
HPBA ANCILLARY MEETING & EVENT POLICY

An ancillary or in conjunction with (ICW) 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
- Annual Meetings
- Staff Meetings
- Focus Groups
- Press Conferences and Briefings
- Product Launches
- Customer/Dealer Acquisition and Appreciation Events
- Hospitality Rooms and Suites
- Social Events
- Receptions and Celebrations
- Award Luncheons, Dinners, and Banquets
- Education or Training Sessions
- Other Networking, Recognition, and Social or Commerce-Related Gatherings

1. WHO MUST SUBMIT AN ANCILLARY EVENT REQUEST FORM?

HPBA requires all organizations, whether commercial or nonprofit, that wish to host functions of any size or nature during the official HPBExpo dates (March 3–6, 2027) to complete an Ancillary Meeting & Event Request form. This requirement applies regardless of the event location, including off-site venues. Hotel and convention center meeting and event space, if approved, will be assigned by HPBA. Organizations are prohibited from contracting 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 & Event Request](#) form.
- **Exhibitors and Non-Exhibitors**
Exhibiting companies may request event space, subject to availability and approval by HPBA. Organizations whose products or services are relevant to HPBExpo attendees are required to exhibit in order to host meetings or events. Non-exhibitors are prohibited from promoting, marketing, or selling products or services in any venue, including hotels, restaurants, or other offsite locations. HPBA reserves the right to deny any request that violates 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 & Event Request](#) form.

While event 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 in writing from HPBA 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.

2. PROHIBITED ANCILLARY EVENTS

The following types of events are not permitted at any time during the official dates of HPBExpo (March 3–6, 2027):

- **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 held outside of contracted exhibit space that include educational or informational content and have a commercial or promotional purpose, and that have not received prior written approval from HPBA.
Note: There are official opportunities to host these types of events through the official HPBExpo program. Please contact 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 (Suitcasing)**
The promotion, solicitation, or sale of products or services outside of contracted exhibit space or approved channels. This includes, but is not limited to, distributing marketing materials, hosting sales meetings, conducting product presentations, or engaging attendees in commercial activity in hotels, restaurants, or other venues.

3. EVENT DATES REQUIRING ANCILLARY EVENT REQUEST FORM

Any organization planning to hold an event between Wednesday, March 3, and Saturday, March 6, 2027, must complete and submit the Ancillary Meeting Request Form by **Friday, December 18, 2026**.

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

4. 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 3 | 2:30 – 9 PM*
- Thursday, March 4 | 8 AM – 7 PM
- Friday, March 5 | 10 AM – 11:59 PM
- Saturday, March 6 | 10 AM – 1 PM

*HPBA Affiliate and HPBAC receptions are eligible for approval on March 3 for events beginning at or after 5 PM.

5. 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.

6. MARKETING & BRANDING MATERIAL

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 to 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 the Exhibitor Marketing Toolkit 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.

7. RESERVING EVENT SPACE

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

Request Process:

- Event 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 event request forms must be submitted by **Friday, December 18, 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 held prior to receiving HPBA approval.

8. STEPS FOR SUBMITTING AND APPROVAL OF ANCILLARY MEETING & EVENT REQUESTS

1. Review this HPBExpo Ancillary Meeting & Event Policy and submit the Ancillary Meeting & Event Request Form online by **Friday, December 18, 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. Convention center space assignments will be provided no later than **Friday, January 8, 2027**.
5. 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.
6. 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 & Event Policy.

9. 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 HPBExpo27
- 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, official HPBExpo hotel block, and any venue in surrounding areas during the official HPBExpo dates (March 3–6, 2027), as well as four (4) days prior and one (1) day following the event.

HPBA reserves the right to take any additional actions deemed necessary to enforce this policy and protect the integrity of HPBExpo.