

NEW PRODUCT PAVILION/ ATTENDEES' CHOICE AWARDS

Entries are now being accepted for the 2018 New Product Pavilion in Nashville, Tennessee. The New Product Pavilion has proven year after year to be a hot spot of excitement on the show floor. Attendees and members of the press flock to the Pavilion to find out what's new in the hearth and outdoor living industries. There is limited space in the Pavilion and space will be reserved on a first-come, first-served basis.

Entries accepted through January 10 will be listed in the printed *Show Guide*, which will be distributed onsite in Nashville. Additional entries will be accepted after January 10 if space is available; however, these entries will not be printed in the

HPBExpo *Show Guide*.

Each product displayed in the New Product Pavilion will be an eligible entry for the 2018 Attendees' Choice Awards. Attendees will vote on their mobile device or at the voting kiosk in the Pavilion for their choice of most-marketable new hearth and outdoor living product.

Submit your NPP/ACA entry online at: www.bit.ly/npp-aca (URL is case sensitive), or go to www.hpbexpo.com, click on the EXHIBIT tab.

See back cover for information on *Hearth & Home* magazine's *Vesta Awards* entry. Or, go to www.vestaawards.com.



An Attendees' Choice Award will be presented for both Hearth & Outdoor Living categories!

Oct./Nov., 2017

Bulletin # 3

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ONLINE PRESS ROOM

Entirely different than your online/*Show Guide* profile for general attendees, the Online Press Room is your opportunity to tell media about your brand and products. The user-friendly exhibitor portal is where you'll be able to upload press releases, videos, and other media materials and tailor the information to media.

Stop competing with the hundreds of other one-off promotions reporters receive, and illustrate how your company has an important role to play in the industry. HPBA's Communications Team will be promoting attending HPBExpo on an ongoing basis throughout its general outreach to reporters. Additional media pushes

will also be done on Jan 3 & 23, and Feb 6 & 20, so be sure to have your press room profile created and updated regularly! Don't miss out the chance to be noticed by the hundreds of outlets that HPBA will pitch to on your behalf. Questions? Contact Tristan Landy, landy@hpba.org

Suite & Meeting Space

Contact Nicole Delaney – delaney@hpba.org for further information regarding securing a suite or meeting space in Nashville. For meeting space on the trade show floor, contact Amy Jackson – amyjackson@hpba.org

ONLINE BOOTH & HPBExpo *SHOW GUIDE* LISTING

Exhibitors are responsible for updating online profile listings. **Please note: information currently listed in the online booth could be outdated**, since previously entered information was carried over to the 2018 event where available.

To update, visit www.bit.ly/HPBExpoprofileupdate for full instructions. If you do not have your new eBooth password easily accessible, you can either

request to retrieve it, or email amyjackson@hpba.org directly. This password is new for 2018, so you are likely not yet familiar with it unless you have saved it from the notification email or a previous newsletter.

Select data entered here will be also used for the printed HPBExpo *Show Guide* (some contact info will ONLY be listed in the printed *Show Guide*), but many options are available to appear in the

online booth only – including products, videos, show specials, logos, and more. For 2018 – all of this information can be added to the online booth for FREE.

Exhibitors should also enter company brands and select product categories to appear online and in those indexes of the printed *Show Guide*.

Exhibitor Names and Booth Numbers can only be changed by HPBA show management.

INDOOR & OUTDOOR BURNING REQUESTS

Exhibitors requesting to burn appliances must complete and return an Indoor or Outdoor Burning Request Form, available online as well as enclosed in this newsletter.

Forms are to be submitted no later than December 31, 2017, so that we may adequately serve you.

Indoor requests for natural gas will not be approved for outdoor appliances, or any appliances that are not

placed **within a designated burn area**. Exhibitors are allowed only one (1) natural gas connection to one (1) appliance for each 400 square feet of booth space rented. Each natural gas connection must be made **directly to a single appliance and cannot be split** or changed out between appliances at any time.

Indoor exhibitors may request to burn alcohol-fueled appliances; however, must supply their own fuel.

Outdoor exhibitors must complete a request form to include all burning appliances and fuels. HPBA will supply wood, propane, pellets, and charcoal to those exhibitors ordering in advance via the request form.

Further requirements for indoor/outdoor burning will be available in the online Exhibitor Service Manual and will also be sent directly to exhibitors requesting to burn appliances.

HPBA Show Management Forms

Review all of the enclosed exhibitor forms and return to HPBA show management if applicable:

- Indoor Burn Request Form
- Outdoor Burn Request Form
- Variance, Hanging Sign, Food & Beverage Request Form
- Photography Refusal Sign Request Form

HPBExpo SPONSORSHIPS AND ADVERTISING OPPORTUNITIES

Your involvement at HPBExpo 2018 doesn't have to be limited to your booth space. With any of our sponsorship opportunities, you have the chance to reinforce your message to a captive and qualified audience. Sponsorship, Mobile App, and *Show Guide* Advertising opportunities are all available online at www.hpexpo.com in the

EXHIBIT section.

