

June/July, 2017

Issue 1

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## WELCOME TO HPBExpo 2018

Thank you for signing up to exhibit at HPBExpo 2018! We look forward to seeing you at the Music City Center in Nashville, Tennessee – March 7-10, 2018. Expo Education begins on March 7, while the exhibit floor opens March 8. The show will wrap up at 3:00pm on Saturday, March 10.

Music City Center is located in Downtown Nashville, between 5<sup>th</sup> and 8<sup>th</sup> Avenues, adjacent to both the Bridgestone Arena and Country Music Hall of Fame and Museum.

The exhibit hall is on the 3<sup>rd</sup> floor of the building, Halls A-D. The Outdoor Burn Area will be located on 5<sup>th</sup> Avenue, between Demonbruen Street

and Korean Veterans Boulevard, as well as on Demonbruen Street, between 5<sup>th</sup> and 4<sup>th</sup> Avenues. A complete floor plan can be viewed online at [www.hpbexpo.com](http://www.hpbexpo.com) – click on Show Info, then Interactive Floor Plans.

Please visit our website at [www.hpbexpo.com](http://www.hpbexpo.com) and bookmark the “EXHIBIT” tab. Sub-tabs will later be added to submit entries for the New Product Pavilion, review General Exhibitor Info, gain access to the Exhibitor Service Manual, and review important updates to Marketing Tools, Floor Plans, Rules & Regulations, and more.



*Nashville has been named a top destination for 2017 by an number of publications, including Travel + Leisure, Frommer's Travel Guide, Men's Journal, WestJet Magazine, Afar, The Daily Beast*

## CONTRACT & PAYMENT SCHEDULE

You should have recently received a copy of your accepted booth contract, an invoice outlining payments due, and a copy of the NEW\* 2018 Trade Show Rules & Regulations.

If you reserved your space onsite in Atlanta, (with a 20% deposit), a second payment of 30% was due by June 30. Companies that

reserved booth space after the conclusion of HPBExpo 2017 were required to pay a 50% deposit at the time of their booth reservation.

The final 50% for all exhibitors will be due by November 1. Payments can be made by check, wire transfer, or credit card. Credit cards are accepted at [www.hpba.org](http://www.hpba.org), or

exhibitors can request a credit card authorization form to complete by sending a request to [amyjackson@hpba.org](mailto:amyjackson@hpba.org).

*\*The Trade Show Rules & Regulations have been updated to outline revised show floor access hours for exhibit staff – see section 9 and Bulletin enclosure.*

## Cancellation Deadlines:

See HPBExpo 2018 Trade Show Rules & Regulations or page 2 of your booth contract for cancellation/downsize and refund deadlines.

## ONLINE EXHIBITOR PROFILE

HPBExpo exhibitors are listed in the online interactive floor plan and exhibitor list accessible at [www.hpbexpo.com](http://www.hpbexpo.com).

Update your exhibitor profile to ensure that accurate information is published both online and in the printed *HPBExpo 2018 Show Guide*.

Contact information entered online in your exhibitor profile will be downloaded to print in the official

*HPBExpo 2018 Show Guide*, distributed onsite at HPBExpo.

**Make sure this information is entered and accurate at your earliest convenience.**

I recommend updating or adding information PRIOR to attendee registration opening on **September 1**. Update your profile as often as you'd like, but finalize your data for the printed *Show Guide* no later than **January 10**.

Changes made after January 10 will appear online, but not in the printed *Show Guide*.

Complete instructions, along with login information, are enclosed in this Bulletin.

## OFFICIAL Expo CONTRACTORS:

General Contractor: **Freeman**  
(carpet, furnishings, graphics, drayage, rigging, etc.)

Utilities: **Music City Center**  
(catering, electric, telephone, internet, indoor natural gas, water,)

Housing: **onPeak**

Badges and Lead Retrieval: **CompuSystems**

Official Printed *Show Guide*: compiled and distributed by **HPBA/HPBExpo show management**

Photography/Video: **Joe Orlando, Inc.**

Booth Security: **DTA Security Services, LLC**

## THIRD-PARTY VENDOR WARNING – BUYER BEWARE

Exhibitors are urged to use caution with any third-party vendor offer. You will be able to find most services you need for exhibiting through the Expo website or the official general service contractor, Freeman. For assistance in locating an order form for a particular product or service, please contact HPBA show management or Freeman.

