



Nashville
IN 2018

EXHIBITION: MARCH 8-10, 2018
EDUCATION: MARCH 7-9, 2018
MUSIC CITY CENTER • NASHVILLE, TN
HPBEXPO.COM

Encourage Your Customers to Attend! Include these links in your emails:
[Watch Attendee Video](#) | [Attendee Badge Registration](#)

Quick Links:

[General Exhibitor Info](#)

[Badge Registration](#)

[Housing Reservations](#)

[Deadlines](#)

Third Party Vendor Warning:

Please remember to be cautious of third-party vendors not listed in our ESM that contact you for products and services, as we cannot guarantee these vendors.

Also, please keep in mind that items ordered through other vendors will be assessed a material handling charge from Freeman to enter the convention center.

Items ordered through Freeman will not incur an additional fee for material handling. Be sure to keep this in mind when considering the best value.

Promotion Tools:

DOWNLOAD

Nov./Dec., 2017

Dear Amy,

Happy Thanksgiving from all of us at HPBA! This is the perfect opportunity for us to say THANK YOU for your participation in HPBExpo! We look forward to working with you on a spectacular show.

As always, [contact me](#) with any questions you have with your exhibit plans!

-Amy

Online Exhibitor Service Manual Now Live

The HPBExpo 2018 Online Exhibitor Service Manual is now live at Freeman Online.

The link and overview is available on the HPBExpo website at <http://hpbexpo.com/exhibit/exhibitor-service-manual/>.

On the Freeman Online page, click on **MENU**, then **FORMS & BROCHURES**. This will take you to a list of each document of the ESM, in a downloadable PDF. Scroll to the end of the list for a PDF of all sections combined.

The Exhibitor Service Manual is divided into the following categories:

- Section 1 - Welcome
- Section 2 - Show Information
- Section 3 - Trade Show Rules & Variances
- Section 4 - Indoor Burning
- Section 5 - Outdoor Burning

HPBEXPO EXHIBITOR LOGOS

Advertise using HPBExpo Exhibitor logos. [Click here](#) to download a zipped file that contains JPG and Vector EPS versions of HPBExpo 2018 Exhibitor logos.

GET THE HPBEXPO REGISTRATION WIDGET

Login to your company's [Exhibitor Registration Dashboard](#) and click on Booth Promotion to get the Registration Widget code that can be placed anywhere on any webpage to give guests the ability to register for the show! Track customers that click on your widget, or register for HPBExpo through your widget, in the Exhibitor Registration Dashboard.

HPBEXPO INVITE A CUSTOMER EMAIL PROGRAM

Launch fast and easy email campaigns that encourage your customers to register for the show and visit your booth. Login to your company's [Exhibitor Registration Dashboard](#) and click on Booth Promotion to access this fully-automated and easy-to-use email program. Either click to send (and track) a message to individual customers, or copy

- Section 6 - Sponsorship, Marketing
- Section 7 - Shipping
- Section 8 - Drayage/Material Handling
- Section 9 - Freeman Intro & Payment Information
- Section 10 - Furnishings, Carpet & Cleaning
- Section 11 - Rental Exhibits & Graphics
- Section 12 - Freeman Labor Services
- Section 13 - Additional Show Services- Approved Vendors
- Section 14 - Complete Exhibitor Service Manual PDF

[View and print the ESM Table of Contents here.](#)

Select forms and documents require a Freeman Online user name and password. If you do not already have an account with Freeman online, one can be created by clicking on "Login" in the upper right corner of the page, then go to "Not Registered?" and "Click Here to Register".

If you are unable to find information or an order form for a product or service you need for HPBExpo, please contact me for assistance at amyjackson@hpba.org.

Printed Show Guide Reminder - DEADLINE JANUARY 12, 2018

Data for the printed *Show Guide* will be downloaded at 5:00pm Eastern time on **January 12, 2018**. Please log in and update your listing at your earliest convenience.

A link for log in and complete instructions are available at

<http://hpbexpo.com/exhibit/update-exhibitor-profile/>

Click the blue "UPDATE EXHIBITOR PROFILE NOW" button and log in with your A2Z password. This password has been emailed, and printed in previous Exhibitor Bulletin Newsletters. If you do not have access to your password, you can either email amyjackson@hpba.org to request it, or simply go to the "Forgot your password?" section and enter the email address you used on your

and paste a special link into your own e-mail program and send to a group of customers at once. Include a special VIP registration code for your customers to use when registering, and you'll be able to track who registered using your code!

BUILD YOUR ONLINE PRESS KIT

Add or update your profile in the [Online Press Room](#). HPBA's Communications team will be promoting attending HPBExpo on an ongoing basis throughout its general outreach to reporters, so be sure your profile is up to date.

ENTER TO WIN

Enter your new product for the [New Product Pavilion/Attendees Choice Awards](#) and/or [Hearth & Home magazine's Vesta Awards](#).

ENHANCE YOUR BRAND RECOGNITION

Push your brand recognition to a higher level with a [sponsorship or Show Guide advertisement!](#)

exhibit space application/contract.

Here, you'll be able to update:

- BOOTH INFO (this is where *Show Guide* data will be pulled)
- PRODUCTS (appears online only)
- SHOW SPECIALS (appears online only)
- VIDEOS (appears online only)
- Shortcut to: ONLINE PRESS ROOM
- Shortcut to: BOOTH PERSONNEL (exhibitor badge registration)

The following information from the BOOTH INFO section will be included in the printed *Show Guide*:

- COMPANY NAME
- BOOTH NUMBER
- CONTACT NAME
- EMAIL
- WEBSITE URL
- ADDRESS
- PHONE
- FAX
- PRINT PROFILE (about your company - max 700 char.)
- BRANDS
- PRODUCT CATEGORIES

Please be sure to log in and review what is currently selected for each of these sections, since information from previous show may erroneously be listed.

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