Contact our sales team today and find out how to push your brand recognition to a higher level in Nashville!

Sponsorship & Ad Sales:

Stacy Bowdring
P: (703)522-0086, ext. 137
F: (703)548-3733
bowdring@hpba.org



MANUFACTURER SPECIFIC TRAINING SESSIONS

HPBEF provides an opportunity for manufacturers and distributors to conduct brand-specific training meetings as part of the Expo Education program. Many manufacturers have used these sessions for technical training since attendees are hungry for advanced technical training. Some manufacturers have used

these sessions for sales or marketing training. The content is entirely up to you!

HPBEF will provide the room and the basic Audio Visual set up. Your session will be listed along with all the Expo Education sessions.

Don't miss this opportunity to meet with your dealers at the single most important event in the hearth industry.

Space and time slots are limited and will be filled on a first-come, first-served basis.

Please contact Rick Vlahos vlahos@hpba.org as soon as possible to reserve your place.

VARIANCE, HANGING SIGN, FOOD & BEVERAGE APPROVAL

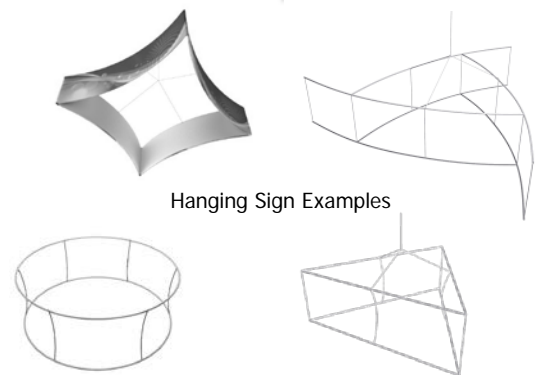
Exhibitors must complete an official Approval Request Form available online and enclosed in this newsletter, for any **variances** to the published 2018 Trade Show Rules & Regulations, any **hanging signs**, or any serving of **food and beverages** from your exhibit space.

IMPORTANT: All hanging sign orders must be approved by HPBA show management. Show

management reserves the right to have unapproved hanging signs removed at the exhibitor's expense.

Hanging signs will only be considered for **island** booths.

Request forms for variances, hanging signs, and food and beverage serving must be applied for in advance and approved by HPBA show management, no later than February 9, 2018.



Hanging Sign Examples

A new approval request must be completed for 2018, even if you have been approved for a hanging sign in the past.

EXHIBITOR LOGO, REGISTRATION WIDGET & EMAIL INVITATIONS

Let your customers know about your participation at HPBExpo 2018, and encourage them to attend!

Sign in to your Expo Badge-Registration Dashboard (use your 6-digit company ID*) and click on "Booth Promotion" to add the Registration Widget to your website now.

The Dashboard also allows exhibitors to send free emailed invitations to customers directly through the online registration system. Recipients will be encouraged to register to attend Expo.

Alternatively, you can copy and paste a link to register into a message in your own email system to send to your full customer list.

Coming Soon! – Download the official "Exhibitor" logo for HPBExpo 2018, accessible in the EXHIBIT section of www.hpexpo.com.



*contact HPBA show management if you need your 6-digit company ID number for the registration program: amyjackson@hpba.org or pratt@hpba.org

HPBExpo Camera and Conduct Policy

CAMERAS AND PHOTOS

Cameras will be allowed on the show floor, but no picture taking – including cell phone pictures – is allowed without the express approval of a company representative in the exhibitor booth that is being photographed.

CHARACTER AND CONDUCT POLICY

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 show management, be penalized with the loss of priority points, ejection from the event, or any other measures as deemed appropriate.

Exhibitors may request complimentary “No Photography” signs from HPBA show management. Please complete and return the form on the reverse side of the Variance form included here.

Hearth & Home MAGAZINE’S VESTA AWARDS

Online entry for *Hearth & Home* magazine’s Vesta Awards will begin on November 1, 2017. An early bird discounted price of \$200/entry is available through January 12, 2018. Entries after this date will be \$250/entry. All entries must be submitted by February 16, 2018.

Only NEW products created for sale in the year 2018 are eligible. Products previously

shown at an HPBExpo, and products with changes or additions to a previously exhibited product, do not qualify.

Judging will take place at exhibitors’ booths on Thursday, March 8, 2018. Awards will be presented at an industry-wide ceremony on Friday, March 9, 2018 – 4:45pm – 6:45pm at the Music City Center in Nashville.

Visit www.VestaAwards.com for more information or to submit your entry on November 1!

Did you miss Bulletin #1 or Bulletin #2?

