Your Guide to the Hottest Event in One of the Coolest Cities.

PASSPORT TO NEW ORLEANS

EXHIBITION: March 12 – 14, 2020
EDUCATION: March 11 – 13, 2020
Ernest N. Morial Convention Center
New Orleans, LA | HPBExpo.com

March through all four seasons

Hearth, Patio & Barbecue Expo 2020

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AN ENTIRELY UNIQUE EXPERIENCE AWAITS YOU IN A CITY THAT MARCHES TO ITS OWN BEAT.
Make The Big Easy Even Easier and start planning your experience at HPBExpo 2020 today! From new products and event features to a mesmerizing city filled with adventure and intrigue, HPBExpo 2020 will be unlike any other event. This is your chance to lead your business to a new level... and have a ton of fun at the same time!

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NEW EVENTS & FEATURES

SPECIAL NOLA-THEMED EVENTS*

WEDNESDAY, MARCH 11

NOMGi (New Orleans Mardi Gras Indians) Sip & Sew
1pm–3:30pm
Have a drink and make your own Mardi Gras costume with the best.

Mask Making Madness
3pm–4pm
Customize your own mask and prepare for Thursday’s festivities.

Cocktail Demo with the New Orleans Drink Lab
4pm–5pm
Learn quintessential drinks from veteran mixologists. (drinklabnola.com)

THURSDAY, MARCH 12

8:30am–9:45am
Presentation is everything. The way a product is showcased, the salesroom layout, and the customer experience are all deciding factors in closing a deal. In an effort to show retailers how to increase sales, this year’s Keynote Address, “Hot Profit: Optimizing Retail Space to Spark Growth in Your Sales,” will be delivered by Wayne Visbeen of Visbeen Architects. As the interior designer and architect behind an iconic list of ground-breaking and effective retail environments, Visbeen will share his unique insight backed by examples of previous successes.

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NAPOLEON
TAILGATE & BIG GREEN EGG COOK-OFF COMPETITION

THURSDAY, MARCH 12

5pm–7:30pm | Outdoor Burn Area

• Big Green Egg Cook-Off
• Tailgating with Games & Drinks
• Extended Exhibitor Booth Hours
• Mardi Gras Parade & Music
• New Orleans Saints Cheerleaders

See products in action, sample food, and tailgate with new friends while immersed in vibrant, NOLA-infused revelry. Teams will be battling for bragging rights before a panel of esteemed judges. There are still a few spots open... go for glory and enter by contacting Kelly VanDermark at vandermark@hpba.org.

FRIDAY, MARCH 13

1pm–3pm | Outdoor Burn Area

Join Louisiana Grills as we celebrate the launch of our NEW wood pellet grill collection, The Founders Series!

• Learn trade secrets and expert demo tips
• Enjoy mouthwatering samples from award winning barbecue champions
• Enter to win a free grill, prizes and more!

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Big Green Egg
The Ultimate Cooking Experience

LOUISIANA GRILLS – EFFECTIVE DEMO STRATEGIES & TECHNIQUES
THINGS TO DO AROUND TOWN

After the full-sensory experience of HPBExpo 2020 winds down, there is still an entire city waiting to be explored. With three hundred years’ worth of history and a mix of cultures, New Orleans is an ever-popular international destination with quite a bit more to it than just Bourbon Street. Brimming with block after block of colorful architecture, secret gardens, unique restaurants, and contagious music, there's something for everyone.

The following ideas and events (some of which are exclusively happening alongside HPBExpo) are a great place to start in making the most of your visit to the Crescent City.

GO BACK IN TIME

Take in the history of New Orleans by streetcar, riverboat, horse-drawn carriage, or even by foot. For true history buffs, there is an abundance of opportunities to explore including:

- **The National WWII Museum** – See 250,000 artifacts at the official WWII museum of the United States. ([www.nationalww2museum.org/](http://www.nationalww2museum.org/))
- **The Battle of New Orleans** – Take a walking tour of sites connected to General Andrew Jackson and pivotal moments in the War of 1812. ([www.neworleanshistorical.org/tours/show/56](http://www.neworleanshistorical.org/tours/show/56))

A DISTRICT FOR EVERYONE

New Orleans is a collage of distinct districts, each with their own character and flair. Some of its most famous districts include:

- **Garden District** – Accessible by streetcar, this neighborhood overflows with beautiful gardens and patios, quaint shops and restaurants, and walkable promenades.
- **The French Quarter** – Perhaps the most famous area of New Orleans, "Vieux Carré" is where history, tourism, and nightlife collide.
- **Faubourg Marigny** – Some of the very best music venues in town can be found here, including The Spotted Cat Music Club, The Maison, Blue Nile, Three Muses, and d.b.a.
- **St. Claude Art District** – Go off the beaten path with funky art gallery openings during Second Saturday Art Walk. ([www.neworleansonline.com/neworleans/arts/artwalks.html](http://www.neworleansonline.com/neworleans/arts/artwalks.html)).
New Orleans is famous for historic tales of black magic, mystical voodoo, and above-ground cemetery vaults. Explore the eerie side of NOLA and raise a few goosebumps after the Vesta Awards on none other than Friday the 13th! Here are just a few ideas to consider:

- Ghosts, Vampires, Witches & Voodoo Walking Tour
- 5 in 1 Ghost & Mystery Evening Tour
- French Quarter Ghost Tour
- And if you still want more...
  Take a 2-Hour Paranormal Investigation Tour

More at www.neworleans.com/things-to-do/haunted

Within the city and just beyond it, there are opportunities to witness some breath-taking natural beauty. As March marks the beginning of spring, this is the perfect time to get outside!

- Audubon Park – Historic uptown includes allées of ancient live oaks, a jogging path, exotic birds, a lagoon, and a scenic river walk.
- Experience the Bayou! – Whether from an airboat or kayak, get up close with swamp wildlife including herons, fish, and alligators!

There are 1,200 restaurants in Orleans Parish serving a spectrum of flavors. Po’ boys, beignets, gumbo, jambalaya, charbroiled oysters... they’re all here! Consider Drago’s, Parkway Bakery, Galatoire’s, Commander’s Palace, Herbsaint, GW Fins, and Bayona. For the quintessential New Orleans experience, try these:

- Café du Monde – Dine outdoors and try the beignets that have made this place famous.
- Antoine’s – New Orleans’ oldest restaurant and birthplace of Oysters Rockefeller.
- Arnaud’s – Serving an authentic Jazz Brunch.
- Columns Hotel – Try a sazerac, get a bite to eat, and take in the ambience of the Victorian Bar.

St. Patrick’s Day in New Orleans is not just a day—it’s a week-and-a-half of festivities and fun. Extend your stay just a bit beyond HPBExpo 2020 and take advantage of the city-wide parades and block parties including:

- St. Patrick’s Day Parade (Sunday, March 15, 12pm)
- Irish Channel Block Party – A festive block party located at Annunciation Square in the Irish Channel—a neighborhood originally named for its concentration of Irish families.

More at www.stpatricksdayneworleans.com