Remember, if an offer sounds "too good to be true", it very likely is.

It's important to understand that items ordered through third-party vendors will be assessed for material handling (also known as drayage) charges to your booth.

Please exercise great caution in completing any information for a "Show Guide" or "Directory" other than the information you enter through the link we provide in our newsletters, emails, and website.

Unauthorized firms will insinuate affiliation with HPBExpo when, in actuality, they have no relationship with us. Some have extensive hidden fees for being listed in their directories.

The same caution should be used with third-party hotel offers, some of which may be fraudulent or not associated with our official room block with onPeak.

Always ask show management if in doubt.

## IMPORTANT EXPO POLICIES TO TAKE NOTE OF

### Cameras and Photos

Cameras will be allowed on the show floor, **but no picture taking is allowed without the approval of a company representative in the exhibitor booth that is being photographed.** Exhibitors should alert security or show management about unauthorized picture taking as soon as possible.

### Character and Conduct

Under no circumstance shall booth personnel photograph and/or enter the exhibit space of another exhibitor without permission from the assigned exhibitor and at no time may anyone photograph and/or enter an exhibit space which is not staffed. The use of deceptive and/or unethical methods to obtain

information and/or gain an advantage over a competitor is strictly prohibited. Violators may, in the discretion of HPBA show management, be penalized with the loss of priority points, ejection from the event, or any other measures as deemed appropriate.

*\*See enclosure for special update to exhibit floor hours for booth staff.*



## INDOOR & OUTDOOR BURNING EXHIBITORS

### Indoor Natural Gas

Only select booths in the convention center will be considered for indoor burning. Burn areas are indicated in the online floor plans. If your booth is NOT located within these areas, you will not be permitted to burn in your booth. Companies interested in moving to a burn-eligible booth should request a booth move as soon as possible due

to limited availability.

Exhibitors will be required to receive approval from show management prior to placing natural gas orders. **Complete the enclosed Indoor Burn form** no later than December 31, 2017 for consideration. Exhibitors that do not submit the proper paperwork and/or receive show management approval will not be permitted for appliance

connections.

### Outdoor Burn Area

Outdoor exhibitors are required to **complete the enclosed Outdoor Burn form** (see reverse of Indoor form) no later than December 31, 2017. We cannot guarantee fuel for exhibitors submitting forms after December 31.

Electronic forms available:  
[www.bit.ly/indoorburn18](http://www.bit.ly/indoorburn18)  
[www.bit.ly/outdoorburn18](http://www.bit.ly/outdoorburn18)

## REVIEW FLOOR PLANS ANYTIME ONLINE

Our floor plans are available for viewing at any time on [www.hpexpo.com](http://www.hpexpo.com).

Floor plans do change over time to meet exhibitors' space needs. All exhibitors are urged to check the online plan on a regular basis to stay apprised of changes near their booth space.

The interactive floor plan allows users to see a color-coded map of the entire

exhibit area, both indoors and out. Simply click on a rented booth to learn more about the exhibitor located there.

This is also a great place to check out your digital booth. Take a look at other listings as well to see if you are leaving out any important information that others have included.

A static, version of the floor plan is also available in a PDF. A separate link is provided for this version; however, users can also access the PDF by clicking on the "Print" icon in the upper right corner of the interactive floor plan.



Access updated floor plans any time at [www.hpexpo.com](http://www.hpexpo.com)  
 EXHIBIT -> Floor Plans

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

HPBExpo 2018 will offer an extensive selection of sponsorship opportunities and advertising options for maximum exposure in your Expo participation.

Lobby banners, exhibit hall aisle signs and registration area giveaways are just a few examples of how you can easily reach your target audience beyond your booth.

Each exhibitor is entitled to a listing in the printed *Show Guide* and has the option to purchase a logo placement to enhance visibility. Back cover, inside cover, and other advertising positions throughout the *Show Guide* are available. This is your chance to reach **every attendee** at HPBExpo 2018, as well as industry

professionals requesting a copy of the *Show Guide*.

