



HPBExpo Exhibitor News & Updates

October, 2024

Badge Registration Opening Soon



We are currently experiencing a delay in the opening of HPBExpo25 badge registration due to an unexpected network issue with our registration platform. We'll keep you informed and notify you as soon as the issue is resolved, so you can complete your exhibitor badge registration at www.hpbexpo.com.

As a reminder, all exhibiting companies are eligible for two complimentary badges per 100 sq. ft. of booth space. HPBA member exhibitors are eligible

for two additional complimentary badges. You can also purchase extra badges, and by **registering before December 31**, you'll save with our Early Bird badge rates. **Your HPBA Member ID/Company ID is required for registration:**

Hotel Reservations

Book your **exhibitor hotel reservations** in the official block with onPeak!



HPBExpo25 Dual Host Hotels:

- Omni Riverfront Hotel
- Hilton New Orleans Riverside

Two ADDITIONAL hotels recently added to the official housing block:

- Embassy Suites by Hilton New Orleans
- Loews New Orleans Hotel

DEALERS ARE COMING TO NEW ORLEANS!

Save The Dates

Exhibitor Move-In

Monday, March 24
8 AM - 5 PM

Tuesday, March 25
8 AM - 5 PM

Wednesday, March 26
8 AM - 5 PM

Set-up Deadline: 3/26, 5 PM

**Onsite Registration Opens/
Meetings/NFI Review/Retailer**

Registration hasn't even opened yet, but retailers are making plans to attend. **141%** more attendees have booked hotel reservations for HPBExpo25 in New Orleans compared to those reserved for Nashville at this time last year!

Why Book Within the Block?

- **Special Rates:** Enjoy **discounted rates** exclusive to our group.
- **Convenience:** **Stay close** to the venue and other attendees.
- **Support the Industry's Event:** Booking within the block helps HPBA meet contractual obligations with the hotel and helps with negotiating overall costs with our event suppliers. Ultimately, booking within the block supports the overall event by **helping keep expenses down**.
- **Price Protection:** If our rates drop after you've booked, the hotel will honor the **lower rate** within the block, ensuring you always get the best deal.

Other city-wide events are in town at the same time as HPBExpo - we anticipate the city to sell out. Some hotels are already **SOLD OUT**. Get your hotel rooms now to join your industry in the Big Easy!

Book your room by **January 6** with our official housing partner, onPeak, and receive **additional Priority Points** for booking 2026 exhibit space!

[Book Hotels](#)

Final Booth Payment

Final booth payments are due by October 1.
Please refer to your invoice that was previously emailed.
Contact us for another copy if needed.

Mail check payments to:
HPBA, PO Box 412397, Boston, MA 02241-2397

Pay by credit card online at:
<https://www.hpba.org/Login>. Your individual username can be found at the bottom of your booth invoice. Or, **contact us** for assistance.

*A surcharge of 2.4% will be added to all **credit card** payments.*

Contact us directly for electronic payment instructions (wire transfer, ACH).

[Pay Online at www.hpba.org](https://www.hpba.org)

Roundtables

Wednesday, March 26

7:30 AM - 4:30 PM

**HPBA Affiliate & HPBAC
Receptions**

Wednesday, March 26

5 PM - 10 PM

Opening Session

Thursday, March 27

8:30 AM - 10 AM

Manufacturer Event Night:

Host receptions and events without overlapping with HPBA Affiliate and HPBExpo official events.

Thursday, March 27

Evening

**HPBA Ultimate Awards Show
& Bayou Bash Industry Party
Friday, March 28**

5 PM - 7:30 PM

**Exhibit Hall/Outdoor Burn/
Expo Education:
Thursday, March 27**

10 AM - 5 PM

Friday, March 28

10 AM - 5 PM

Saturday, March 29

10 AM - 3 PM

Exhibitor Move-out

Saturday, March 29

3 PM - 9 PM

Sunday, March 30

8 AM - 5 PM

Monday, March 31

8 AM - 12 PM

Move-Out Deadline: 3/31, 12 PM

Check out the *schedule at a*



Submit Indoor Exhibit Burn Requests ASAP

At HPBExpo25, exhibitors can **Burn More, Sell More**, with our updated burning regulations that allow more live burns!

Burn requests must be reviewed and approved by HPBA Show Management and the convention center. Early submission of request is strongly recommended.

Requests submitted after the December 31 deadline risk not being approved.

[Review Indoor Burn Requirements](#)

[Submit Indoor Burn Request](#)

Exhibitor Service Manual to be Complete by November

Visit our [Exhibitor Services](#) page for all your exhibiting planning needs.

Many items, including rules, show management forms, and general information are already posted for review. Order forms from our official show contractor, convention center services, and other approved specialty contractors, will be available soon - no later than early November.

Find quick answers to common questions about exhibiting on the FAQs page or contact our exhibits team at exhibits@hpba.org or give us a call.

[Review Exhibitor Services Page](#)

Exhibitor Forms to Submit

Complete and submit the applicable forms below for your company's exhibit:

glance and book your travel with these dates in mind.

[Schedule At A Glance](#)

Holding a Meeting or Event at HPBExpo?

Requests for meetings held over HPBExpo week will be managed on a case-by-case basis according to the Ancillary Meetings Policy and specific guidelines for meetings held in conjunction with HPBExpo.

All meetings and events must be submitted for approval through the Ancillary Meeting Request Form.

[Ancillary Meeting Policy and Request Form](#)

Exhibit Insurance Requirements

All exhibitors must carry general liability coverage with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

We have once again partnered with Rainprotection Insurance to provide an affordable option for temporary exhibitor insurance.

