



**MARCH 18-21  
NEW ORLEANS**

## ***"ICW" IN-CONJUNCTION-WITH/ ANCILLARY MEETING POLICY***

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### **WHAT IS AN ANCILLARY OR ICW EVENT?**

An ancillary or "ICW" (in-conjunction-with) event, hereafter referred to as an "event," is any function held in conjunction with HPBExpo that is separate and distinct from the official HPBExpo program. All such events must be approved by HPBA. Examples of events requiring approval include, but are not limited to:

- Board Meetings
- Focus Groups
- Hospitality Rooms or Suites
- Education or Training Sessions
- Press Conferences or Briefings
- Social Events
- Customer or Dealer Acquisition or Appreciation Events
- Staff Meetings
- Receptions or Celebrations
- Annual Meetings
- Award Luncheons, Dinners, Banquets
- Product Launches
- Networking, Recognition, Educational, or Other Social or Commerce-Related Gatherings

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### **WHO MUST SUBMIT AN ANCILLARY EVENT REQUEST?**

HPBA requires **all organizations**, whether commercial or non-profit, that wish to host functions of any size or nature during the official HPBExpo dates (**March 18–21, 2026**) to complete an Ancillary Meeting Request form. This requirement applies regardless of the event location, including off-site venues. Meeting and event space is available on a daily or per-meeting basis; however, organizations may not contract meeting space directly with official HPBExpo hotels or the convention center.

#### **HPBA Affiliate Members**

HPBA welcomes affiliate member organizations to host meetings or events during approved dates and times that do not conflict with official HPBExpo programming. All such events require prior approval from HPBA through the Ancillary Meeting Request form.

#### **Exhibitors and Non-Exhibitors**

Exhibiting companies may request an ancillary meeting space. However, if an organization's products or services are relevant to HPBExpo attendees, the organization is required to exhibit in order to obtain meeting space. **Non-exhibiting companies may not use any venue to promote products or business services.** HPBA reserves the right to deny requests that violate these policies.

#### **Companies Not Using Official HPBExpo Venues**

Organizations holding events in locations other than official HPBExpo hotels or the convention center, such as restaurants or alternate hotels, are still required to submit an Ancillary Meeting Request form. While ancillary meeting request fees are waived for events held in non-official venues (e.g., restaurants or third-party locations), approval from HPBA is still required prior to contracting with the venue. Approval must be obtained for the event's date, time, and content.

HPBA staff will review and approve all events involving Expo attendees, whether hosted at contracted facilities or elsewhere in the same metropolitan area as HPBExpo. No organization or company is permitted to reserve space directly through HPBExpo-contracted hotels or the convention center.

HPBA will make every effort to monitor and manage meeting space and hotel accommodations to prevent unapproved or conflicting events.



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### **PROHIBITED ANCILLARY EVENTS**

The following types of events **are not permitted** at any time during the official dates of HPBExpo (March 18–21, 2026):

- **Poster Presentations** - Events where participants present research papers that are scheduled for HPBExpo presentation or are under embargo at the time of the meeting.
- **Unapproved Commercial Meetings** - Events that include educational or informational content without offering continuing education (CE) credit, often with a commercial or promotional focus.
- Note: There are official opportunities to host these types of events through the official HPBExpo program. Please contact [expo@hpba.org](mailto:expo@hpba.org) for more information.
- **Independent Educational Events** - Events that include educational content (with or without CE credit eligibility) that are not part of the official HPBExpo program.
- **External or Competing Events** - Any tours, product displays, training sessions, or satellite events that resemble or compete with official HPBExpo programming.
- **Unauthorized Self-Promotion** - The active promotion or distribution of materials (e.g., flyers, room drops, branded items) outside of approved exhibit space or event channels. This includes use of the HPBExpo logo without permission, as well as unauthorized sales presentations or equipment displays.

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### **EVENT DATES REQUIRING ANCILLARY EVENT REQUEST FORM**

Any organization planning to hold an event between **Wednesday, March 18, and Saturday, March 21, 2026**, must complete and submit the **Ancillary Meeting Request Form** by **January 16, 2026**.

The form is required for **all functions**, regardless of size, location, or type.

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### **EVENT BLACKOUT TIMES**

Organizations are not permitted to host any events during the designated blackout periods. The only exceptions are HPBA internal or staff meetings.

Blackout hours are as follows:

- Wednesday, March 18 | 2:30PM-9PM\*
- Thursday, March 19 | 8AM - 6PM
- Friday, March 20 | 10AM – 7PM
- Saturday, March 21 | 10AM - 1PM

*\*HPBA Affiliate and HPBAC receptions are eligible for approval on March 18 after 4:30PM*

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### **EVENT FEES**

Organizations are solely responsible for all charges incurred for services provided by the hotel, convention center, or third-party vendors. These charges may include, but are not limited to, room rental fees, food and beverage minimums, audio-visual equipment and support, internet access, or electrical services.