Contact our sales staff if you are interested in placing an order:

Stacy Bowdring,  
 P: (703)522-0086, ext. 137  
[bowdring@hpba.org](mailto:bowdring@hpba.org)

Hearth, Patio &  
Barbecue Association  
1901 North Moore St.  
Ste. 600  
Arlington, VA 22209



Amy Jackson,  
Exhibits Manager  
[amyjackson@hpba.org](mailto:amyjackson@hpba.org)

[www.hpexpo.com](http://www.hpexpo.com)

Find Nashville information including attractions,  
nightlife, arts & culture, and more:

[http://www.visitmusiccity.com/clientsite\\_hpba](http://www.visitmusiccity.com/clientsite_hpba)

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## EXPO HOUSING AND BADGE PRE-REGISTRATION – SEPT. 1

Hotel reservations and exhibitor badge registration for HPBExpo 2018 will be available online beginning **September 1, 2017**. Put a reminder on your calendar now, and be in the front of the line for your preferred hotel property!

### Exhibitor Badges

All exhibit personnel must register for badges to enter the show floor on show days (March 8-10). Badges are preferred for set-up and tear-down days as well; however, wristbands can be obtained from the security

guards as long as individuals have their **appropriate identification** (must be able to prove they are an exhibitor employee or approved EAC).

### Pre-Register and Check It Off Your To-Do List

Pre-register your booth staff for badges on or after September 1 and update any time prior to printing badges onsite at an Express-Badge Pick-up counter. This not only allows you to check off an item on your to-do list, it also helps Show Management to estimate exhibitor attendance.

### Exhibitor Housing

**onPeak** is HPBExpo's official housing partner for HPBExpo 2018. Only reservations through onPeak are guaranteed by HPBA for HPBExpo 2018.

### Bonus Points

Exhibitors that reserve housing through **onPeak\*** will receive **5** additional Priority Points for 2019 booth selection. Receive **another 10** Priority Points for 2019 if 50 or more room nights are booked\*.

\*Reservations must be made prior to **January 2, 2018** for priority point bonus.



**EXHIBITION: MARCH 8-10**  
**EDUCATION: MARCH 7-9**  
**MUSIC CITY CENTER**  
**NASHVILLE, TN**  
**HPBExpo.com**

# How to Update Exhibitor Profile

Update your Exhibitor Profile to ensure that accurate information is reflected both online and in the printed *HPBExpo 2018 Show Guide*.

1. Go to [www.bit.ly/HPBE18ExProfile](http://www.bit.ly/HPBE18ExProfile) (case sensitive) and enter your Exhibitor Profile Password. If you do not have your password, see instructions under “Forgot your password?”, or contact HPBA Show Management for assistance.
2. Verify, update, or add all of the following within the **Booth Info** tab that will be published in the printed *Show Guide*:
  - Exhibiting Company Name (must contact Show Management to alter)
  - Booth Number (must contact Show Management to alter)
  - Company Contact Name (one individual only)
  - Company Email
  - Company Website URL
  - Company Address
  - Company Phone
  - Company Fax
  - Print (Company) Profile (limit – 700 characters)
  - Brands (limit – 600 characters; each brand **MUST** be separated with a comma; will be listed in Brand Index only)
  - Product Categories (will be listed in Product Category Index only)

Note: Not all fields will be viewable in the online interactive floor plan. Additional fields available for online-only viewing include a Welcome Message and an alternate Online Exhibitor Profile.

3. Click “**Save**” below the Product Category list to save any changes to this page.
4. Navigate through other tabs to enhance your digital booth profile – at no additional cost:  
**Products** – Upload pictures and enter a description of the products you will be showcasing on the exhibit floor.

{Continued →}

**Show Specials** – Use this section to announce the show specials you plan to offer at the show.

**Videos** – Include videos to showcase your company and products.

**Online Press Room** – Develop and update your complete digital press kit, viewable to all registered HPBExpo press. (*Coming Soon*)

#### **PRINTED SHOW GUIDE DEADLINES**

- Exhibitors contracted and paid by January 10, 2018 will be printed in the official *Show Guide*.
- Exhibitor Profiles must be reviewed and updated online by COB **January 12, 2018** for changes to appear in the printed *Show Guide*.