Previously distributed Exhibitor Bulletin Newsletters, Emails, and Webinars can be reviewed online in the EXHIBIT tab at www.hpbexpo.com. Click on “Newsletters Emails & Webinars”.

Please check this page to make sure you are up to date!

ONLINE EXHIBITOR SERVICE MANUAL – Available Soon!

We are currently finalizing the online Exhibitor Service Manual and will send an email when it goes live. The manual will be accessible through the EXHIBIT section at www.hpbexpo.com (or, use shortcut URL www.bit.ly/HPBEmanual).

Please review the enclosed Table of Contents to familiarize yourself with various sections. Contact amyjackson@hpba.org for assistance in locating any needed documents, or if you need early access to any documents.



EXHIBITION: MARCH 8-10
EDUCATION: MARCH 7-9
MUSIC CITY CENTER
NASHVILLE, TN
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 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 OR FAX: (703) 522-0548



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

Variance, Hanging Sign, F&B Approval Request Form

Complete this form to request approval for any exceptions to the HPBExpo 2018 Trade Show Rules & Regulations, or to receive approval for hanging signs or food and beverage. This form and \$50 processing fee is due by **February 9, 2018**.

Exhibiting Company: _____

Exhibit Booth Number(s): _____

Contact Person for Approval: _____ Email: _____

Approval Request for:

- Hanging Sign *(will only be considered for island booths)*
 - Food & Beverage in Booth*
(Alcohol service only permitted 12:00pm-5:00pm on 3/2/16 & 3/3/16 and 12:00pm-3:00pm on 3/4/16; hours extended to 7:30pm on 3/2/16 in outdoor burn area only)
 - Other *(please specify)*
- _____
- _____
- _____

*Provide a brief description of F&B request: _____

Additional details about your request: _____

Payment Method (check one):

- Check enclosed for \$50.00
- Please charge to my credit card **\$50.00** *(please fill out below)*
- Other

CREDIT CARD AUTHORIZATION ___ VISA ___ MASTERCARD ___ AMERICAN EXPRESS

Name as shown on credit card: _____

Company Name: _____

Complete Billing Address: _____

Card Number: _____

Exp. Date: _____ CVV Code: _____ (3 digits for VISA/MC, 4 digits for AMEX)

Signature: _____

Send to:
Hearth, Patio & Barbecue EXPO 2018
Attention: Exhibits
1901 North Moore Street | Suite 600 | Arlington, VA 22209

Email: amyjackson@hpba.org OR Fax to Secure Line: (703) 522-0177

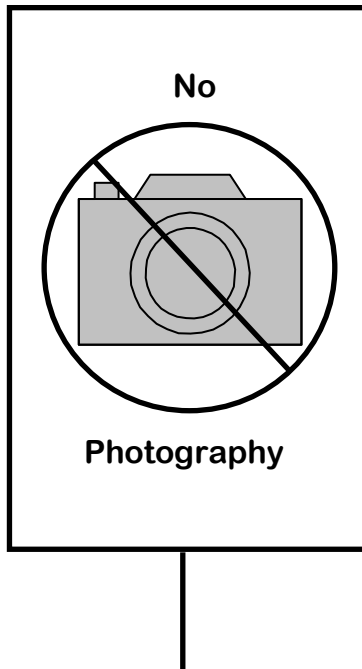
The deadline for variances is **February 9, 2018**. HPBA show management will respond to your request by email. If you have any questions regarding your approval request, please email amyjackson@hpba.org or call (703) 522-0086, ext. 125.



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

Photography Refusal Sign Request

Please complete and return this form to reserve your complimentary "NO PHOTOGRAPHY" signage.



The Camera Policy for HPBExpo states that: *Cameras will be allowed on the show floor, but **no picture taking**, including cell phone pictures is allowed without the express approval of a company representative in the exhibitor booth that is being photographed.*

If you do not wish to provide approval for picture taking, HPBA show management will provide complimentary photography refusal signs for display.

NOTE: Exhibitors should alert HPBA show management or trade show security guards (**as soon as possible**) if unauthorized photography is occurring. Security guards are stationed at the entry doors; show management can be located in the registration area, the HPBA membership booth, or the HPBA onsite staff office.

Company Name: _____

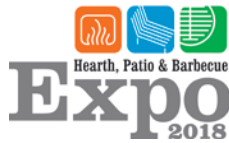
Booth Number: _____

Onsite Contact Name: _____

Number of Signs Requested for Booth: _____

Send To:

HPBExpo 2018 Exhibits
1901 North Moore Street, Suite 600
Arlington, VA 22209
Secure Line Fax: (703) 522-0177
Email: amyjackson@hpba.org



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

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**HPBExpo 2018 online Exhibitor Service Manual will be available in early November -
Check the EXHIBIT tab at www.hpbexpo.com!**