



Exhibitor *news & updates*

November 2020

HPBExpo 2021 Plans Underway for Louisville, Kentucky

As you know, we have postponed HPBExpo 2021 until **June 23-26 in Louisville, Kentucky at the Kentucky Exposition Center**. With a vaccine for Covid-19 likely to be available before the end of this year, we are very optimistic that these later dates will provide an excellent opportunity to safely meet in-person and get business done!

Through the [Healthy At Work Initiative](#), and [GBAC Star Accreditation](#), the Kentucky Exposition Center has reopened with additional safety and health requirements.

The HPBA Expo Department recently visited the [Kentucky Exposition Center](#) to map out indoor and outdoor exhibit space, indoor burning locations, lobby areas, and meeting space. Staff at the KEC, and our headquarters hotel, Omni Louisville, were welcoming and helpful in getting the Expo staff set to begin planning. Levy, the exclusive KEC caterer, was also able to demonstrate how they can serve delicious, pre-packaged meals that follow Covid-19 safety guidelines.

BOOTH REASSIGNMENTS TO BEGIN DECEMBER 1

We will conduct booth reassignments in the same priority order used for the Nashville layout, for all companies that are currently signed up to exhibit. After these reassignments have taken place, additional companies can contract for space on a first-come, first served basis.

We are currently working on finalizing the floor plans to add booths for the Outdoor Burn Area, but you can review the [Preliminary Floor Plans](#) now. Please note that in this early stage, all booths are in 10x10 increments. This will change as companies are assigned space and the layout becomes more defined. The floor plan in the link above will be updated as changes are made, until the interactive floor plan is activated and posted online.

Please review the [Priority Order Reassignment Schedule](#) or [Alphabetical Order Reassignment Schedule](#) to determine the date and time of your company's booth

reassignment. Please email amyjackson@hpba.org with your [booth reassignment information](#) at (or before) your scheduled time. You may also request a phone call if you have questions or would like to talk through your selection. Be sure to give the best number to reach you at the time of your appointment.

STEPS TO REASSIGN BOOTH SPACE

1. Review the Booth Reassignment Schedule - [In Alphabetical Order](#) or [In Priority Order](#) and be ready to select a new booth space on your assigned date and time. Please note that appointments are listed as Eastern time.
2. [Review Preliminary Floor Plan](#) We will let exhibitors know when the Outdoor Burn Area has been updated, and when the interactive floor plan is posted.
3. Complete, Save, and Return your [Booth Reassignment Information](#) to amyjackson@hpba.org at or before your scheduled appointment time. You can request a specific booth number and/or request a call at your appointment time.

We will send you a reminder email the day before your appointment. If we do not hear from you, we will also attempt to contact you via phone. Please note that appointments will continue to occur as scheduled, and your company may have to select space out of priority order if you miss your appointment and we are not able to reach you.

Please contact HPBExpo exhibit staff with any questions you have:

- Amy Jackson, Senior Manager - Exhibits: amyjackson@hpba.org
- Anita Derouin, Exhibit Sales Associate: derouin@hpba.org

NEW SHOW DATES - NEW DEADLINES

With HPBExpo 2021 being postponed until June 23-26, we are extending the final 50% payment deadline until March 1. Booth reassignment requires at least 50% of the total booth fees paid within two weeks of the new booth selection.

Exhibitor cancellation deadlines have also been extended for companies that have booths reassigned:

20% penalty through February 1; 50% penalty February 2 - April 1; 100% penalty after April 1

In the event that HPBExpo 2021 must go totally virtual, exhibitors can transfer booth fees paid to the virtual event, to the 2022 show, or receive a refund.

EXHIBITOR REGISTRATION & HOUSING AVAILABLE SOON

Exhibitor badge registration for HPBExpo 2021 in Louisville is set to reopen on December 1, with online housing available shortly thereafter in mid-December. Links will be available at www.hpexpo.com in the Exhibit Section. If you registered for badges for the Nashville show in March, your registration will automatically be transferred.

[Contact us](#) with any registration and/or housing questions.

Begin Your Plans for Louisville Now

Louisville's tourism industry is back in the saddle and ready to help you take the reigns of planning your visit! Kentucky is one of just a handful of states to meet federal guidelines for reopening and the

Bourbon City is leading the way in a phased reopening that includes expert-driven safety guidelines for lodging, attractions, and venues.

With a booming bourbon renaissance, iconic attractions, world class hotels venues and renowned culinary scene, Louisville is an experience like no other city. Kick off your Bourbon Country experience in Bourbon City - home of the official starting point of the [Kentucky Bourbon Trail](#), the [Urban Bourbon Trail](#) and countless other Bourbon experiences.

Schedule a day to visit to the [Louisville Slugger Museum & Factory](#), the [Muhammad Ali Center](#), or the [Kentucky Derby Museum](#).

Beyond bourbon, bats, bluegrass and horse-racing, Louisville is an action-packed destination. Here's a look at some of the most popular attractions to take in while visiting Louisville: www.gotolouisville.com/things-to-do/attractions (*Top 25 attractions based on ratings and reviews of TripAdvisor Travelers as of Spring 2019*).

For a more expansive list of things to do in Louisville, visit <https://www.gotolouisville.com/things-to-do>.

HPBExpo 2021 EXHIBITOR WEBINARS



[SUBMIT QUESTION NOW](#)

Mark Your Calendar:

January 12, 2021

The next Exhibitor Webinar has been postponed until January 12, 2021.

A registration link for the webinar will be sent to exhibitors in early January.

Please submit any questions you'd like us to consider addressing in advance. Questions can also be asked during the webinar.

As always, please contact HPBA Show Management with any questions:

amyjackson@hpba.org or visit www.hpexpo.com/show-info/contact for a full contact list.



EXHIBITION: JUNE 24-26
EDUCATION: JUNE 23-25

KENTUCKY EXPO CENTER
LOUISVILLE, KENTUCKY
HPBExpo.com

