



MEET YOUR INDUSTRY *in New Orleans*

The largest marketplace focused on hearth, barbecue, & outdoor living innovations brings you together with people who understand your challenges – and everything you need to grow your business.

JOIN US FOR AN EXPERIENCE THAT'S FULL OF
FRESH FLAVORS.



MARCH 26-29
NEW ORLEANS, LOUISIANA

ERNEST N. MORIAL
CONVENTION CENTER

Register Today

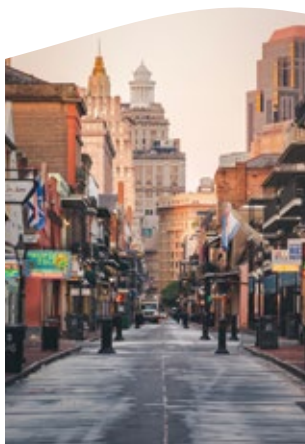


www.hpbexpo.com



WE'RE GOING BIG *in the Big Easy*

HPBExpo25 is the place to be. The only niche marketplace spanning specialized categories like barbecue technology, fireplaces, and chimneys is going bigger than ever before to help retailers connect and build stronger businesses in a changing market. From just-launched products to problem-solving with your peers to free education sessions led by industry leaders, you'll find everything you need to make 2025 a sizzling sales year in just a few days.





With over 300 brands in hearth, barbecue, and outdoor living, there's no better place to discover the innovations your customers will want next. See what's new up close and gain the kind of firsthand knowledge that leads to smarter buying decisions for your business.

ALL THE HOTTEST INNOVATIONS

Get fired up for the New Product Pavilion! This attendee-favorite area features items that hit the market after HPBExpo24 and Attendees' Choice Award winners in three categories: Hearth, Outdoor Living, and Barbecue.

EDUCATION THAT KEEPS YOU SHARP

With sessions tailored for technicians, managers, owners, and sales personnel, you'll get the insights you need to reach your specific goals – with up to 36 CEUs available. The education program is a collaboration of the National Fireplace Institute (NFI), Hearth, Patio & Barbecue Association, and our education sponsor Copperfield Academy.

GET CERTIFIED

The National Fireplace Institute (NFI) reviews, along with the CSIA Dryer Exhaust Technician (CDET)[®] review and CSIA Certified Chimney Sweep[®] review, can all be taken on-site at HPBExpo25. Testing is also available.



TECHNICAL EXCELLENCE | PRACTICAL EXPERIENCE | PRICELESS EDUCATION





AN INDUSTRY BUILT TO *Bring People Together*

HPBExpo25 is more than an event – it's an annual reunion for the hearth, barbecue, and outdoor living industry. Catch up with your friends in the industry, discuss product lines with your current partners, and build new business relationships at the networking event made to bring people together.



THE ULTIMATE AWARDS SHOW

Friday, March 28 | 5:00 PM

Celebrate with your industry friends as we honor business leaders in the following categories:

- * Retailer of the Year
- * Advocate of the Year
- * Emerging Leader
- * Affiliate of the Year
- * Trainer of the Year
- * Excellence in Education

Attendees' Choice Awards winners in the categories of Hearth, Outdoor Living, and Barbecue will also be announced.



BAYOU BASH INDUSTRY PARTY

Friday, March 28 | Until 7:30 PM

Immediately following the Ultimate Awards Show, the celebration continues with a networking event filled with the flavors of New Orleans – from the beats to the eats – and experience a culture built to bring out the good times.



RETAILER ROUNDTABLES

Wednesday, March 26 | 2:30 PM

Problem-solve with your peers and hear what's working for other retailers during facilitated discussions between HPBA retail members.

TURN UP the Heat

No matter what you need to fire up your sales, you'll find it at HPBExpo25 – the perfect spot for all things hearth, barbecue, and outdoor living.



Jill McClure



Tim Reed

OPENING SESSION

Thursday, March 27 | 8:30 AM - 10:00 AM

Join Jill McClure, **President & CEO of the Hearth, Patio & Barbecue Association** and Tim Reed, **Co-Founder of The FireTime Network**, as they host an inspiring opening session featuring top thought leaders. These industry experts will explore the theme *Leading Through Times of Change*, sharing data and personal stories that will transform how you approach your business. Stay tuned for more details at hpbexpo.com!

CONFIRMED SPEAKERS



Russ Dimmitt
Director of Product Development
Lindemann Chimney Supply



Carter Hawkins
Co-Founder
FutureNow Marketing



Tom Parks
Vice President & General Manager
COASTROAD Hearth & Patio



Roy Dilliplane
Learning & Development
Hearth & Home Technologies (HHT)



Taylor Hill
Co-Founder
FutureNow Marketing



Mike Radosevich
Grill Category Manager
Primo Ceramic Grills & Broilmaster Grills



Dale Feb
Lead Investigator
E.I.R.E. Associates



Jeff Jones
Owner
What the Grill, LLC



Bill Ryan
President
Ryan Consultants Group



Jacob Feb
Senior Inspector
E.I.R.E. Associates



Bill Kinnard
President & CEO
Grandy & Associates



Mike Segerstrom
Senior Consultant
Ryan Consultants Group



Bob Ferrari
Director of Education
National Chimney Sweep Guild



George LeBlanc
Former General Manager
Maritime Fireplaces



Tom Shay
Principal
Profits Plus Solutions, Inc.



