

Please do not unsubscribe from this email as this is our main avenue to inform you of important exhibiting details.

Add amyjackson@hpbexpo.ccsend.com to your approved senders list to ensure delivery of future emails.



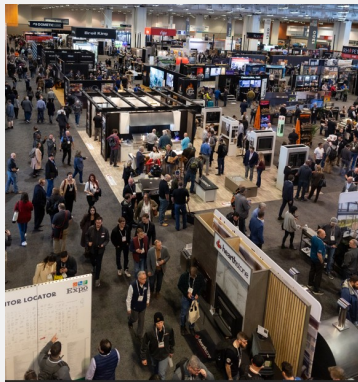
# MARCH 18-21 NEW ORLEANS

## Exhibitor News & Updates

July, 2025

### Welcome to HPBExpo26!

We're excited to kick off planning for **HPBExpo26**, taking place March 18–21, 2026 in New Orleans, LA. This is the place where our industry comes together face-to-face to do business, make connections, and showcase innovation.



Attendees come to HPBExpo each year **ready to discover new products and make purchasing decisions**. They're hungry for fresh ideas, standout offerings, and meaningful connections—and exhibitors who show up with

something special are the ones who leave with the strongest leads.

Consider offering a **show-only special, product launch, or exclusive incentive available only onsite**. It's a powerful way to drive traffic to your booth, create urgency for buyers, and contribute to a vibrant, deal-making environment that benefits the entire industry.

**Let's make HPBExpo26 your most successful Expo yet!**

### ☐ Registration & Housing Open September 2

**Exhibitor badge registration and official hotel booking open **Tuesday, September 2** online at [www.hpbexpo.com](http://www.hpbexpo.com).**

**Register for badges with your Company ID/Member ID:**

Be sure to register and book through HPBExpo's official providers to take advantage of exclusive rates, show benefits, and eligibility for bonus Priority Points.



**Please Note:** HPBExpo26's official registration / housing vendor is **Maritz**

**Earn extra Priority Points for 2027 booth selection:**

- Earn 5 bonus points for booking rooms within the **official exhibitor housing block**.
- Earn an additional 10 points when you book **50 or more room nights**.

☐ **Stay Alert: Beware of Scams**

*Note: Maritz emails/urls may include "Maritz" or "Experient".*

## Report Fraudulent Offers

## Read Rules & Regulations

## Indoor Burn Request

# Outdoor Burn Request

**As a thank-you for supporting HPBExpo25**, all 2025 exhibitors and attendees received early access to hotel reservations for HPBExpo26. A special email was sent on **Monday, July 28**, with a link to book rooms. Check your inbox for an email from:  
*housing@hpba.ccsend.com*



- Opening Session / Keynote
- **Exhibits Open to Attendees**
- General Education
- Exhibitor Event Night  
(*plan your off-site parties THIS night*)



## ☐ Planning an Event at Expo? Submit an ICW Form

All exhibitor-hosted **in-conjunction-with** ("ICW" or "Ancillary") events, taking place within or outside of the convention center require prior approval and are encouraged to take place on our open night of **Thursday, March 19**. No events may conflict with show hours or during Friday's Ultimate Awards Show or All Industry Party.

[Ancillary Meeting Request](#)

Friday, 3/20

- **Exhibits Open to Attendees**
- General Education
- HPBA Ultimate Awards Show
- All-Industry Party

Saturday, 3/21

- **Exhibits Open to Attendees Until 1PM**
- General Education

[Full Schedule](#)

## Exhibitor Insurance Requirements

**All exhibitors are required to submit a Certificate of Insurance.** You may add HPBExpo to your existing policy OR purchase temporary coverage for exhibiting only.

Coverage is mandatory.



[Requirement Details](#)

[Purchase Temporary Exhibitor Insurance](#)

## ☐ Key Exhibitor Info Now Online



HPBExpo26 **Exhibitor Info & Deadlines** pages are now live and will be updated regularly with the latest details and planning tools. Request forms for EACs and Variances are also available for early submission. The complete Exhibitor Service Manual for HPBExpo26 will be available no later than early November.

[General Info](#) | [Deadlines](#)

[EAC Approval](#) | [Variance Requests](#)

# Smart Shipping & Material Handling Strategies for Exhibitors



[Review the Guide](#)

Shipping, transportation, and material handling are often among the largest - and most overlooked - expenses for exhibitors. Every year, we see exhibitors incur unnecessary costs simply because they weren't aware of a more efficient or cost-effective option. The Center for Exhibition Industry Research has created an Industry Insights **Guide to Saving on Shipping, Transportation & Material Handling** to help prevent just that.

This concise, practical guide outlines proven ways to **save money, avoid common pitfalls, and better understand services like drayage and freight handling**. Whether you're new to exhibiting or have years of experience, it's worth a quick read, and could help you avoid costly surprises.

## Questions? We're Here to Help.

Stay tuned for more updates and resources to support your show planning in the coming months. Let's make HPBExpo26 your most successful Expo yet!

— HPBExpo Show Management

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HPBExpo | 2000 14th Street, N Suite 300 | Arlington, VA 22201 US