Indoor Burning Request Form

Submit requests to burn for approval in advance of placing gas order.

Deadline: December 31, 2024

(submit early if possible)

Outdoor Burning Request Form

Fuel requests submitted after deadline may not be honored.

Deadline: December 31, 2024

(submit early if possible)

Meeting Request Form

All events occurring the week of HPBExpo must go through an approval process.

Deadline: January 24, 2025

Exhibitor Appointed Contractor - EAC Request Form

All EACs must be approved in advance of set-up.

Deadline: February 24, 2025

Variance/Hanging Sign/F&B Approval Form

All overhead hanging signs and food/beverage serving must be approved in advance.

Deadline: February 24, 2025

Policies are available for just \$99!

Submit your certificate of insurance to exhibits@hpba.org or purchase a temporary policy through the link below.

Coverage is not optional.

**Review
Requirements &
Order Option**

Become an HPBExpo Sponsor

Our sponsors play a crucial role in the success of HPBExpo, helping us create an exceptional experience for all attendees. We're excited to announce that **Sponsorship Packages** are now available!

By becoming a sponsor, your company will enjoy unparalleled visibility while supporting the growth and innovation of our industry. Be sure to sign up early to take full advantage of all package benefits and avoid missing important promotional deadlines.

As a special offer, **HPBA members can receive a 10% discount** on all sponsorship packages. Not a member? Learn more about HPBA membership or email membership@hpba.org.

Click "Compare Sponsorship Packages" below to explore your options and complete an order form. For any questions, reach out to us at sponsors@hpba.org.



Compare Sponsorship Packages

OPEN NOW! New Product Pavilion Entry



Step into the spotlight and show your product's brilliance by securing a coveted spot in the New Product Pavilion! Enter in one of our three prestigious product categories - **Hearth, Outdoor Living, or Barbecue**. Stand out from the crowd and position your product for success with the chance to win an Attendees' Choice Award, announced LIVE at the Ultimate Awards Show on the evening of Friday, March 28. It's time to shine and make a lasting impression on industry professionals and new customers!

Table-top and free-standing entries are available, with the option or combination of a **product display, video display or poster display**. Signage with your company name, booth number, product name, and product description will be provided by HPBExpo for each entry.

*Submit entries before **December 2** and save with the **early bird rate**! Entries submitted **after December 2** will have the **standard rate**. Entries submitted after **January 10** will have an increased rate and will be accepted on a first-come, first-served basis if space is available.*

**SUBMIT
ENTRY**

WARNING - BEWARE OF SCAMS



WHAT OFFERS ARE LEGIT?

You may receive other third-party offers for everything from hotels to booth carpet. While some offers may not be "bogus", they can **end up costing you extra** in added move-in fees for using an **unapproved vendor**.

Approved vendors for HPBExpo will have ordering information posted on our [online Exhibitor Services page](#).

If you can't find the information you are looking for, inquire with [HPBA Show Management](#).

[See SCAM Example](#)

**FTC Impersonation Rule
Now in Effect**

Don't be Fooled by Fakes

Be aware that scammers are working hard to find victims for their fake lists, false hotel reservations, faux exhibitor listings, and fraudulent payment information.

Chances are, you will receive emails or calls from companies or individuals soliciting these services. **And, chances are very good that they are bogus offers.**

One of the more popular scams is the Attendee List offer. **HPBExpo does not sell its attendee list**, therefore the lists these so-called vendors are offering are not ours. And sometimes, there is no list at all - it is just a scammer attempting to get your credit card information.

Unfortunately, this is an issue throughout the trade show community. The most important thing we can do is educate YOU - so that you don't fall victim to these offers.

Watch for Red Flags such as:

- Email is from a first name only and address contains an unknown domain name
- Email is from someone you don't recognize
- Email does not contain company information below sender's closure (no "signature block")

If you are in doubt of an offer you have received, first ask [HPBA Show Management staff](#). We can verify or deny the validity of the offer for you and send a cease-and-desist letter to the sender. Unfortunately, these individuals tend to reinvent themselves over and over by creating a new "name" and email address with a new offer. It's best to move these emails to your trash folder. Don't hit "unsubscribe" or reply to the sender; both of those options only confirm to them that your email is valid and will result in MORE fraudulent offers.

**HPBExpo Show Management Staff
Contacts**

Trade Show Tips

As you plan your exhibit space for HPBExpo, here are some tips and ideas to refresh your exhibit booth strategy and;

- Best practices on budgeting, performance data, and sponsorships
- Using digital marketing and creating experiential in-booth experiences



No matter the size of your space or budget, you can design in-booth experiences that audiences love and remember. Plus, you'll find these approaches also help deliver tangible results.

[Your Guide to Boosting Booth Presence](#)

News Alert

This Constant Contact account ONLY sends HPBExpo Exhibitor Newsletters. **Unsubscribing from this newsletter may result in missing crucial information**, instructions, regulations and/or updates for your exhibit planning experience. Please add us to your safe sender's list.

This newsletter, as well as all subsequent newsletters for HPBExpo25 will also be posted online at www.hpbexpo.com/exhibit/newsletters. While we can only designate one individual as the "Exhibit Contact" to receive and distribute all exhibit information, you are welcome to forward the Newsletter Archive URL to others in your organization to keep them informed of the latest news.

Reach out to us with any questions about HPBExpo or HPBA:

Amy Jackson, Director, Exhibitions & Events
amyjackson@hpba.org

Exhibits: exhibits@hpba.org
Registration: registration@hpba.org

www.hpbexpo.com | www.hpba.org
HPBA Expo Staff: www.hpbexpo.com/show-info/contact

