



Reminder: The deadline to make hotel reservations in the official housing block with onPeak is March 5. After this date, please contact hotels directly. Refer to your reservation confirmation for change/cancellation deadlines per hotel. [Book your hotel TODAY.](#)

February 2025 Update

HPBExpo25 EXHIBITOR MARKETING TOOL KIT



HPBExpo25 is shaping up to be our **LARGEST attended show since before the pandemic.** Registered buying companies are up 20% over the Nashville show and we'll have more than **DOUBLE** the products with live burning than last year! This is **YOUR INDUSTRY'S** show!

Are you promoting that you will be there? Here's the exhibitor marketing toolkit that makes it easy!

EXHIBITOR MARKETING TOOLKIT



**UPDATE LISTING
NOW**

HPBExpo25 Mobile App - Ready Next Week - Ensure **YOUR** Company Info is Updated!

We're putting the finishing touches on the official mobile app for HPBExpo25, **and you should too!** If you have not yet taken a moment to check your company's listing, please do so as soon as possible before attendees view the exhibitor list and floor plan available on the app.

Click the link to the left and login with your company listing password:

Note: press releases can also be added to your exhibitor listing!

Exhibitors Must Register For Badges

To access the show floor on set-up days, exhibitor personnel

must check in with security and obtain a wristband for entry each day.

On show days, all exhibitors must have an exhibitor badge to enter the exhibit hall. Each exhibitor is eligible to register for 2 complimentary badges per 100 sq. ft. of booth space. HPBA member exhibitors are eligible for an additional 2 complimentary badges. Additional member and non-member badges are available for a fee.

Click on the link to the right and login with your HPBA Company ID/Member ID:



Register for badges NOW & save. Rates increase March 26.

**REGISTER FOR
BADGES NOW**

*If your company is hiring a contractor for set up, the contractor **MUST** be approved in advance. Complete and submit the EAC Form by February 24. Unapproved contractors will not be permitted to enter the exhibit hall. [Exhibitor Appointed Contractor – EAC Form](#)*



VARIANCE FORM

Hanging Signs & Booth Catering

Exhibitors must submit a **Variance Approval Form** for all overhead hanging signs, booth catering, or special requests. Click on and complete the Variance Form to the left for approval. There is a \$50 fee per requested item.

Please also see for Hanging Signs:

- **[Hanging Sign Rules & Regs](#)**
- **[Aerial Labor Rules & Regulations](#)**
- **[Hanging Sign Labor & Equipment](#)**
- **[Hanging Sign Shipping Labels](#)**

SHIPPING TO HPBExpo25

Exhibitors can ship in advance to HPBExpo25 by using the Advance Warehouse Shipping Label linked below. Advance freight will be held at the Freeman warehouse and delivered directly to your booth by 8am on Monday, March 24. The warehouse will begin accepting deliveries on **February 24** and the deadline is **March 17**.

[ADVANCE WAREHOUSE SHIPPING LABEL](#)

Exhibitors that cannot meet the warehouse deadline will need to ship directly to the show site by using the Show Site Shipping Label linked below. Exhibitors shipping directly to the show must follow the [Target Move-In Schedule](#). Each booth is assigned to a time slot on Monday, March 24 or Tuesday, March 25.

*A limited number of early move-in appointments are available for Sunday, March 23, but **must be approved in advance** - contact amyjackson@hpba.org to request early move-in approval.*

[SHOW SITE SHIPPING LABEL](#)

ALL SHOW SITE SHIPMENTS MUST CHECK IN AT THE **FREEMAN MARSHALLING YARD** BEFORE PROCEEDING TO THE CONVENTION CENTER OR OUTDOOR BURN AREA.

[DIRECTIONS TO FREEMAN MARSHALLING YARD](#)

IMPORTANT: All advanced shipments received at the Freeman warehouse or received onsite **will incur a material handling fee by the official general contractor, Freeman.**

[Shipping & Material Handling Explained](#)

[Freeman Material Handling Fees & Capping System Info](#)

Other Move-In Options

[Freeman POV/Cart Service Rates & Regs](#)

[Freeman Mobile Unit & Vehicle Spotting Rates](#)

Freeman Information

Exhibitor Support

Get the right answers, revise your order, and receive immediate support for all your needs.



Chat Now!

Get live help from a representative.



US or Canada: (888) 508-5054

International: 1 (817) 210-4869

Call or text us.

Mon - Thu 7am - 7pm CT

Fri 7am-5pm CT



Email

[QUESTIONS? Contact Freeman Exhibitor Services](#)

EXHIBITOR INSURANCE REQUIRED

Insurance IS required for all exhibitors. Send in your COI no later than **Monday, February 10.**

[Insurance Requirements](#)

[Temporary Insurance Purchase Option](#)



HPBA Membership

If your company is exhibiting at the member rate, your 2025 HPBA membership dues must be paid now.

CONTACT HPBA

Companies that choose not to renew will receive a revised booth invoice at the non-member rate by February 17.

BOOTH SERVICES

The complete Exhibitor Service Manual is available online at <https://hpbexpo.com/exhibit/exhibitorservices>.

Order labor, furnishings, flooring, and more with our official General Services Contractor, Freeman. *Please note that items ordered through **outside vendors** will have material handling fees billed to exhibitors when delivered to the show.*

[FREEMAN RENTALS & SERVICES](#)

Order electrical, gas/plumbing, internet, and catering services through the Ernest N. Morial Convention Center.

[ENMCC BOOTH SERVICES](#)

Order Lead Retrieval Services through our badge registration vendor, CompuSystems. Capture leads visiting your booth the easy way by scanning attendee badges. Please note that QR codes on badges will ONLY scan with CompuSystems Lead Retrieval scanners. Click the link below or order within the Exhibitor Badge Registration dashboard.

[LEAD RETRIEVAL SERVICES](#) | [LEAD RETRIEVAL PRICING](#)

LAST CALL FOR NEW PRODUCT PAVILION / ATTENDEES' CHOICE AWARDS ENTRIES

Show buyers your most innovative new products and stand out with the additional exposure of the New Product Pavilion!

LIMITED SPACE is still available, on a first-come, first-served basis. Submit your entry now and be a contender in the Attendees' Choice Awards for hearth, outdoor living, and barbecue products. Winners presented LIVE at the Ultimate Awards Show on Friday, March 28, 2025, at the La Nouvelle Orleans Ballroom in the Ernest N. Morial Convention Center - *bars open at 5 PM.*



[SUBMIT NPP ENTRY](#)

Contact Us

For general questions about HPBExpo, email: expo@hpba.org

For questions about Exhibiting at HPBExpo, email: exhibits@hpba.org

For questions about Expo Badge Registration, email: registration@hpba.org

For questions about Expo Sponsorship Packages, email: sponsors@hpba.org