#### **INFORMATION IN PRINTED SHOW GUIDE; INFORMATION IN DIGITAL BOOTH PROFILE**

While email addresses, phone numbers, fax numbers, and company contacts are collected online for use in the printed *Show Guide*, they DO NOT appear in the online digital booth profile. We restrict this information in the online profile in an effort to minimize third-party solicitations to exhibitors.

Other data added or updated online, such as product showcases, show specials, and videos will appear **only** in the online digital booth profile. Logos uploaded to the digital booth will not appear in the printed *Show Guide*, however logo insertions and advertising is available – see Sponsorship and Advertising information for fees and deadlines.





**EXHIBITION: MARCH 8-10**  
**EDUCATION: MARCH 7-9**  
**MUSIC CITY CENTER**  
**NASHVILLE, TN**  
**HPBExpo.com**

**NOTICE: Section 9. of the HPBExpo 2018 Trade Show Rules and Regulations has been revised to specify hours in which exhibitors may access the exhibit hall on show days:**

**9. HPBExpo Hours**

The show hours will be as follows:

Thursday, March 8, 2018, 9:00 am – 5:00 pm (9:00 am – 7:30 pm outdoor)

Friday, March 9, 2018, 9:00 am – 5:00 pm

Saturday, March 10, 2018, 9:00 am – 3:00 pm

Exhibitors will have access to the show floor beginning at 7:30am on Thursday, March 8, and beginning at 8:30am on Friday, March 9 and Saturday, March 10. Exhibits are to be kept intact until the closing of the exposition (presently planned as 3:00 pm, Saturday, March 10, 2018). No part of an exhibit shall be removed during the show without special permission from HPBA show management. All exhibits must be fully removed by 12:00 noon, Tuesday, March 13, 2018. If exhibits are not removed by that deadline, HPBA show management has the right to remove exhibits and charge the removal expense to the exhibitor.

Although not required, it is suggested to schedule at least one exhibit staff person to be present in the booth during early-access hours. Individual booth security services will also available through our official security vendor, DTA Security Services, LLC (order form will be available in the Exhibitor Service Manual this fall).

**Exhibitor Early-Access Hours (open only to exhibitor staff – blue stripe badge only):**

Thursday, March 8 - 7:30am

Friday, March 9 - 8:30am

Saturday, March 10 - 8:30am

**Show Opening (open to all badge types):**

Thursday, March 8 - 9:00am

Friday, March 9 - 9:00am

Saturday, March 10 - 9:00am



**EXHIBITION: MARCH 8-10**  
**EDUCATION: MARCH 7-9**  
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**HPBExpo.com**

# Indoor Burning Request Form

All exhibitors requesting to burn in an INDOOR EXHIBIT SPACE must complete and return this form to HPBA show management by December 31, 2017 for approval. Please be as accurate as possible, so that we may adequately serve you. Updates may be submitted after this deadline, if needed.

**Exhibitor Name:** \_\_\_\_\_

**Exhibit Contact Name:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Indoor Booth #:** \_\_\_\_\_ **Indoor Booth Size:** \_\_\_\_\_ ft. x \_\_\_\_\_ ft. OR \_\_\_\_\_ Square Feet

**INDOOR NATURAL GAS:**

Completion of this form does not order natural gas connections – see online Exhibitor Service Manual, available November 2017.

\*Maximum of 1 connection per 400 sq. ft. of contracted exhibit space. Connection must be direct to each appliance. No exceptions.

APPLIANCE NAME (only appliances approved for indoor use)	BTUs/HOUR	Vent Type (B-Vent, Direct-Vent, Vent Free?)
1		
2		
3		
4		
5		
6		

*(for more than 6 appliances, please include separate list)*

**INDOOR ALCOHOL FUEL:** Total number of Appliances to be operated: \_\_\_\_\_

APPLIANCE NAME (only appliances approved for indoor use)	FUEL BEING USED
1	
2	
3	
4	

**OTHER:** Other fuels are not permitted indoors. HPBA show management does not allow propane tanks of any size OR any type of cooking inside the convention center.

