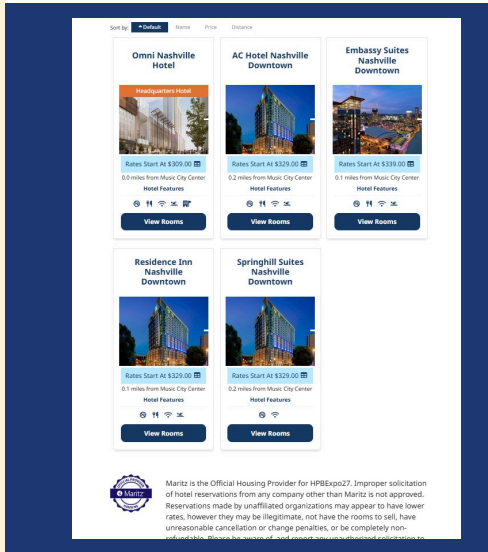


Housing is Now Open for HPBExpo27



Plan Your Stay in Nashville

Housing for HPBExpo27 is now open. We strongly recommend booking your rooms as soon as possible.

Nashville is a high-demand city, and hotel rooms fill quickly—especially during major events. Booking early gives you the best selection, preferred locations, and access to the official hotel block.

Use the official exhibitor housing link to review available hotels and reserve your rooms:

[EXHIBITOR HOUSING](#)

WHY BOOK WITHIN THE OFFICIAL HOTEL BLOCK?

Booking within the official HPBExpo27 hotel block keeps your team close to the action, making it easier to connect with customers and continue conversations beyond the show floor.

It also helps keep the event strong. When rooms are booked within the block, it allows HPBA to meet hotel commitments, manage costs, and maintain favorable rates and terms that benefit exhibitors and attendees over time.

Exhibitors who book within the official block can also earn additional Priority Points, which impact booth selection ranking order for future shows:

- +5 points for booking within the exhibitor housing block
- +10 additional points for 50+ room nights



Important: The only official housing partner for HPBExpo27 is Maritz. Any other company contacting you about hotel reservations is not authorized. For accuracy and security, always book through hpbexpo.com.

Encourage Your Customers to Book Early

Exhibitors play an important role in helping attendees plan ahead. Share the attendee housing link with your customers and encourage them to book early within the official hotel block.

Booking early helps them stay close to the show and makes it easier to connect onsite.

Consider including the Attendee Housing link in your customer outreach or event promotions.



[ATTENDEE HOUSING](#)

Key Dates for HPBExpo27

Use these dates to begin planning your travel and staffing:

Sunday, February 28

Limited early exhibitor move-in (advance approval required)

Monday, March 1 – Wednesday, March 3

Standard exhibitor move-in

Wednesday, March 3

Attendee programming (manufacturer training, retailer roundtables, certification review & testing, affiliate receptions)

Thursday, March 4 – Saturday, March 6

Exhibits open to attendees

Saturday, March 6 – Monday, March 8

Exhibitor tear-down and move-out

Payment Schedule Reminders

A quick reminder of upcoming payment deadlines:

- 2nd 30% installment for companies that booked during Priority Booth Selection: June 1, 2026
- Final remaining payment due: October 1, 2026

Staying on schedule helps ensure a smooth planning process and keeps your exhibit space in good standing.

Coming Soon!

We'll be rolling out additional exhibitor resources in the coming months to support your planning and promotion, including:

- Exhibitor Marketing Toolkit
 - Exhibitor Listing/Mobile App Updates
 - Exhibitor Service Manual (*available October 2026*)
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QUESTIONS ABOUT EXHIBITING? Contact: exhibits@hpba.org



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