

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

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MARCH 18-21

NEW ORLEANS, LA



Happy New Year!

On behalf of everyone at HPBA, we wish you a successful year ahead. We look forward to welcoming you back to New Orleans for HPBExpo26, the premier marketplace for the hearth, barbecue, and outdoor industry. HPBExpo brings buyers and sellers together to do business, plan for the year ahead, and move the industry forward. We're glad to have you as part of it.

Exhibitor News & Updates

January, 2026

REGISTER YOUR BOOTH STAFF NOW

All booth staff must be registered for an exhibitor badge to access the show floor. To support planning and onsite operations, please register your staff as soon as possible.



Exhibitors are eligible for two complimentary exhibitor badges per 100 square feet of booth space. HPBA members who have renewed their 2026 membership are eligible for an additional two complimentary badges. Badges beyond the complimentary allotment are available for purchase. Badge assignments can be updated later as needed.

*Please do not register your customers or buyers using exhibitor badges. Customers and buyers register as **attendees** at: <https://hpbexpo.com/attend/badge-registration>.*

Register your booth staff using your HPBA Company ID or Member ID:

[EXHIBITOR BADGES](#)

BOOK HOUSING TODAY Deadline to Earn Priority Points January 6

NOTICE:



Maritz is the official housing provider for HPBExpo26. Any other housing offers are not affiliated with HPBA and should be considered illegitimate.

If you have not yet booked your hotel, now is the time. Exhibitors who reserve rooms within the **official HPBExpo26 housing block** by **January 6** will earn **additional Priority Points toward HPBExpo27 booth selection**.

Booking within the official housing block keeps you close to the show, connected with fellow exhibitors and attendees, and helps HPBA meet hotel commitments in New Orleans.

Priority Points earned through housing:

- 5 additional Priority Points for booking within the official housing block
- An additional 10 Priority Points for booking 50 or more room nights

*Points apply to the booth selection order for HPBExpo27. **To qualify, reservations must be made by January 6.***

BOOK HOUSING

ATTENDEES CHOICE AWARDS

One of the most effective ways to increase your company's visibility at HPBExpo26 is to earn an **Attendees' Choice Award, presented live at the Ultimate Awards show on Friday, March 20, 5 - 7PM**. Here are two ways to be in the running:



Enter a product in the New Product Pavilion:

Attendees will vote for their favorite products in the Pavilion, with awards presented in three categories: **Hearth, Barbecue, and Outdoor Living**. Pricing increases after this **Friday, January 9**, so be sure to enter before then.

Create a standout booth experience:

Encourage attendees to vote for your booth for the **Best Booth Experience** award. Exceptional booth design, engaging activations, and compelling product displays all make an impact. **ALL exhibitors are eligible**. Remind your customers to download the official HPBExpo mobile app to cast their votes onsite on Thursday, March 19 and Friday, March 20 through 4 PM.

NEW PRODUCT ENTRY

UPDATE MOBILE APP EXHIBITOR LISTING **IMPORTANT ACTIONS REQUIRED**

The official HPBExpo26 Mobile App will be available for download later this month. This all-new app allows attendees to explore detailed exhibitor listings, including brands represented, product categories, featured products, show specials, videos, press releases, floor plans, and other key event information before, during, and after the show.

Urgent: Please complete the following actions as soon as you log in:

- **Specify showroom requirements.**

Indicate whether your company requires prospective buyers to have a showroom. Selecting “No” signals to service company attendees who also sell directly to consumers that you are **open to doing business with them**.

- **Upload press releases.**
Upload your company press releases to be shared with registered media attending HPBExpo26. You may continue to add materials later, but **uploading now ensures inclusion in the initial media kit**.

Make sure your exhibitor listing has been updated before the Mobile App launches to attendees later this month, and update as often as you'd like.

[UPDATE EXHIBITOR LISTING](#)

INVITE YOUR CUSTOMERS



HPBExpo gives you the opportunity to showcase new products, meet face-to-face with key decision-makers, and strengthen existing relationships - all in one place at one time. **Maximize that investment by encouraging your current customers to attend and visit your booth!**

We have created an exhibitor marketing toolkit to make outreach easy. The toolkit includes pre-written email templates, social media graphics, logos, and other promotional materials to help you promote your booth effectively.

Make sure your customers and prospects do not miss the chance to connect with you at HPBExpo26.

Tip: Remind prospective attendees that 2026 HPBA Members are eligible for free attendee badges.

[MARKETING TOOLKIT](#)



Manufacturer Training Sessions

Limited Slots Available

Host a two-hour manufacturer-led training session at HPBExpo26 to highlight your products, provide targeted customer training, or present company-specific topics. Sessions are classroom-style and include standard A/V support. Sessions may be scheduled the day before exhibits open or during exhibit days.

[Contact us for availability!](#)

A limited number of sessions remain and are available for a fee of \$1,289. Sessions will be listed

on the HPBExpo website and can be designated as open to all attendees or invite-only.

EXHIBITOR SERVICE MANUAL

The Exhibitor Service Manual is your go-to resource for ordering booth services, reviewing rules and regulations, and preparing for a successful exhibiting experience at HPBExpo26.

Get started with these essential pages:

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

Be sure to complete these required forms:

[Meeting/Event Approval](#) | [EAC Approval](#) | [Variance, Sign, & Food and Beverage Approval](#)

Reference this important information from our official contractor, Freeman:

[Freeman Quick Facts](#) | [Freeman Labor and Booth Rental Services](#)
[Warehouse Shipping Labels](#) | [Show Site Shipping Labels](#) | [Material Handling Pricing Info](#)

[EXHIBITOR SERVICE MANUAL](#)

Special Event Opportunity

HPBExpo26 exhibitors have access to a truly unique event opportunity at Caesars Superdome.

Following the Savannah Bananas' Banana Ball event, the Superdome field will remain covered in baseball turf for a very limited time. This creates a rare opportunity to host a private event on a baseball field inside an NFL stadium. Events on non-NFL turf inside the Superdome are extremely uncommon, and availability is very limited.

For more information, please contact:
abby.jones@caesarssuperdome.com



MISS AN EXHIBITOR NEWSLETTER?

Be sure to review each Exhibitor Newsletter to stay informed and on track. These updates include important reminders, deadlines, and resources designed to help you make the most of your HPBExpo26 exhibiting experience.

[NEWSLETTER ARCHIVE](#)

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

[Contact Us](#)



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