**See complete Indoor Burning Requirements document to ensure your booth and appliances meet expectations.**

Please send this completed preliminary form **as soon as possible, no later than December 31, 2017** to:  
 Hearth, Patio & Barbecue Association Attn: Exhibits 1901 North Moore Street, Suite 600 Arlington, VA 22209

**EMAIL: [amyjackson@hpba.org](mailto:amyjackson@hpba.org) OR FAX: (703) 522-0548**





**EXHIBITION: MARCH 8-10**  
**EDUCATION: MARCH 7-9**  
**MUSIC CITY CENTER**  
**NASHVILLE, TN**  
**HPBExpo.com**

# Outdoor Burning Request Form

All exhibitors with OUTDOOR EXHIBIT SPACE must complete and return this form to HPBA show management by December 31, 2017. Please be as accurate as possible, so that we may adequately serve you. Updates may be submitted after this deadline, if needed. We may be unable to fulfill requests submitted after the deadline.

**Exhibitor Name:** \_\_\_\_\_

**Exhibit Contact Name:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Outdoor Booth #:** \_\_\_\_\_ **Outdoor Booth Size:** \_\_\_\_\_ ft. x \_\_\_\_\_ ft. OR \_\_\_\_\_ Square Feet

**PROPANE TANKS ^:** HPBE show management will provide complimentary propane for orders placed by **December 31, 2017**.

\_\_\_\_\_ I need to inquire about larger propane tanks

APPLIANCE NAME	BTUs/HOUR	Estimated # of Tanks/Day (20lb.)	APPLIANCE NAME	BTUs/HOUR	Estimated # of Tanks/Day (20lb.)
1			6		
2			7		
3			8		
4			9		
5			10		

*(for more than 10 appliances, please include separate list)*

**PELLETS^:**  
 Number of Appliances: \_\_\_\_\_ Total number of bags needed daily (40 pound bags): \_\_\_\_\_

**CORD WOOD^:**  
 Number of Appliances: \_\_\_\_\_ Quantity needed daily: \_\_\_\_\_ logs Size Requested: \_\_\_\_\_

**CHARCOAL^:**  
 Number of Appliances: \_\_\_\_\_ Quantity needed daily: \_\_\_\_\_

**OTHER~** fuels being burned: \_\_\_\_\_

^ Propane, pellets, cord wood, and charcoal are delivered to outdoor booths and changed out FREE OF CHARGE by HPBA if ordered in advance via this form. We cannot guarantee availability of a specific type or brand of fuel. Requested log size may not be available – information is for order quantity only. If you require a specific type, manufacturer, or brand, we suggest shipping your own supply.  
 ~Other fuels must be supplied by the exhibitor; however, this form should still be completed and returned for approval to burn.

**COOKING?** \_\_\_Yes \_\_\_No  
 If yes, # of cooking appliances: \_\_\_\_\_ Type of Food: \_\_\_\_\_

**BOOTH TYPE:** (please check ALL that apply)  
 \_\_\_Structure Built Onsite\*+ \_\_\_Tent – canopy with sidewalls+ \_\_\_Tent – canopy only+  
 \_\_\_Trailer+ \_\_\_Other: \_\_\_\_\_

\*What is the main building material for your structure? \_\_\_\_\_  
 +What is the approximate size of your structure, tent, or trailer? \_\_\_\_\_  
 +Is **100%** of your structure, tent, or trailer within the outline of your assigned booth space? \_\_\_ YES \_\_\_NO  
 Will your booth have air conditioning? \_\_\_YES \_\_\_NO  
 If yes, is air conditioning unit within the outline of your assigned booth space? \_\_\_YES \_\_\_NO

**See complete Outdoor Burning Requirements document to ensure your booth and appliances meet expectations.**

Please send or fax this completed preliminary form **as soon as possible, no later than December 31, 2017** to:  
 Hearth, Patio & Barbecue Association Attn: Exhibits 1901 North Moore Street, Suite 600 Arlington, VA 22209

**EMAIL: [amyjackson@hpba.org](mailto:amyjackson@hpba.org) OR FAX: (703) 522-0548**