



# Exhibitor news & updates

## **\*\*SCAM ALERT\*\***

August 2020

Good afternoon HPBExpo Exhibitors!

As we prepare to enjoy the upcoming weekend, I wanted to remind you to be vigilant in regards to email offers you may receive for lists, hotels, and Expo services. Many of these third party offers try to sell self-obtained lists OR take your payment and provide no service at all. We have most recently been made aware of a false offer from **"Ruby Nelson" from "Lake Media Leads"**.

### **The fake email offer reads as:**

*From: Ruby Nelson <ruby.nelson@lakemedialeads.com>  
Sent: Friday, August 14, 2020, 10:51 AM  
To: General Sales  
Subject: HBP Expo*

*Greetings,*

*Hearth, Patio and Barbecue Expo 2020 has been cancelled and rescheduled on March 3rd – 6th 2021 at Nashville!!*

*We understand that novel corona virus has created a global distress, so we have decided to support our exhibitor's by providing the complete potential attendees list of professionals who were enrolled for the show.*

*Reach active hand-picked attendees to discuss regarding your business/marketing prospects to boost up your sales pipeline.*

*Let me know your thoughts on procuring the list so that we can discuss further regarding cost and quotation.*

*Best Regards,  
Ruby Nelson – Event Specialist*

As we do not sell our attendee list, these types of offers will always be false. If you receive an email offer for other show related services, don't hesitate to contact me to inquire about its validity.

Thanks, and have a great weekend!

Amy Jackson,  
Sr. Manager - Exhibits

As always, please contact HPBA Show Management with any questions:  
[amyjackson@hpba.org](mailto:amyjackson@hpba.org) or visit [www.hpexpo.com/show-info/contact](http://www.hpexpo.com/show-info/contact) for a full contact list.

Hearth, Patio & Barbecue Expo 2021 | [hpexpo.com](http://hpexpo.com)