Dan Freeman
President, Lead Inspector, Consultant
The Chimney Doctor, Ltd.



Joan Nutting
Store Manager
Maschino's



Monica Turner
Marketing Director
The Outdoor GreatRoom Company



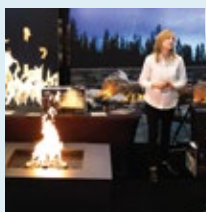
Debbie Hannig
President
Hannig Marketing, Inc.



Brian Noe
Private Wealth Advisor
Iron Bridge Wealth Counsel, LLC



Chris Wolfe
Manager of Technical Support & Training
Ray Murray, Inc.



INDOOR BURNING

We're Fired Up: HPBExpo25 Delivers More Live Demos

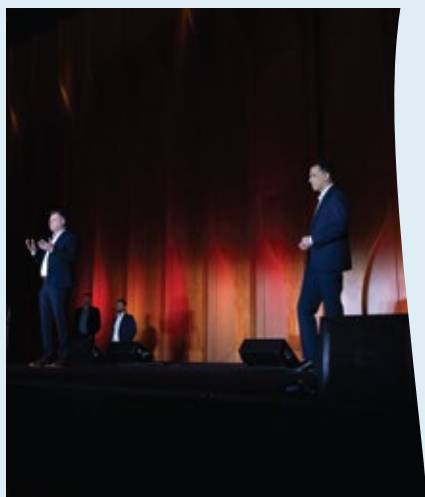
Get ready for the hottest event of the year! HPBExpo25 is turning up the heat with 5 million+ BTUs of live-action indoor burning demos! Experience cutting-edge natural gas appliances in real-time with more burning than ever before due to HPBA's revised indoor burning requirements.



OUTDOOR BURN AREA

Return to the Burn: HPBExpo25 Brings Back the Outdoor Burn Area

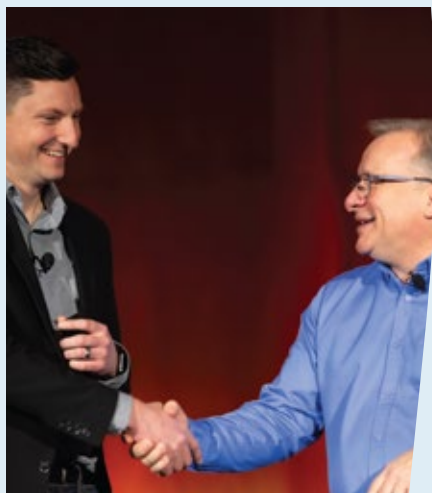
The Outdoor Burn Area offers a full three-day experience of live-action demonstrations, showcasing the latest in heating and cooking technologies. Exhibitors can engage with a captivated audience, demonstrating everything from fireplaces to grills and firepits. New this year is an outdoor education classroom featuring sessions on outdoor fire features, BBQ techniques, pyrolysis, chimney service safety, boosting grill sales, efficient pellet heating, and woodburning appliance maintenance.



SESSION

Topics

- ✦ Tax Credits, Building Codes, & Product Certificates: Policy that Impacts Your Sales
- ✦ Outdoor Firepits, Fireplaces & Heaters – Planning, Safety, Design
- ✦ BBQ 101 - Live Demonstration
- ✦ Providing Great Customer Service...In the Trenches
- ✦ Building a Training Program for New Salespeople
- ✦ 5 Steps to Increase Showroom Success
- ✦ The Power of Human-Centered AI to Close More Sales
- ✦ Making Your Business a Bigger Part of the Next Phase of Your Life
- ✦ 10 Keys to the Successful Hearth Professional
- ✦ Electricity & Electronics in Gas Hearth Appliances
- ✦ Gas Piping Materials
- ✦ Train Your Customer, Eliminate Call Backs
- ✦ Unlock the Secret to Efficient Heating with Pellet Appliances
- ✦ And more!



Get the Full
Program Lineup



www.hpbexpo.com

MEET PEERS RIGHT FROM *your Region*

Wednesday, March 26, HPBExpo25 will host a variety of affiliate receptions that connect hearth, patio, and barbecue professionals in different regions.

5:00 PM - 7:00 PM

Mid-Atlantic HPBA Affiliate Reception

Lucy's Retired Surfers Bar

5:00 PM - 7:00 PM

South Central HPBA Expo Reception

Fulton Alley

6:00 PM - 8:00 PM

HPBA Pacific Reception

Sidecar Patio & Oyster Bar

6:00 PM - 8:00 PM

Rocky Mountain HPBA Expo Reception

Lucy's Retired Surfers Bar

6:00 PM - 9:00 PM

Northeast HPBA Beer in the Bathtub Expo Reception

Mulate's

6:00 PM - 9:00 PM

Southeast Expo Member Reception

Audubon Aquarium

7:00 PM - 9:30 PM

HPBAC Canadian Reception

Crescent City Brewhouse



GET READY *To Go*

Make sure you're equipped to provide your customers with the shopping experiences and products they'll want next. Reserve your spot today for the biggest show in the hearth, barbecue, and outdoor living industry.

STAY IN AN OFFICIAL HOTEL AND SAVE!

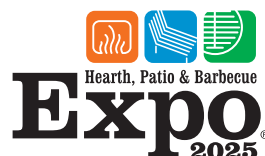
Book your room through our partner, OnPeak, to access exclusive rates at top New Orleans hotels. Make your reservation early for the best selection and price.



Attendee Hotel Reservation



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