancillary Meeting Request form](#) online by January 24, 2025.

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### EVENT BLACKOUT TIMES

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Organizations may not hold events during the defined black-out times. The only events allowed during the black-out times are HPBA internal/staff meetings.

Blackout hours are as follows:

- March 26 | 2:30PM-4:30PM
- March 27 | 8AM - 5 PM
- March 28 | 10AM - 8:30PM
- March 29 | 10AM - 3PM

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### EVENT FEES

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Any charges for services levied by the hotel or convention center are the organization's sole responsibility. These may include but are not limited to room rental, food and beverage minimums, audio-visual pricing, internet charges, electric costs, etc.

Access to some or all benefits related to HPBExpo may be limited to exhibiting companies, HPBA members, or HPBExpo sponsors.



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### MARKETING MATERIAL

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All names, marks, brands, logos, designs, trade dress, slogans, and other designators of HPBA or HPBExpo are the sole and exclusive property of HPBA.

#### **Use of HPBA or HPBExpo Name, Logo, or Other Trademarks Guidelines**

Use of any HPBA or HPBExpo name or logo without HPBA's prior written permission is strictly prohibited, except for use of HPBA's name as required in the disclaimer for signage and in other materials associated with ancillary events, as set forth below:

- No marketing pieces, inventions, communication of any kind, advising, or other written, spoken descriptions of the event may use the HPBA or HPBExpo name or logo, or otherwise suggest or imply that the group has endorsed or sponsored the event. HPBExpo may be mentioned once in each communication for identification purposes, and in a reasonably sized, neutral font may be mentioned once in each communication for identification purposes. HPBExpo may not be part of a title or heading of the ancillary event, be prominently featured, or be listed first in print materials. HPBExpo slide templates, color schemes, or other means of confusing the event with an HPBExpo-sponsored event may not be used.
- The following statement must be prominently displayed and included on all advisements, signs, marketing pieces, invitations, meeting materials, derivative products, etc., for the event **"Not an official event of the HPBExpo and not sponsored or endorsed by the HPBA."**
- Repurposed or post-meeting/event materials developed due to content from the meeting or event must NOT include any reference to HPBExpo. Materials must not in any capacity identify HPBExpo as the sponsor.

Note: HPBExpo exhibitors, please reference the suite of graphics and exhibitor logos mentioned in your exhibitor communications that are available for download and use.

#### **Signage Guidelines**

Organizations can provide signage based on the following restrictions: Up to 4 signs maximum, (2) no larger than 22" x 28", and (2) of any size. Signage may only be placed in the hotel two hours before the event starts and must be removed within 30 minutes of the event's conclusion.

Placement is limited to the entrance of the meeting room or as determined by the venue and/or HPBA. The event organizer must comply with HPBA's policy and its selected venue's policy concerning signage placement. Signage for ancillary events is not permitted at the convention center during the exhibition or in public space immediately outside of session rooms at an official HPBExpo event.

All signage graphics must be submitted to HPBA's Operations Department for approval prior to production, at least 3 weeks prior to show dates.

#### **Press Event Guidelines**

Organizations planning media events during HPBExpo must coordinate with HPBA's Communications Department. For more information, please email HPBA's Communications Department at [communications@hpb.org](mailto:communications@hpb.org).



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### RESERVING EVENT SPACE

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Event organizers do not need to be HPBA members or registered for the meeting to submit an ancillary meeting request. However, anyone attending an ancillary event onsite must be registered to attend the HPBExpo.

Ancillary meeting requests will be reviewed weekly and approved on a first-come, first-served basis. As space is limited, be sure to submit requests as soon as possible. Please allow 10-15 business days for confirmation and meeting room assignment receipt. Submitting an application does not guarantee assignment.

All organizations and individuals must complete the [Ancillary Meeting Request form](#) for the event by **January 24, 2025**.

You MUST receive approval from HPBA through notification from HPBA staff before promoting and implementing the ICW (in-conjunction-with) event. All space will be assigned on a first-come, first-served basis.

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### STEPS FOR SUBMITTING AND APPROVAL OF ANCILLARY MEETING REQUESTS

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1. Read the HPBExpo Ancillary Meeting Policy and submit an [Ancillary Meeting Request form](#) online by January 24, 2025.
2. Upon receipt, HPBA staff will review the request to determine whether the proposed event meets HPBA standards and requirements. In some cases, approval is required by the HPBA Board of Directors.
3. Once approved, HPBA will contact the hotel(s) or convention center to secure a meeting room for the requested event.
4. After approval and once the meeting space has been secured, HPBA will notify the organization that the request has been approved and which meeting room(s) has been assigned. Every effort will be made to notify the organization within 2-3 weeks after the event has been approved. Please note that the response time can vary depending on a multitude of factors, including but not limited to event size, scheduling, board approval, and venue response time.
5. The submitting organization will then work directly with the assigned venue and approved vendors to plan the event and work within the outlined HPBExpo Ancillary Meeting Policy.

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*Those who participate in any ancillary event contrary to this policy will be subject to sanctions, as determined by the HPBA Expo Committee and HPBA Board of Directors, including loss of exhibitor priority points, refusal of permission to exhibit at future HPBExpo's, and refusal of permission to continue to exhibit at HPBExpo 2025. Violations may also lead to suspension of or expulsion from membership in HPBA or, in the case of a non-member, disqualification from eligibility for membership.*

*These rules and regulations apply for events requested and held in the general vicinity of the host city on the conference dates, and four days leading up to and one day following the HPBExpo.*