Please note: **Access to certain HPBExpo-related benefits may be limited** to exhibiting companies, HPBA members, or HPBExpo sponsors.



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### **MARKETING & BRANDING MATERIAL**

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All names, marks, logos, designs, slogans, and other identifiers associated with HPBA or HPBExpo are the sole and exclusive property of HPBA.

#### **Use of HPBA/HPBExpo Name, Logo, or Trademarks**

Use of any HPBA or HPBExpo branding, including names, logos, slogans, or trade dress, without prior written permission from HPBA is strictly prohibited. Limited, approved use is permitted solely for the disclaimer required on ancillary event materials, as outlined below.

#### **Prohibited Branding Practices:**

- No marketing materials, presentations, communications, or promotional items may use HPBA or HPBExpo branding or suggest endorsement or sponsorship by HPBA.
- The term "HPBExpo" may appear once per communication for identification purposes only, using a neutral font and not as part of a title, heading, or prominent design element.
- HPBExpo templates, color schemes, or other visuals that could create confusion with official HPBExpo events may not be used.
- Repurposed materials (e.g., recordings, summaries, or other post-event products) must not reference HPBExpo or imply HPBA sponsorship.

**Required Disclaimer:** All event-related communications (e.g., marketing materials, invitations, signage, meeting handouts, etc.) must prominently display the following statement:

*"Not an official event of the HPBExpo and not sponsored or endorsed by the HPBA."*

**Note for Exhibitors:** Please refer to exhibitor communications for approved HPBExpo logos and graphics available for your use.

#### **Signage Guidelines**

Organizations may provide signage for ancillary events within the following parameters:

- **Maximum of 4 total signs:**
  - Up to **two signs** no larger than **22" x 28"**
  - Up to **two additional signs** of **any size**
- **Signage may only be placed** within the event venue:
  - No more than **2 hours before** the event
  - Must be **removed within 30 minutes** after the event ends

#### **Permitted signage locations:**

- At the entrance to the meeting room
- Other locations only if permitted by the venue and HPBA

#### **Signage is not allowed:**

- At the convention center during exhibition hours
- In public areas near session rooms at official HPBExpo events

All signage designs must be submitted for approval to HPBA Show Management at least three weeks prior to the event.

#### **Press Event Guidelines**

Any organization planning a media or press event in conjunction with HPBExpo must coordinate with HPBA's Communications Department. For more information, please contact [communications@hpba.org](mailto:communications@hpba.org).



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### **RESERVING EVENT SPACE**

Event organizers **do not need to be HPBA members or registered attendees** to submit an Ancillary Meeting Request. However, **all individuals attending an ancillary event onsite must be registered for HPBExpo.**

#### **Request Process:**

- Ancillary meeting requests are reviewed **weekly** and approved on a **first-come, first-served basis**.
- Space is limited, so early submission is strongly encouraged.
- Please allow **10–15 business days** for confirmation and meeting room assignment.
- **Submitting a request does not guarantee space.**

#### **Important Deadlines & Conditions:**

- All Ancillary Meeting Request forms must be submitted by January 16, 2026.
- Approval from HPBA is required before promoting or hosting any ancillary (ICW) event. Official notification will come from HPBA staff.
- No event may be promoted or implemented prior to receiving HPBA approval.

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### **STEPS FOR SUBMITTING AND APPROVAL OF ANCILLARY MEETING REQUESTS**

1. **Review the HPBExpo Ancillary Meeting Policy** and submit the **Ancillary Meeting Request Form online by January 16, 2026.**
2. **HPBA staff will review your request** to ensure the proposed event aligns with HPBA policies.  
*Note: Some events may require additional approval by the HPBA Board of Directors.*
3. **If approved**, HPBA will coordinate directly with the appropriate hotel or the convention center to **secure a meeting room** for your event.
4. **Once space is confirmed**, HPBA will notify you of your **approval status** and provide the **assigned meeting room information**.  
*Please allow 2–3 weeks for notification after approval. Response times may vary based on factors such as event size, scheduling conflicts, board approval, and venue coordination.*
5. After approval and space confirmation, **your organization will work directly with the assigned venue and any approved vendors** to plan and execute your event—following all terms outlined in the HPBExpo Ancillary Meeting Policy.

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### **POLICY ENFORCEMENT AND SANCTIONS**

Organizations or individuals that hold or participate in any ancillary event in violation of this policy may be subject to sanctions, as determined by the HPBA Board of Directors. Potential consequences include, but are not limited to:

- Loss of exhibitor priority points
- Denial of permission to exhibit at future HPBExpos
- Immediate revocation of exhibit privileges at HPBExpo26
- Suspension or expulsion from HPBA membership
- Disqualification from future membership eligibility (for non-members)

These policies apply to all ancillary events held within the host city and surrounding areas during the official HPBExpo dates (March 18–21, 2026), as well as four days prior and one day following the event.