



**EXHIBITION: MARCH 14-16**  
**EDUCATION: MARCH 13-15**  
**KAY BAILEY HUTCHISON**  
**CONVENTION CENTER**  
**DALLAS, TX**  
**HPBExpo.com**

## HPBExpo EXHIBITOR BULLETIN

**SPECIAL NOTICE:** Due to the Labor Day Holiday, we will open online Housing and Badge Registration on Tuesday, September 4th this year, instead of the usual September 1st. Visit [www.hpbexpo.com](http://www.hpbexpo.com) and click on REGISTER NOW\* on September 4th for both Housing and Badge Registration.

\*REGISTER NOW will replace the current "SAVE THE DATE" icon on September 4.

Visit our Website

### Welcome to HPBExpo 2019!

We look forward to seeing you exhibit at HPBExpo 2019 at the Kay Bailey Hutchison Convention Center in Dallas, Texas - March 13-16, 2019.



Education will begin on March 13, while the exhibit hall will open on March 14. The show will end at 3:00pm on Saturday, March 16.

The exhibit hall is on the second floor of the building, in Halls A-C. The Outdoor Burn Area will be down one floor, just outside of the building in the Hall C parking lot. The indoor and outdoor floor plans can be [viewed online](#).

*Dallas is ready to show you a BIG time and what it does best: expansive dining, incredible shopping and plenty of entertainment and attractions. You'll also get to Dallas quickly – with a flight-time less than three hours from every major city in the U.S.*  
 - [www.visitdallas.com](http://www.visitdallas.com) -

Bookmark the [EXHIBIT tab on our website](#). Sub-tabs will later be added for General Info, Exhibitor Service Manual, New Product Pavilion, Housing, Registration, and more!

### Updating Your Exhibitor Profile - Online and Printed Show Guide



**EXHIBITORS:** Update your company's profile to ensure that accurate information is reflected both [online](#) and in the printed **HPBExpo 2019 Show Guide**.

1. Go to the [Exhibitor Login Page](#) and enter your Exhibitor Profile Password. The password was previously sent via an automatic email from the online floor plan program. 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 the following within the **Booth Info** tab that will be published in the printed **Show Guide**:
  - Exhibiting Company Name (contact Show Management to alter)
  - Booth Number (contact Show Management to alter)
  - Company Contact Name (one individual only)
  - Company Email

- Company Website URL
- Company Address
- Company Phone
- Company Fax
- Print Profile (limit – 700 characters; enter something interesting about your company that will entice attendees to visit your booth when they see your printed profile!)
- 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
  - **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 this Fall*)

#### PRINTED SHOW GUIDE DEADLINES

- Exhibitors contracted and paid by January 16, 2019 will be printed in the official *Show Guide*
- Exhibitor Profiles must be reviewed and updated online by COB **January 18, 2019** 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 insertion and advertising is available – see Sponsorship and Advertising information, fees, and deadlines at <http://hpbexpo.com/exhibit/sponsorship-oppo>

## REMINDERS

#### CONTRACT & PAYMENT SCHEDULE

- If you do not have a copy of your approved contract, please contact Show Management.
- If you reserved a booth onsite in Nashville, a second payment of 30% is due by **June 30**. Companies that reserved a booth after the conclusion of HPBExpo 2018 were required to pay a 50% deposit at the time of the booth reservation.
- The final 50% payment for all exhibitors will be due by **November 1**.
- See Page 2 of your approved contract for cancellation/downsize and refund deadlines.

#### SPONSORSHIP & ADVERTISING OPPORTUNITIES

- Prime sponsorship and advertising placements will go quickly. Secure your position today by contacting:
- Stacy Bowdring | (703) 522-0086 x 137 | (703) 548-3733 F | [bowdring@hpba.org](mailto:bowdring@hpba.org)

#### FLOOR PLAN REVIEW

- Floor plans change over time to meet exhibitors' space needs. All exhibitors are encouraged to check the online plan on a regular basis to stay apprised of changes near their booth space:
- [Interactive color-coded floor plan](#)
- [PDF printable floor plan](#)

#### HPBExpo POLICIES

- No picture taking is allowed on the show floor without the approval of a company representative from the booth that is being photographed.
- Under no circumstances shall booth personnel photograph or enter the exhibit space of another exhibitor without permission from the assigned exhibitor. At no time may anyone photograph 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.

#### PRIORITY POINTS BONUS FOR HOUSING BLOCK

- Exhibitors that reserve housing through the official HPBExpo online housing block with OnPeak will receive bonus prioritypoints for 2020 booth selection (beginning September 4):
- **5** additional Priority Points for reserving through OnPeak
- Another **10** additional Priority Points for reserving 50+ room nights
- Reservations must be made by January 2, 2019 for Priority Point Bonus
- Reserve Rooms using your exhibitor company name to ensure reservations are counted for Priority Points

## WARNING:

### BEWARE OF SCAMMERS!

Exhibitors are urged to use caution with any third-party vendor offer. Unfortunately, these firms know that they can simply go down the exhibitor list for solicitations.

You will be able to find most services you need for exhibiting through either the HPBExpo website or the official general service contractor, Freeman. For assistance in locating an order form for a particular product or service, please contact us.

#### BOOTH OFFERS

Remember, if an offer sounds “too good to be true”, it very likely is. It’s important to understand that furnishings for your booth, ordered through third-party vendors, will be assessed for material handling (also known as drayage) charges to your booth. Consider those charges when comparing to Freeman’s pricing.

#### EXHIBITOR LISTINGS

Please exercise great caution in completing any information for a “Show Guide” or “Directory” other than the information you enter through the links we provide in our direct communications 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.

#### HOTEL OFFERS

The same caution should be used with third-party hotel offers, some of which may be fraudulent - leaving you with charges on your credit card and no hotel rooms onsite. Our official hotel block is with onPeak, and is available only through the HPBExpo website. Always ask show management if in doubt.

With any offer you feel may be a scam, please forward to HPBA Show Management so that we can take appropriate legal action if necessary.

Amy Jackson, Manager- Exhibits | Hearth, Patio & Barbecue Association  
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STAY CONNECTED

